



Privacy Policy of Brand. Kiosk (owner: Susanne Günther) for Journalists and Press Representatives

Protecting your personal data is a particular concern of ours. We process your personal data in line with the respective applicable legal data protection regulations, especially in compliance with the European General Data Protection Regulation (GDPR). The following is to inform you, acc. to Art. 13 GDPR, about the processing of your personal data regarding the receipt of our press releases and our extended press e-mail newsletter, especially the purpose, legal basis and duration of data processing and about your rights ("rights of data subjects „").

Section 1 Name and Contact Details of the Processing Controller

Controller within the meaning of Art. 4(7) General Data Protection Regulation (GDPR):

Brand. Kiosk

Owner: Susanne Günther

Martin-Luther-Straße 59

D-60389 Frankfurt am Main (Germany)

E-mail: office@brand-kiosk.com

(for further contact details, see also our <https://brand-kiosk.com/imprint>).

Section 2 Scope and Purpose of the Collection and Processing of Personal Data of Journalists and Press Representatives

(1) Brand. Kiosk collects and processes those personal data of journalists and press representatives that they provide to Brand. Kiosk on a voluntary basis (e.g. by handing over a business card, etc.). In this way, we can inform journalists and press representatives on our own account or on behalf of customers on the topics of design, furniture, furnishings, architecture, arts and culture by press releases, press information, product information, invitations to press conferences, trade fair events, openings and events or the like.

(2) This serves to safeguard our legitimate interest and the interest of our customers to inform the press and media of news about us, our customers and about products and services of our customers. The legal basis here is the legitimate interest of our customers to provide the public with information about the company and its products and our legitimate interest to meet our contractual obligations vis-à-vis our customers and to inform about our company and our services (point (f) of Art. 6 GDPR).

Section 3 Data Processing for Dispatching Press Releases by E-Mail

(1) Where you, as a journalist, approach us personally, by phone, by e-mail or by any other means while providing us with personal data, such as your surname, first name, address (editorial office, where applicable), your e-mail address, your phone number, mobile phone number or other personal data, we will retain the data communicated by you to us to inform you, in your capacity as journalist and/or press representative, about us or our customers using press information.

(2) The legal basis for the processing of the data you communicate to us within the framework of your contact request in this respect is our legitimate interest to inform you, as a press representative, and to retain your personal data in our press mailing list to that end (point (f) of Art. 6(1) GDPR).

(3) Your personal data is used only to send press releases to you in your capacity as press representative.

Section 4 Data Processing and Subscription to the (Extended) Press E-Mail Newsletter

(1) Since the demarcation between mere press releases and sales promotion measures with (partially) promotional contents is often difficult and our extended press e-mail newsletter may also contain promotional contents, we need your consent to send our press e-mail newsletter to you. Where we obtain any consent from you as a precautionary measure for sending our extended press e-mail newsletter by e-mail, the aim is to also extensively inform you in future, as usual, besides mere press releases about us or our customers, about products and news of our customers on the topics of architecture, furnishings, furniture, design, arts and culture as well as about our and our customers' current offers by e-mail to the e-mail address specified by you as part of the consent.

(2) Subscription to the extended press e-mail newsletter is optional and effected using the double opt-in procedure. This means that, following your subscription to our press e-mail newsletter, we will send an e-mail to the e-mail address specified by you, asking you to confirm your subscription for receiving our press e-mail newsletter and your e-mail address. If you do not confirm your subscription within 48 hours by clicking on the activation link sent, we will not retain your e-mail address in our press e-mail newsletter mailing list and will not release it for the dispatch of any press information that may contain specific information about a good or service or be of any other promotional nature.

(3) Your e-mail address, , your last name, your first name, the Title of your publication and your position is mandatory for the dispatch of our press e-mail newsletters. Once you have given your consent (confirmed the e-mail address for the newsletter dispatch), we will retain your e-mail address for sending you the extended press e-mail newsletter. The legal basis is s. 1 of point (a) of Art. 6(1) GDPR.

(4) Upon subscription and confirmation (activation) of your subscription, we will also retain your IP address and the subscription and confirmation dates. This serves as a means of proof of your subscription and, if applicable, to solve any potential misuse of your personal data.

(5) You can withdraw your consent to the sending of the extended press e-mail newsletter

at any time and thus unsubscribe from the press e-mail newsletter for the future. You can notify the withdrawal by clicking on the link provided at the end of every press e-mail newsletter, by e-mail to pressdistributionlist@brand-kiosk.com or by message to the controller (see above) or to the contact details specified in the imprint of our website. Once unsubscription has been successful, no e-mail with specific information about a good or service or any other promotional nature will be sent to your e-mail address any longer, but your e-mail address will be erased from the press e-mail newsletter mailing list.

Section 5 Use of MailChimp to Dispatch Press Releases and Press E-Mail Newsletters and Dissemination of Personal Data to MailChimp

- (1) To organise, dispatch and analyse the dispatch of our press releases and our extended press e-mail newsletter, we use the service of the provider "MailChimp", a newsletter dispatch platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA.
- (2) Where you have provided us with your e-mail address for receiving press releases or press e-mail newsletters and we send a newsletter to you, your e-mail address is stored on the MailChimp servers in the US.
- (3) Please note that we also use MailChimp to analyse the dispatch of our press releases and press e-mail newsletters. The press releases and press e-mail newsletters (e-mails) sent via MailChimp contain web beacons, i.e. files establishing a connection to the MailChimp server once the e-mail is opened. This enables us, for example, to determine and statistically evaluate whether our press releases and press e-mail newsletters are opened. We can also see which links in one e-mail have been clicked how many times (click rate), how many unsubscriptions are made and the country in which the e-mail was opened. Moreover, server log files are gathered, such as time of access, IP address, browser type, operating system and, by such means, so-called user profiles. This information cannot be assigned to the respective e-mail recipient (natural person).
- (4) The legal basis for data processing using MailChimp is our legitimate interest in a straightforward organisation and smooth dispatch of press releases and press e-mail newsletters to journalists and press representatives as well as our legitimate interest in the statistical gathering and evaluation of the response of recipients of our press releases and our extended press e-mail newsletters for the purpose of designing our press releases and our extended press e-mail newsletters in a more customer-friendly manner and to optimise them (s. 1 of point (f) of Art. 6(1) GDPR). If you disagree, please unsubscribe from the receipt of our press releases and/or of our extended press e-mail newsletter.
- (5) Where you have given your consent to receiving our extended press e-mail newsletter, the legal basis for its delivery using the services of MailChimp, besides our legitimate interest (see above), is your consent given to that end (s. 1 of point (a) of Art. 6(1) GDPR).
- (6) Where you have the content of our press release or our press e-mail newsletter displayed to you via your browser (e.g. in case of display issues in your e-mail programme), you are forwarded to the MailChimp website. Such forwarding will be made once you click on the link contained in

the e-mail for the online retrieval of its content. Where this relates to data collection on the MailChimp website by MailChimp or its partners, the scope of data processing is not known to and cannot be influenced by us. In this respect, please take note of the MailChimp Privacy Policy, available at <https://mailchimp.com/legal/privacy/>.

(7) MailChimp is not only used based on our legitimate interest acc. to point (f) of Art. 6(1) GDPR and any consent given (s. 1 of point (a) of Art. 6(1) GDPR), but also based on a contracted processing agreement concluded with MailChimp acc. to s. 1 of Art. 28(3) GDPR. MailChimp is not entitled based on such agreement to directly write to our press e-mail newsletter recipients using the contact details specified by them for delivery of such newsletter (e.g. e-mail address) or to disseminate such data to third parties. The content of the contracted processing agreement is available at <https://mailchimp.com/legal/forms/data-processing-agreement/sample-agreement/>.

(8) MailChimp has subjected to the EU-US Privacy Shield data protection agreement (cf. <https://www.privacyshield.gov/list>) intended to ensure compliance with the data protection level applicable in the EU (more detailed information: <https://www.privacyshield.gov/EU-US-Framework>).

(9) If you do not want any analysis by MailChimp, you must unsubscribe from our press releases and our extended press e-mail newsletters. To this end, we provide a corresponding link in each press release and each press e-mail newsletter.

Section 6 Your Rights (“Rights of Data Subjects”)

(1) As a person affected by the processing of your personal data, you have the following rights vis-à-vis us as the controller (see section 1 above):

- right of **access** (Art. 15 GDPR);
- right to **correction** (Art. 16 GDPR);
- right to **erasure** (Art. 17 GDPR);
- right to **restriction of processing** (Art. 18 GDPR);
- right to **data portability** (Art. 20 GDPR);
- right of **withdrawal of a consent once given** (Art. 7(3) GDPR).

(2) You also have the **right to lodge a complaint** with a data protection supervisory authority regarding the processing of your personal data by us (Art. 77 GDPR).

(3) If you have questions about the collection, processing or use of your personal data, for access, correction, blocking or erasure of data and regarding the withdrawal of any consents given, please send an e-mail to: datenschutz@brand-kiosk.com.

Section 7 Right to Object

(1) Where we process personal data based on overriding legitimate interests (s. 1 of point (f) of Art. 6(1) GDPR), you have the right to object to such processing acc. to Art. 21 GDPR where there are

grounds relating to your particular situation or the objection is directed against direct marketing. The objection takes effect for the future.

(2) If you want to make use of your right to object, an e-mail sent to datenschutz@brand-kiosk.com is sufficient.

(3) If you exercise your right to object, we immediately discontinue the processing of the personal data. We reserve the right to continue processing, however, where we can demonstrate legitimate grounds for the processing or such processing serves the establishment, exercise or defence of legal claims.

Section 8 Retention Period and Erasure of Personal Data

Unless provided for otherwise under the respective heading above, we basically retain personal data only for the period required to achieve the purpose of retention or for the period required to comply with a legal obligation. For example, we retain certain data for up to ten years based on retention periods under commercial and tax law. Where the purpose of retention ceases to exist or the retention periods have elapsed, the personal data is routinely erased pursuant to the legal regulations, unless it is still necessary to perform a contract or to establish or defend legal claims. Any data retained by us based on a consent will be erased by us once the consent is withdrawn or the purpose of retention ceases to exist.