Privacy Policy Tchibo GmbH

Note: This Privacy Policy is not a full translation of the German version. Services, including but not limited to Recruiting, Tchibo Community, TchiboEXPERTS, or Eduscho are not or not fully described in this Privacy Policy. Please refer to the German version.

1. Scope

Many customers, suppliers, service providers, applicants and employees entrust personal data to Tchibo on a daily basis. Tchibo considers it part of its corporate responsibility to protect the information and data that is entrusted to it. Data protection principles, such as data minimization, transparency and security are therefore of the highest priority at Tchibo.

We have set the objective of setting out our Privacy Policy in such a way that everybody can obtain a speedy overview of the purposes for which Tchibo processes personal data. However, persons who are interested in the details should also be provided with sufficient information. All information below refers to the use of the digital services via PC's, smartphones, tablets and all other mobile or stationary end devices that can be connected to the Internet.

Please read our Privacy Policy carefully. Should you have any questions or comments concerning this Privacy Policy, you can address them to the email address on our contact page at any time.

This Privacy Policy contains information relating to data processing on the following websites of Tchibo GmbH and the corresponding digital processes:

www.tchibo.de
www.tchibo.com (incl. recruiting)
www.tchibo-nachhaltigkeit.de
www.eduscho.de
www.eduscho.com
www.blog.tchibo.com
www.tchiboexperts.rogpanel.de
www.community.tchibo.de/de-DE/start
www.we-socialquality.com/
www.beansbrothers.com/

Should our digital services contain the facility to optionally enter personal data, we would kindly request that you decide for yourself which data you wish to disclose to us. The obligatory fields that are displayed as such are required by us in order to process the respective enquiry or your order. Any data in excess of the above that is gathered is voluntary and is used in order to optimise the services we offer and, if applicable, for statistical purposes.

Further information can be found in the following chapters.

Changes to the Privacy Policy

We reserve the right to change or adapt this Privacy Policy at any time in consideration of the valid data protection regulations.

2. Contact Details and Controller

Should you have any questions, or should you wish to claim your rights in one of the named cases, please get in touch with us.

service@tchibo.de
With the subject line "data protection"

- **Further Contact Details**

Controller:

Tchibo GmbH
Überseering 18
22297 Hamburg
Germany

Executive Board:
Erik Hofstädter (CEO), Felix Albrecht, Hamid Dastmalchian.

Chairman of the supervisory board:
Michael Herz

Contact details of the data protection officer:

Tchibo GmbH
Data Protection Officer
Überseering 18
22297 Hamburg
Germany
datenschutz@tchibo.de

Responsible authority:

Der Hamburgische Beauftragte für Datenschutz und Informationsfreiheit
Ludwig-Erhard-Str 22, 7. OG
20459 Hamburg
Germany

Tel: (040) 4 28 54 - 40 40
Email: mailbox@datenschutz.hamburg.de

3. Your Rights

At all times, you are entitled to claim your rights in relation to us as an affected person. Should the respective statutory requirements be met, these include the following rights:

- Right of access in accordance with Article 15 EU GDPR

[REQUEST FORM]

In order to be able to process your written request, we are obliged to carefully check your identity. Please understand that we reserve the right to request further information or proof of identity, depending on the criticality of the data. In particular, this serves the purpose of protecting your data against unauthorised third-party access.

- Right to rectification in accordance with Article 16 EU GDPR
- Right to erasure in accordance with Article 17 EU GDPR
- Right to restriction of processing in accordance with Article 18 EU GDPR
- Right to data portability in accordance with Article 20 EU GDPR

[REQUEST FORM]

- Right to object / withdraw consent in accordance with Article 21 EU GDPR
- Right to lodge a complaint with a supervisory authority in accordance with Article 77 EU GDPR

We wish to inform you that we reserve the right not to process enquiries of excessive character or that are received without the corresponding proof of identity. We will inform you of such in writing.

Your request form as well as the information provided will be stored in our systems for a period of 2 years. The copy of your identity card (if sent) will be destroyed immediately after the identity check. The legal basis for the processing is Article 6 Paragraph 1 Letter c) EU GDPR.

➢ **Details concerning Your Rights**

Access, Data Portability
At all times, you have the right to free-of-charge confirmation concerning the data processed by us that relates to your person. In addition, at all times, you have the right to have the data that you provided to us transmitted to yourself or to a third party controller.

Should you wish to receive confirmation concerning your data that is processed by us or should you require a data transmission, please contact us in writing at service@tchibo.de.

Please bear in mind that we can only transmit data that is based on consent that has been given or on a contract.

Rectification, Erasure, Restriction
Following a request from you, we will rectify, lock or delete the data relating to you that has been processed, provided that other statutory regulations (for example retention obligations under the German Commercial Code - HGB) do not prevent this. Please contact us in writing at service@tchibo.de.
You can view, rectify and delete the data in your customer account at any time in the "my account" area by using your email address and password.

Withdrawal of consent / objection
Should you have given us your consent to the processing of your personal information, you can withdraw this at any time by means of a short written notification. Please contact us in writing at service@tchibo.de.

You can object to the use of your data for direct marketing purposes at any time by means of a short written notification to service@tchibo.de or withdraw your consent, without any costs other than the transfer costs in accordance with the basic tariffs being incurred.
In order to cancel the subscription to the newsletter, there is a corresponding link at the end of the newsletter. Alternatively, registered users can cancel their registration to the newsletter under "my account" at www.tchibo.de.

Should you wish to object to the analysis and tracking functions with effect for the future, you can set this up via the consent banner.

Please bear in mind that this withdrawal can only prevent the gathering of data for web analysis purposes directly on the website.

Further information, including information in relation to the personal analysis of usage and purchase data that goes beyond the above, can be found here. You can object to this data analysis by means of a short written notification to service@tchibo.de.

Where we process your personal data on the basis of Article 6(1)(f) of the GDPR (**legitimate interests**), you have the right under Article 21 of the GDPR to object to the processing at any time where there are grounds relating to your particular situation.
If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

Right to lodge a complaint with a supervisory authority
You have the right to contact a supervisory authority. The supervisory authority responsible for us is the Hamburg Commissioner for Data Protection and Information Security.

4. Data Security

During a data transfer, for example when entering your customer data into the order form, online claim form, or the contact form, as well as during the recruiting process, we offer you the SSL (secure socket layer) security procedure together with 256-bit encryption.

You can recognise the transfer of encrypted data by the picture of a closed key or lock symbol at the bottom of your browser.

We apply the highest level of care and security standards in order to protect your personal data against unauthorised access or loss. We wish to point out that data transfer via the Internet (for example in case of communication by email) can pose security risks. It is not possible to fully protect the data against third-party access.

- **Further details**

Security during the payment process
Tchibo offers payment on invoice, direct debit, payment in advance, payment by credit card, PayPal (only in the Tchibo online shop), payment in instalments by direct debit (only in the Tchibo online shop) or Tchibo gift vouchers. All payment methods are comprehensively protected by the security standards listed above.
Should you pay by credit card, we have incorporated additional security: we provide this by requesting the credit card verification number in the ordering process under "payment method". The three-digit card verification number can be found in the signature field on the reverse of your credit card.

Your credit card data will not be stored by Tchibo. It will be transferred directly to **Computop Paygate GmbH, Bamberg** by means of an encrypted, and therefore secure, connection, and will then be processed there in order to process your payments in compliance with the requirements under data protection laws.
Your encrypted credit card data will only be retained by Tchibo if you safe this when setting up a customer account. You can delete this data from your customer account at any time. In addition, it goes without saying that we fulfil the requirements of the mandatory Payment Card Industry Data Security Standard (PCI-DSS).

As part of the processing of credit card data, the following data must be processed and transmitted to Computop Paygate GmbH in accordance with the provisions of Payment Services Directive 3

(PSD3), which comes into force in February 2024: Billing address and email address, telephone or mobile phone number.

Contact form

The contact form is intended to provide you with an easy way to contact Tchibo should you have any questions about us. The information you provide here is generally voluntary. Your information will be processed by us in order to answer your query.

Tchibo keeps the information that is necessary in accordance with commercial and tax laws for the period of time determined by legislation. For this period of time (as a rule, ten years) the data will only be processed again in case of a check by the financial administration, for financial and tax verification purposes and in order to clarify any possible criminal activity. Unless your matter is subject to the statutory retention periods, your data will be deleted once the processing purpose has been fulfilled.

In order to answer your query, it may be necessary to forward it together with your personal data to one of our subsidiary companies or to maxingvest ag.

Opinion survey at tchibo-nachhaltigkeit.de

There is also the option for you to provide us with your opinion concerning the Internet service of tchibo-nachhaltigkeit.de via a form. As a rule, no personal data will be gathered from you or processed in this form. You can also not be personally identified by Tchibo.

For your own protection, please ensure that you do not disclose any information in the free text field in the opinion survey that allows you to be personally traced, should you wish to remain anonymous.

Unique Identifier

Tchibo uses a central identity management system within the group to store the email address as a unique identifier for customers across all subsidiaries. This eliminates the need for a separate registration, simplifies the process and increases customer satisfaction. The email address is stored centrally in a customer management system and remains there under the responsibility of Tchibo GmbH. If a customer account is registered with another national subsidiary using the same email address, for which Tchibo GmbH provides the systems as a processor, the email address provided is compared in accordance with the instructions. If it is recognised, central administration is carried out on this basis. This central administration enables our customers to store their consent to advertising measures – if given – for each country in a central profile. The individual separation of the collected customer data remains under the responsibility of the respective group company. Personalisation of customer information, provided the customer has given his consent, continues to take place exclusively within the respective group company (controller). Through the central storage, Tchibo can ensure the highest security standards and effectively prevent fraud attempts. The corresponding processing is based in this respect on the legitimate interest (Art. 6 Para. 1 lit. f GDPR), the above aspects justify the balancing of interests in favour of Tchibo. The legitimate interest lies in preventing attempted fraud and ensuring the correct allocation of customer data. A balancing of our interests against those of the data subject shows that there are no overriding interests or fundamental rights of the data subjects to the contrary and that the processing of the data is necessary. In the event of a related objetcion, the relevant email address cannot be used for a Tchibo customer account and will be blocked for use for this purpose. An online order must be placed as a guest.

5. Transfer of Data

Tchibo does not disclose your data to third parties for commercial purposes (sale, rental).

Should your data be processed by service providers who support us with customer service, the delivery of our products and the creation and sending of our advertising materials, the scope of the transferred data is limited to the necessary minimum.
The data transfer takes place in encrypted form.

Within the framework of processing by a processor, our partners were carefully selected by us and are obliged, in accordance with the statutory provisions of Article 28 EU GDPR, to handle your data in a trustworthy manner and to comply with our own data protection standards. In particular, our partners are not permitted to transfer the data of our customers to third parties for direct marketing purposes or to use the data themselves for commercial purposes.

We also work with contracting and co-operation partners. Should we disclose your data to contracting or co-operation partners in order to fulfil your order, travel booking, a prize competition or in the course of partner offers and auctions in order to perform the contract, we will inform you of such separately. Our co-operation partners were carefully selected by us. In particular, our co-operation partners are not permitted to transfer the data of our customers to third parties for direct marketing purposes. The data that is forwarded in such a way may only be processed by our co-operation partners in order to fulfil the processing of your order.

Within the framework of the processing, we pass your data on to the following recipients:

- Agencies
- Information bodies, debt collection agencies (creditworthiness check, warning procedure)
- Authorities, other public bodies
- Call centres (customer support)
- Printing service providers, letter shops
- Internal bodies, group companies
- IT service providers/Cloud providers
- Co-operation partners (competitions, partner offers etc)
- Banks
- Suppliers
- Logistic service providers, post and courier service providers
- Market and opinion research companies
- Newsletter distributors
- Travel agency and tourism service providers
- Repair and service providers
- Telecommunications providers
- Corporate advisors / auditors /tax consultants
- Insurance companies

Please bear in mind: You can obtain further information in relation to the specific processing in the chapters of our Privacy Policy.

➢ Third country transfers

Should it become necessary to transfer data to third parties in order to fulfil the data processing purpose (for example the delivery of goods), we ensure that your data remains within the European Union or the European Economic Area.

Should this not be possible in exceptional cases and should it be necessary to transfer data to a third country, Tchibo ensures all necessary measures to create a reasonable level of data protection.

We have listed the processing in third countries below:

- Tracking and targeting technologies

  The processing relates to those data transfers to servers of our service providers who are headquartered in the USA. The data transfer takes place on the basis of EU Commission **standard contractual clauses or your given consent.**
  You can find further information concerning tracking and targeting here.

- Global IT support

  Within the framework of the continual monitoring and support of our IT systems, service providers who are engaged by us separately have access to our data processing systems. The data transfer takes place on the basis of EU Commission **standard contractual clauses.**

- Predictive Index (PI) diagnostic tool

  As part of the application procedure, we will send your first name and surname as well as your email address to PI, who are based in The United States of America. The data transfer takes place on the basis of EU Commission **standard contractual clauses.**
  You can find further information concerning recruiting here.

- Customer support

  In order to be able to process your matter in a speedy manner, we also use service providers for our call centre. **In exceptional cases**, the call centre is not located in the European Union or the European Economic Area. Our service providers located in third countries have had obligations placed on them on the basis of the EU commission **standard contractual clauses.**

- Tchibo Group

  Should it be necessary, we transfer data to group companies outside the EU in order to to process your matter or for internal administrative purposes. The data transfer takes place on the basis of EU Commission **standard contractual clauses.**

6. Necessary Provision of Data

We process personal data, such as name, address, email address etc. at various processing situations. In this Privacy Policy, we wish to provide you with as detailed an overview as possible as to how your data is handled, on what legal basis we process your data and whether the provision of your data is necessary under the contract or in accordance with the law.

Should Tchibo GmbH process your data under a contract or in accordance with the law, entry fields are shown as mandatory fields, if we require the information in order to fulfil the contract or due to a statutory requirement. For example, you can find these obligatory fields in the course of an order. Should the obligatory information not be entered, we may not be able to provide our services.

Should it be possible to enter additional personal data in optional fields, we would kindly request that you check which data you wish to disclose to us.

7. Tchibo Order Process

In order to conclude, perform or terminate your contract, order, or claim, we also require personal data from you. For example, this includes:

- First name, surname
- Invoice and delivery address
- Email address
- Invoice and payment data
- If applicable, date of birth
- If applicable, telephone number

The processing of the ordering process also includes the shipping of orders, the handling of your payment, the sending of electronic order confirmations and invoices. The processing is therefore necessary overall for the execution of the contract and affects both individual purchases and, for example, orders for a coffee subscription (long-term obligation). We would like to inform you that in case of a service request we reserve us the right to possibly process contact details received, in order to assist you best. The legal basis for this processing is Article 6 Paragraph 1 Letter b) EU GDPR. You provide us with the data on the basis of the contractual relationship between yourself and Tchibo. The above information on how we handle your personal data when processing orders also applies accordingly to the processing of your contractual relationship with us when you sell a used coffee machine ('refurbished') to us via our corresponding offer pages (see following links) and/or buy a refurbished coffee machine from us.

Unless we use your contact details for direct marketing purposes, we store the data that has been gathered in order to perform the contract until the expiry of the statutory and possible contractual warranty and guarantee rights. Following the expiry of this period, we retain the information relating to the contractual relationship which is necessary under commercial and tax laws for the period of time mandated by legislation. For this period of time (as a rule, ten years from the time of conclusion of the contract) the data will only be processed again in case of a check by the financial administration for financial and tax verification purposes and in order to clarify any possible criminal activity.

Ordering in a Store

Should you place your order in one of our stores or have the order delivered to you from the store, the data processing takes place as described above. Should you have your order delivered to one of our stores, you will be informed by email, text message or telephone call once your order is ready for collection at the stores, depending on your choice.

Reporting

In addition, we gather commercial key figures on the basis of the orders and evaluate these without relating to specific persons. The purpose of this is the commercial optimisation of our processes. The legal basis for this processing is Article 6 Paragraph 1 Letter f) EU GDPR (legitimate interest).

At all times, you have the right to free-of-charge access to personal data, data portability, rectification and, if applicable, erasure, as well as the right to object to the processing of your data that is processed by us.

➢ Online customer account

In order to provide you with the highest possible degree of user friendliness during your purchase, we provide you with the option of permanently storing your personal data in a password protected customer account. The registration is voluntary (Art. 6 I a GDPR, Consent; exception: Ordering a coffee subscription, where the general terms and conditions are required for subscription contract processing). Once a customer account has been set up, it is not necessary to enter the data again. In addition, you can view the data that has been kept in relation to you in your customer account at any time. You can also rectify the data or delete your customer account (withdrawing of consent). Please bear in mind that the deletion of your customer account online only leads to a deletion in our webshop system. This does not necessarily lead to a deletion in downstream systems.

In addition to the data that is requested at the time of an order, you must also specify your own password in order to set up a customer account. Together with your email address, this is used to access your customer account.

After login a permanent cookie is set. Following a first login, the function enables you to access your shopping cart, your shopping list as well as your loyalty bean overview in a user-friendly manner 365 days after, without you being required to enter your password again. For security reasons, the access to parts of the 'my account' area, submitting orders as well as changing your address and payment data, remains password-protected. If you do not like to use this function, please logout after your visit using the logout button. The legal basis for the processing is Article 6 Paragraph 1 Letter f) EU GDPR. The processing is carried out to safeguard our legitimate interest in providing a consumer-friendly and customer-oriented shopping experience. It is necessary because this analysis cannot be achieved equally effectively by less intrusive means. A balancing of our interests against those of the data subject shows that there are no overriding interests of the data subjects to the contrary. You can find more information relating to cookies here.

If you have created such a webshop account and you select 'order as a guest' (without being logged in), we may link the order placed through this process to your webshop account, so that the order is then displayed in it. This link is only created if at least two parameters of personal data are present together in the comparison, usually at least first name, last name, email address or first name, last name, postal address match completely. This procedure also applies accordingly to a possible linking of different order processes in our internal customer management system. The legal basis is Article 6(1)(f) of the GDPR. The processing is carried out to safeguard our legitimate interest in providing you with the best possible shopping experience and making any order history available to you. The processing is necessary because data is only consolidated where several parameters match, and the purpose cannot be achieved by less intrusive means. A balancing of our interests against those of the data subject shows that there are no overriding interests or fundamental rights of the data subjects to the contrary.

- **Details concerning Creditworthiness, Statutory Checks and fraud prevention**

When using a so-called **less secure payment method**, i.e. payment by invoice or direct debit, we carry out automated, order-related credit checks based on statistical and mathematical scoring procedures in order to minimise the risk of payment defaults.

For this purpose, we estimate the probability of payment default on the basis of statistical comparisons with our previous payment experiences, using geodemographic and order-related customer and order data, as well as external address-related credit information.
We reserve the right also to obtain a personal external enquiry about you from a recognised credit reference agency.

In this context, we transmit your data (name, address and, where applicable, date of birth) to CRIF GmbH, Victor-Gollancz-Str. 5, 76137 Karlsruhe, for the purpose of obtaining information to assess the risk of payment default on the basis of mathematical and statistical procedures and to verify your address (delivery feasibility check). Information on credit checks can also be found in our General Terms and Conditions. The legal bases for this are Article 6(1)(b) and Article 6(1)(f) of the GDPR.

Transfers on the basis of these provisions may take place only where this is necessary to safeguard the legitimate interests of our company or of third parties and where those interests are not overridden by the interests, fundamental rights or freedoms of the data subject which require the protection of personal data. The processing is carried out to safeguard our legitimate interest in the effective performance of the contract of sale and is necessary for this purpose.

The processing is necessary for fraud prevention. No less intrusive means that would be equally effective are available. As the measure also serves to protect our customers against the misuse of

their accounts or identities, the balancing of interests does not indicate any overriding conflicting interests. Detailed information about CRIF within the meaning of Article 14 of the GDPR, including information on its business purpose, the purposes and periods of data retention, the data processed, the right of access and the right to erasure or rectification, can be found in CRIF's privacy notice.
If you do not agree to a credit check being carried out by CRIF GmbH, Victor-Gollancz-Str. 5, 76137 Karlsruhe, you may choose one of the following payment methods instead: payment in advance, payment by credit card, payment upon collection of the order from a store, or PayPal (only in the Tchibo online shop).

In the event of delayed payment, and provided that the other statutory requirements are met, we will transmit the necessary data to a company instructed to collect the claim. The legal bases for this are Article 6(1)(b) and Article 6(1)(f) of the GDPR. The assertion of a contractual claim constitutes a legitimate interest within the meaning of the latter provision.

In addition, where the other statutory requirements are met, we or a company instructed to collect the claim will transmit information about adverse payment experiences from the point at which the principal claim, together with reminder fees, is assigned, or about any payment default, to credit reference agencies with which we cooperate (**debt collection reporting**). The legal basis for this is Article 6(1)(f) of the GDPR. The legitimate interest required for this purpose arises from our interest and the interest of third parties in reducing contractual risks in future contracts. The balancing of interests is in our favour, as there are no overriding interests of the data subjects to the contrary.
In addition, for all orders we carry out post-order checks after the order has been placed. These checks compare the personal data, addressees, contact details and contents of the shopping basket provided when placing the order against relevant negative lists and historical fraud patterns. These measures are intended to prevent payment defaults and protect our customers against the misuse of their accounts or identities.

"Sanction lists" screening

The EU regulations for combating terrorism (EC) numbers 2580 / 2001 and (EC) numbers 881 /2002 require that no customer, supplier, service provider or employee of Tchibo be terror suspects named in the centrally managed lists (terrorism lists). Therefore, it is necessary for Tchibo to carry out a data comparison with the terrorism lists.
The legal basis for this processing is Article 6 Paragraph 1 Letter c) and Article 6 Paragraph 1 Letter f) EU GDPR. The regular data comparison also provides Tchibo with a streamlined customs process, which is considered to be a legitimate interest in the sense of the second regulation referred to above. The processing is necessary to comply with **EU regulations** and to obtain **customs facilitations.**

Compliance with export prohibitions

Should you specify a delivery address outside of the EU, we check your customer data in accordance with the German Foreign Trade Law (Außenwirtschaftsgesetz) in order to comply with export prohibitions and embargoes and as proof of VAT-free charging to legitimate recipients in countries outside of the EU. In addition, we carry out a customs registration for your delivery to countries outside of the EU.
The legal basis for this processing is Article 6 Paragraph 1 Letter c) EU GDPR.

- Details concerning Order Processing

Logistics

For the purpose of shipment tracking and parcel notification, we will pass on your e-mail address and/or your telephone number (if necessary) to the postal or shipping service providers, provided you have given your consent during the ordering process. Corresponding service providers may be as follows: DHL Vertriebs GmbH, Charles-de-Gaulle-Straße 20, D-52113 Bonn; Hermes Logistik Gruppe Deutschland GmbH, Essener Straße 89, D-22419 Hamburg; DPD Deutschland GmbH, Wailandtstr. 1, D-63741 Aschaffenburg; GLS, General Logistics Systems Germany GmbH & Co. OHG, GLS Germany-Str. 1-7, D-36286 Neuenstein; TNT/FedEx, FedEx Express Deutschland GmbH,

Haberstr. 2, D-53842 Troisdorf; trans-o-flex Express GmbH & Co. KGaA,, Hertzstr. 10, D-69469 Weinheim; UPS, United Parcel Service Deutschland S.à.r.l. & Co. Co. OHG, Görlitzer Str. 1, D-41460 Neuss; GEL, GEL Express Logistik GmbH, Jakob-Kaiser-Str. 3, D-47877 Willich.

If not required, we will send you the link to track your consignment. By clicking on the link, you will be forwarded to the respective logistics company.

Should you wish to have the goods delivered to a DHL parcel station, we forward your DHL customer number, your name and your invoice address to **DHL Paket GmbH, Charles-de-Gaulle-Str. 20, 53113 Bonn** for the purpose of verifying your identity, in order to ensure that the stated data was entered correctly and in order to prevent misuse.

Should you not wish for your data to be forwarded on, you can also have your order delivered to one of our stores at any time. Haulage goods are excluded from the above.

Should your order include goods that are delivered directly by the manufacturers, we will forward your name and delivery address, telephone number and email address to the manufacturers for the purpose of order processing and delivery notification. Should this be the case, you will be informed of such separately during the order process.

Should your order include a conclusion of an insurance policy, the insurance documents will be sent to you by the insurance company. For this purpose, we will forward your name, your address, telephone number and email address to the insurance company. Should this be the case, you will be informed of such separately during the order process.

The legal basis for data disclosure is Article 6 Paragraph 1 Letter b) and Article 6 Paragraph 1 Letter a) EU GDPR with regard to shipment tracking.

Payment procedure

Should you use the **PayPal (PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg)** payment service, you will be forwarded together with necessary data (i.e. payment amount, recipient of the payment) to PayPal for payment processing. The legal basis for this is Article 6 Paragraph 1 Letter b) EU GDPR.

Further information on terms of use and data protection can be found at:
https://www.paypal.com/myaccount/privacy/privacyhub.

If you do not want to be forwarded, you can choose a different payment method at any time.

Customer support

In order to be able to assist you in a speedy manner during and after your order, we offer you customer support.

In general, it is possible to receive advice without disclosing information relating to your customer account. However, should identification be necessary in order to process your matter (for example clarification of matters relating to your customer account, loss report, request for access to personal data), the personal data that is requested serves the purpose of legitimating your person, the carrying out of the processing of your matter and quality assurance.

In order to process your matter, we require the following information from you, amongst others:

- First name, surname

- Invoice and delivery address
- Email address
- Order number
- If applicable, date of birth
- If applicable, telephone number
- If applicable, further identity characteristics in order to proof legitimacy

The legal basis for the order acceptance and/or order and delivery research and the handling of returns is Article 6 Paragraph 1 Letter b) EU GDPR i.e. you provide us with the data on the basis of the contractual relationship with us. Within the framework of the processing of your rights and for the purposes of the legitimation assessment, we process your data on the basis of Article 6 Paragraph 1 Letter c) EU GDPR, i.e. we are legally obliged to carry out the processing. The legal basis for the processing within the framework of our complaints management (also on social media sites) is Article 6 Paragraph 1 Letter f) EU GDPR. Our interest in gaining customer satisfaction is considered to be legitimate in the sense of the regulation referred to above. The processing is necessary to deal with your request and is limited to what is necessary. A balancing of interests shows that there are no overriding conflicting interests, particularly as the processing is carried out in your own interest in resolving the matter or processing the return.

We would like to inform you that we reserve us the right to possibly use e-mail addresses received in the context of customer service for future order processing at Tchibo. Of course, you can object to this use of your e-mail address at any time.

We store your data until the expiry of the statutory and/or possible contractual retention periods, warranty and guarantee rights and/or proof obligations.

Should it be necessary in order to process the order, we transfer your data to service providers who assist us with customer support.

We pass your data on to service providers

- **For support when processing your matters**
- **In the course of complaints management**
- **For loss processing**
- **For the issuing of credit notes**
- **For repair orders**
- **Returns handling**
- **Only if the partner has agreed to comply with our data protection standards.**

In relation to user contributions that you have posted on the Tchibo Facebook page or on other social networks, please familiarise yourself with the Privacy Policies of the respective social networks.

As part of our services of a "**video inspection**" for selected products (for example, for your Esperto), we offer you as another customer support the opportunity to have a video call with a service employee after making an appointment. In this respect, it is a free service provided by Tchibo. We process your personal data (surname and first name, e-mail address for e-mail confirmation incl. video-link, mobile phone number for SMS confirmation incl. video-link) exclusively for the purpose of providing the service on the basis of Art. 6 para. 1 lit.b GDPR, in particular on the basis of the service contract concluded between you and Tchibo for this purpose. The video call is not recorded.

As part of our customer support, you can also use the **online technical claims complaint form** on our website as an easy way to generate all necessary self-service documents to send the defective item to our repair centers for processing.

The generated documents include a DHL shipping label and a claim slip containing the data you entered in the claim form. Your given data are required to create a shipping label and to provide you with information about the status of your claim. The documents will be sent to the specified email-address. Our repair centers will receive the data of the complaint form (by including the document in your package) to handle the complaint case.

Quality controls

To provide you with a consistent or improved service and to ensure the continuity of business-critical processes, matters handled are subject to quality control, in particular with regard to our call centre standards. Where you have given your consent pursuant to Article 6(1)(a) of the GDPR, your telephone call will be recorded for the purposes of improving our services and products and for internal training purposes.

We would also like to inform you that we create transcripts of the audio recordings and analyse them for the purposes of the early detection of product risks, monitoring measures and evaluating the reasons for contacting us. The legal basis for processing in the context of our analysis of the transcripts is Article 6(1)(f) of the GDPR. The processing is necessary. It is carried out without linking the data to your customer account and therefore in accordance with the principle of data minimisation.

A balancing of interests shows that there are no overriding conflicting interests. Our interest in detecting product risks at an early stage and evaluating the reasons for contact is a legitimate interest within the meaning of the aforementioned provision.

We store the audio recording for a maximum of 30 days. We store the transcript of the audio recording for a maximum of 12 months. The audio recording is not directly linked to or associated with your customer account.

Data cleansing processes

We wish to inform you that Tchibo regularly checks the correctness of the data stored by us.
The legal basis for the data processing within the framework of our cleansing process is Article 6 Paragraph 1 Letter c) EU GDPR, i.e. we are legally obliged to check the correctness of the data stored by us.

Notifying our customers concerning relevant processes

We reserve the right to inform you in case of relevant processes via the contact data stored by us. Such processes may affect your order (for example delivery delays), but may also contain warnings (for example recall measures).
The processing of your data for direct marketing purposes is excluded, unless you have provided us with your consent.

The legal basis for the use of your contact data is Article 6 Paragraph 1 Letter f) EU GDPR. The processing is necessary because it is the only way in which we can inform you about important matters (e.g. delivery delays or product recalls). No less intrusive means are available, and a balancing of interests shows that there are no overriding conflicting interests, as the processing of this information is also in your interest.

Returns analysis

We would like to inform you that as part of our sustainability efforts we try to reduce returns. For this reason, automated evaluations are carried out regarding the frequency of returns. If an above-average return rate is recognized, we reserve the right to switch your payment method to a secure payment method for online orders. You can still place orders online. In addition, this measure will be continuously reviewed with regard to its necessity and deactivated again if applicable.

The legal basis for the processing is Article 6 Paragraph 1 Letter f) EU GDPR. The processing is necessary to reduce returns and is continuously reviewed to ensure that it remains necessary. A balancing of interests shows that there are no overriding conflicting interests..

Use of Artificial Intelligence

We use AI-supported systems in various areas of our business – i.e. software- or algorithm-based applications that use statistical models to recognise patterns, generate content, automate processes or support decision-making. Where personal data is processed in this context, the following applies:

- Purposes of Processing

AI systems are used, among other things, for the personalisation of offers and content, AI support in customer service (e.g. a B2B chatbot, with transparent labelling and the option to be transferred to a human representative; internal preparation of customer communications), analysis and quality assurance, risk and fraud prevention, and the optimisation of internal processes. In all cases, personal data is processed only to the extent necessary and in accordance with the principle of data minimisation; wherever possible, it is anonymised.

- Categories of Data Processed

Depending on the specific use case, contact, order, usage and interaction data, communication content and technical device data may be processed. **Special categories of personal data** within the meaning of Article 9 of the GDPR are not processed.

- Legal Bases

Depending on the purpose, processing is carried out on the basis of consent (Article 6(1)(a) of the GDPR), performance of a contract (Article 6(1)(b) of the GDPR) or legitimate interests (Article 6(1)(f) of the GDPR), and is always limited to what is necessary.

- No Automated Decision-Making

No AI systems are used to make decisions that produce legal effects or similarly significantly affect you. If this were to change in the future, such processing would take place only within the legally permissible framework under Article 22 of the GDPR and with due regard to the requirements under Articles 6 et seq. of the EU AI Act. In that event, you would have the right to challenge the decision and request human review. No such processing currently takes place; any corresponding changes would be communicated transparently.

- External Service Providers

Relevant external AI providers are engaged exclusively on the basis of **data processing agreements** pursuant to Article 28 of the GDPR. Their engagement and hosting take place within the EU, and we use only providers with the necessary licences that exclude the use of any prompt inputs for training purposes. No data is transferred to so-called unsafe third countries.

- **Fixed-price repair for coffee machines outside of the warranty and guarantee period**

As part of our "Fixed-price repair for fully automatic machines – outside of the warranty and guarantee" offer, we offer our customers the option of using an online form provided on tchibo.de to commission us to repair their fully automatic machine if the warranty and guarantee no longer apply due to the passage of time.

To carry out the corresponding repair order, we process the following personal data in addition to the title: surname, first name, email address, postal address, and, if applicable (optional, if provided by you), customer number and/or telephone number and, if required (e.g. for a credit note), IBAN. The collection and processing of this data is carried out for the purpose of processing the repair order, including any necessary communication, returning the fully automatic In the course of processing the repair order, you will also receive the corresponding advance payment invoice by e-mail to the e-mail address you provided. The legal basis for this is Art. 6 (1) lit. b GDPR (processing for the execution of the contract on the basis of the corresponding general terms and conditions).

If you send your fully automatic coffee machine, for which the statutory warranty and any guarantee have already expired, directly to our repair centre via our standard complaints process in

the online shop, i.e. without having commissioned a fixed-price repair as described above, our repair centre will offer you the corresponding fixed-price repair by email reply ("Fixed-Price Repair Offer"). We use the email address you previously provided during the standard complaints process to send you the offer.

The processing is necessary because we can only make the offer using the email address you provided. The legal basis for this is Article 6(1)(f) of the GDPR, namely our legitimate interest in satisfactorily and appropriately addressing your stated concern – the complaint – and assisting you with your request. There are no overriding conflicting interests in this case. If you subsequently commission the fixed-price repair, we will also process, for the purpose of carrying out the repair process, the data referred to in the preceding paragraph to the extent described there.

- **Video fault inspection and Tchibo Office video installation service**

As part of our "Video Inspection" service for your coffee machine, we offer to get your machine up and running again directly via a video call with one of our technicians, thereby avoiding the need to send it in.

When you book a video call appointment, we process the email address you provide, as well as any further device-related information (customer number, invoice number) provided during the call, for the purpose of carrying out and fulfilling the booked appointment. The legal basis is your consent given during the appointment scheduling process, in accordance with Article 6(1)(a) of the GDPR. Once the appointment has taken place, we will delete the email address provided for the specific purpose. We have entered into a data processing agreement with our partner Revent, with whom we jointly provide this service, in accordance with Article 28 GDPR.

If, as a customer, you make use of our "Video installation service for your Tchibo Office" – a service provided alongside the purchase of a Tchibo Office coffee machine – and have registered for an appointment, we will process your first name, surname, email address and telephone number, as well as your Tchibo customer number, for this purpose and to carry out the appointment. Following this, we will also process your email address on a one-off basis for a follow-up survey. The legal basis for the registration and provision of the service, including the follow-up survey, is Article 6(1)(b) GDPR.

8. Visiting our websites

When accessing our websites, certain data will be gathered. This data is statistically evaluated by us and is only used in order to offer individual marketing content to you and to improve the attractiveness, content and functions of our website.

In our server log files, we store information that your browser automatically sends to us for technical reasons. This includes:

- Browser type/version
- Operating system used
- Referrer URL (the most recently visited page)
- Host name of the accessing end device (IP address, anonymised)
- Date and time of the server access

In case of smartphones, tablets and other mobile end devices: manufacturer/model.
No person-related processing of this data takes place. This data is also not combined with other data sources.

The legal basis for the processing of your IP address is Article 6 Paragraph 1 Letter f) EU GDPR. Our legitimate interest arises from the purposes of the processing listed below:

- Guaranteeing a seamless connection

- Guaranteeing comfortable use of our website/application
- Assessment of system security and stability

The processing is necessary to establish a connection and to ensure system security and stability; no less intrusive means are available. The IP address is generally anonymised. It is stored in full only for the purposes of tracing errors and attacks. There are no overriding conflicting interests.

Your IP address is generally stored by us in anonymous form and no personal analysis takes place during this process. A full retention of the IP address only takes place in order to trace technical errors and hacking attempts, as well as to record consent, for example in the newsletter subscription.

Should you surf in our international webshops, it may be the case that the German webshop is recommended to you as an alternative on the basis of your IP address.

With the exception of storage for the purpose of recording consent, the IP address will then be deleted by us in a timely manner following your visit.

Geo localisation

Within the framework of the store finder function, geo data (geo localisation) will be transferred to the website in the form of location brokerage. This takes place exclusively in order to search for your location. The data is not retained. Prior to the activation of the location function, you will be asked for your agreement by means of a security question in accordance with Article 6 Paragraph 1 Letter a) EU GDPR.

Google Maps

Tchibo uses Google Maps to display interactive maps and as part of our store finder feature. Google Maps is a map service of **Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").**

In order to be able to provide you with the service, your browser will directly connect to Google servers. Tchibo has no influence over the scope of the data that Google gathers with the assistance of Google Maps. However, we wish to inform you of such to the fullest extent we can. You can also find more information on Google's website: https://www.google.com/policies/privacy/

Google is informed that a user has accessed the corresponding page on the site. Should the user be logged into Google, Google can allocate the visit to his or her Google account. Should a user not have a Google account, it is still possible for Google to be informed and store his or her IP address and information that the browser automatically sends. The information is generally transferred to a Google server in the USA and processed there.

You can reject via your browser settings or via your Google account: https://adssettings.google.com/authenticated.

Tchibo uses Google Maps to tailor its website to users' needs on the basis of Article 6(1)(f) of the GDPR. The processing is necessary to provide the map and store locator functions in a way that meets users' needs. A balancing of interests shows that there are no overriding conflicting interests. You may object to the use of Google Maps by adjusting your cookie preferences.

Adobe Webfonts

These pages use script libraries and font libraries, so-called web fonts, to display fonts. These are provided by Adobe: https://fonts.adobe.com/fonts. For this purpose, your browser loads the required web fonts into its browser cache when calling up certain services to avoid multiple loading. This is necessary so that your browser can also display a visually improved representation of these

texts. If your browser does not support this function, a standard font is used by your computer for display. Calling up these script libraries or font libraries automatically triggers a connection between the user's computer and the Adobe server - unless local hosting is used, which we regularly do - with the result that the IP address is also transmitted. General information on data protection at Adobe can be found at: https://www.adobe.com/de/privacy/policy.html.

Tchibo uses Adobe Web Fonts to tailor its website to users' needs on the basis of Article 6(1)(f) of the GDPR. The processing is necessary to ensure consistent font rendering. As a less intrusive means, we generally use local hosting. A balancing of interests shows that there are no overriding conflicting interests. You may object to the use of Adobe Web Fonts by adjusting your cookie preferences.

Chat function

In the area of our coffee solutions for business customers, we offer users of our website the opportunity to chat with us about our business offerings and submit enquiries.

We use the provider Loyjoy to integrate the chat window, with whom we have concluded a data processing agreement in accordance with Art. 28 GDPR.

When you first open or use the chat, you are interacting with artificial intelligence (AI), which is made clear to you right at the start when you open the chat window. The AI is based on an internal closed model that has also been specifically trained in the area of 'coffee equipment'. This AI chat does not collect or process personal data at any time, which is also clearly stated within the chat. It is used exclusively for consultation purposes.

If a chat user wishes to speak to an consultant, a technical switch is made – away from the AI chat to a live chat without AI behind it. If you provide personal data during this subsequent chat, e.g. your email address or telephone number for further communication with us, this is done on the basis of your consent, unless it relates specifically to a contract. The legal basis is Art. 6 (1) (a) GDPR. You can revoke your consent at any time with effect for the future. Insofar as it specifically concerns pre-contractual clarifications and/or exchanges relating to an existing contract, the legal basis is Art. 6 (1) (b) GDPR (processing for the performance of a contract). Chat content is stored for a maximum of 30 days; there is an automated deletion regime.

If you have also consented to this via the cookie banner when visiting our website, information is stored on your device in local storage in order to save your chat history for you to view for 7 days. Without your consent, no local storage will take place, meaning that the chat history will no longer be stored for you after you close the chat. The legal basis for this is Art. 6 (1) (a) GDPR, i.e. your consent, if given.

9. Advertising / marketing

We process the data of our customers for direct marketing purposes in accordance with statutory provisions. In particular, during this process we ensure that our services are tailored to your requirements as best as possible. Using likelihood values, we endeavour to ideally only present advertising content to you which will be of interest.

You can object to the use of your data for direct marketing purposes at any time by means of a short written notification to service@tchibo.de or withdraw your consent, without any costs other than the transfer costs in accordance with the basic tariffs being incurred.

In order to cancel subscription to the newsletter, there is a corresponding link at the end of the newsletter. Alternatively, registered users can cancel their registration to the newsletter under "my account" at www.tchibo.de.

Should you raise an objection, your stated contact address will be locked for subsequent advertising related processing. We wish to inform you that in exceptional cases, also following receipt of your objection, advertising materials may still be sent. This is for technically reasons and does not mean that we are not processing your objection.

The processing is necessary to address you in a way that meets your needs and is limited to what is necessary. The legislative assessment underlying **Section 7(3) of the Act Against Unfair Competition (UWG)** means that the balancing of interests comes down in our favour, provided that no objection to receiving advertising has been made.

We pass your data on to business partners

- **in order to send advertising materials**
- **only if the partner has agreed to comply with our data protection standards.**

At all times, you have the right to free-of-charge access to personal data, data portability, rectification and, if applicable, erasure, as well as the right to object to the processing of your data that is processed by us.

➢ Postal Advertising

Should you have concluded a contract with us, we will manage you as a regular customer. In such a case, we process your postal contact data without your concrete consent in order to inform you in this way of our offers and services.

As a customer of Tchibo GmbH, you will receive catalogues, flyers, gift vouchers and similar advertising materials by post. Advertising is a recognised legitimate interest, and we become aware of any conflicting interest only once an objection has been made. The processing is necessary for sending postal marketing communications to our existing customers and is limited to what is necessary.

You can object to the processing of your postal address for direct marketing purposes at any time by contacting service@tchibo.de (Art. 21 GDPR) without any costs other than the transfer costs in accordance with the basic tariffs being incurred.

➢ Satisfaction Surveys

Satisfaction survey a.o. by email
As a customer of Tchibo GmbH, you will receive a satisfaction survey by e-mail following your telephone or written contact with the customer service. You will receive this e-mail if you have subscribed to a newsletter and have thus consented to the promotional use of your data. We will only use the email address you provided when subscribing to the newsletter for the survey. Your rating will be transferred to Tchibo and stored.
In a satisfaction survey in connection with a video inspection or video call you have previously completed, we will only process your email address if you have explicitly consented to receiving the email invitation to the survey.

Your participation in the survey enables us to further improve our service and product quality for you.

In addition, a technical procedure is used to compare your details with a list of comparable concerns and to identify expressions or phrases that have positive or negative connotations. This enables us to automatically identify and respond to praise and criticism.

Tchibo may use the email address and/or telephone number you have provided to us for orders on the basis of a legitimate interest (Article 6(1)(f) of the GDPR) to attribute your review and/or respond to service complaints and/or contact you, through Tchibo employees, to gain a deeper understanding of your qualitative feedback. These employees may be from Tchibo Customer Service or the relevant Tchibo specialist departments. The processing is necessary to attribute and evaluate your feedback. A balancing of interests shows that there are no overriding conflicting interests. For this purpose, we store your survey responses in a form that identifies you for 24 months. The results of the evaluation are not stored in your customer account.

The following example shows the typical format of an email invitation to a Tchibo satisfaction survey:

"Dear FIRST NAME SURNAME / Dear Mr SURNAME / Dear Ms SURNAME, You recently contacted us, Tchibo Customer Service. Because your opinion is very important to us, we would be pleased to receive brief feedback on how satisfied you were with the contact. With your feedback, you are helping Tchibo to become better and better. The questions can be answered in less than 2 minutes. Protecting your data is important to us: the results will be stored for 24 months. You can find more information on data protection at www.tchibo.de/datenschutz.

The processing of your email address takes place until revoked.

You can object to the processing of your email address for direct marketing purposes at any time by contacting service@tchibo.de without any costs other than the transfer costs in accordance with the basic tariffs being incurred. There is also a corresponding link at the end of the email for de-registration.

In a satisfaction survey in connection with a previous repair order via Tchibo Repair Centre for suitable devices (e.g. coffee machines), we process your data, namely your email address provided in the repair order, on the basis of Section 7(3) UWG, Art. 6 (1) lit. f GDPR, i.e. in direct connection with your repair order. This also corresponds to our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR, whereby the option provided by the German legislator in § 7 para. 3 UWG in the corresponding balancing of interests tips the balance in our favour, provided that there is no objection to advertising. In this respect, we strictly adhere to the legal requirements of the UWG and the GDPR.

Satisfaction survey by telephone

If you have contacted the Tchibo customer service by telephone, you have the opportunity to take part in the satisfaction survey. After the conversation, you simply stay in the line to answer three short questions. Your feedback will be submitted to Tchibo and stored. Your participation in the survey enables us to further improve our service for you. Tchibo can use your telephone number to assign the submitted feedback and/or to respond to service complaints. Your participation in the survey enables us to further improve our service for you. For this purpose, we will store your feedback personalised for 24 months.

You can object by hanging up immediately after the conversation.

Recording of calls for quality control

In order to be able to offer you a consistent or improved service and to ensure business-critical processes, processed concerns are subjected to quality control; this applies in particular to the standards of our call centers. If you have consented in accordance with Art. 6 para. 1 lit. a) EU GDPR,

your telephone call will be recorded for service and product improvement as well as for internal training purposes. We would further like to inform you that we create transcripts of the audio files and evaluate them for the purpose of early detection of product risks, monitoring of measures and evaluation of contact reasons. The legal basis for processing in the context of our analysis of the transcripts is Art. 6 para. 1 lit. f) EU GDPR. The processing is necessary and is carried out without linking the data to your customer account. A balancing of interests shows that there are no overriding conflicting interests. Our interest in recognizing product risks at an early stage and evaluating reasons for contact is thereby to be regarded as legitimate within the meaning of the aforementioned provision. We store the audio file for a maximum of 30 days. We store the transcript of the audio file for a maximum of 12 months. The audio file is not directly linked to your customer account.

- **Product Reviews**

As a customer of Tchibo GmbH, you will regularly receive an email from us asking you to submit a product review. You will receive this email from us regardless of whether you have subscribed to a newsletter. We use the email address you provided at the time of purchase to advertise our own products that you have purchased from us based on an order you have already placed. We act in accordance with § 7 Para. 3 of the German Unfair Competition Act (UWG), Article 13(2) of Directive 2002/58/EC (the **ePrivacy Directive**), i.e. in direct temporal connection with the order for the direct advertising of similar goods or products.

With the submission of an review and/or commentary, this will be transferred to Tchibo and stored by us. Tchibo can use your email address in order to assign the submitted evaluation, to contact you for verification purposes or to respond to service complaints.

The product evaluation usually becomes public with your first name and first letter of your surname and will be anonymised after 2 years. Should you not wish for this to happen, please simply place a cross in the "anonymous" field and then no name will be displayed.

By means of the forwarding of a review and/or commentary, you are assigning Tchibo the non-exclusive, licence fee free, permanent and irrevocable right to use, copy, alter, publish, transfer, duplicate and make the review and/or commentary (in full or in part) available to third parties online and offline (for example in print media or catalogues), as well as to integrate these in other work forms (media, technologies etc). For example, this means that Tchibo may publish the commentary and may process the review and/or commentary for commercial purposes (for example in its advertising or for marketing purposes). In addition, the product evaluations are analysed and assessed.

The processing of your email address takes place until an objection is received.

You can object to the processing of your email address for advertising purposes at any time at service@tchibo.de without incurring any costs other than the transmission costs at the basic rates. You can also unsubscribe from such product reviews at any time in your Tchibo web shop account (My Tchibo > Product reviews) or write to us using the contact form.

- **Newsletter**

With the Tchibo newsletters, you can receive regular email updates about our changing themed collections and related products, travel offers, percentage-off deals, offers from our partners as part of Tchibo Partner promotions, the Tchibo Auction, as well as the option to rate Tchibo on (online) review platforms, and more.. In particular, you can determine the newsletter focus points yourself by stating your preferences.

In order to be sure that no errors have taken place when entering the email address, we use a double opt-in procedure. Once you have entered your email address in the registration field we send you a confirmation link. Only when you click this confirmation link your email address will be included in our mailing list. **You can withdraw your consent which has been given in such a way in accordance with Article 6 Paragraph 1 Letter a) EU GDPR at any time with effect for the future.**

You can object to the use of your data for direct marketing purposes at any time by means of a short written notification to service@tchibo.de or withdraw your consent, without any costs other than the transfer costs in accordance with the basic tariffs being incurred. In order to cancel subscription to the newsletter, there is a corresponding link at the end of the newsletter. Alternatively, registered users can cancel their registration to the newsletter under "my account" at www.tchibo.de.

Consent text newsletter (example)
Yes, I wish to subscribe to the free-of-charge Tchibo newsletter which informs me by email of current Tchibo offers. View sample newsletter here. I have read the Privacy Policy .

The processing of your email address takes place until a notice concerning the withdrawal of your consent is received.

Via individual functions in our newsletter, we can view in a standardised automated manner which contents of our newsletter are of particular interest to our customers. We use the results of these analysis in person-related form exclusively for the purpose of improving our services and tailoring these to requirements as well as for the purpose of direct advertising.
You can find more information here.

Consent text in relation to the person-related analysis of usage behaviour and purchase data (example)

Yes, I agree that Tchibo creates personalised profiles from my purchase data and usage behaviour, in order to better tailor advertising and web services to my personal interests. The consent can be withdrawn at any time with effect for the future at service@tchibo.de.

You can object to or revoke the person-related analysis of your data in order to improve our services at any time by contacting service@tchibo.de.

- **Recommendations based on previous purchases / in order context**

If we have received your e-mail address in connection with an order, we will use it within the meaning of Section 7 (3) UWG in direct temporal connection with the order to directly advertise our own similar goods or products. In this respect, this also corresponds to our legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR, whereby the possibility provided by the German legislator in Section 7 para. 3 UWG in the corresponding balancing of interests means that the interest is in our favour, provided there is no objection to advertising. The option to object is offered directly in the advertising message each time the email address is used for such advertising. You can find full details of your rights here.

- **Gift vouchers / discounts**

Tchibo customers benefit from various gift vouchers and discount offers. Should you have agreed to the marketing use of your data, we will inform you of gift voucher campaigns in the newsletter or by post.

Should you not have agreed to the marketing use, you will also receive information concerning campaigns as an advert in newspapers or in our stores.

We process your data in the course of your redemption of gift vouchers. Should you redeem personalised gift voucher codes or gift voucher codes in your customer account in the web shop, the data will be combined with your personal data.

The processing of your email address takes place until a notice concerning the withdrawal of your consent is received. The processing of your postal address takes place until an objection is received.

You can object to the processing of your data for direct marketing purposes at any time or withdraw your consent by contacting service@tchibo.de without any costs other than the transfer costs in accordance with the basic tariffs being incurred.

- **Persistent shopping basket / shopping list**

For example, should you have placed a product in the shopping basket or to the shopping list and then leave the Tchibo website without closing the browser and then return to our page, a permanent cookie ensures that your shopping basket still contains the product. You can find more information relating to cookies here.

Should you be logged in and subscribed to our newsletter, you will receive a shopping basket reminder email if you do not complete the purchase. **You can object to the use of your data for direct marketing purposes at any time by means of a short written notification to service@tchibo.de or withdraw your consent, without any costs other than the transfer costs in accordance with the basic tariffs being incurred.**

The processing of your email address takes place until a notice concerning the withdrawal of your consent is received.

- **Back in Stock E-Mail**

In the event that a product offered on tchibo.de is temporarily unavailable ('Currently unavailable'), we offer you the option of registering to receive a product availability email ('Back in stock'). If you wish to receive such an email, you can register for it via your webshop account (online customer account) by logging into your existing webshop account or, if you do not yet have one, by registering for one first. We process the email address you provide in your webshop account and store it for a period of six weeks for the purpose of sending you a product availability email. No further storage for this purpose will take place. The legal basis is Art. 6 para. 1 lit. a GDPR, insofar as you have given your consent to be informed accordingly about the processing of your email address.

- **review platforms (third-party platforms)**

Trustpilot
E.g. in our newsletters it could be possible that we have integrated advertising banners and links to the "**Trustpilot" (Trustpilot A/S website, Pilestræde 58, 1112 Copenhagen, Denmark)**. By clicking the advertising banner or link you will be forwarded to Truspilot. Further information on Trustpilot's processing of your data can be found in the privacy policy at: https://de.legal.trustpilot.com/for-reviewers/end-user-privacy-terms.

The participation is voluntary. We do not transmit any personal data to Trustpilot.

Insofar as you subsequently leave an additional comment in the review form on the pages of "Trustpilot" when providing a potential review of us as a company and, in doing so, voluntarily

provide a reference number (e.g. your order number from your purchase with us), you thereby authorise, in accordance with the "Trustpilot" terms of use, that we may, where applicable, use this number to allocate your service case within our systems, for example in order to contact you directly for this purpose and to clarify your case. The number you provide will, in accordance with the technical settings under the responsibility of "Trustpilot", be displayed exclusively to us as the reviewed company. The legal basis for the associated processing of the reference number for the purpose of contacting you is Article 6(1)(f) GDPR, namely our legitimate interest in contacting you regarding your concern and, at the same time, in your interest, being able to discuss and ideally resolve your case. The associated balancing of interests also leads to at least an equivalent alignment of interests between you as the data subject and us as the controller, since you have accepted the "Trustpilot" terms of use and thus this possibility when voluntarily providing a reference number. The processing is necessary in order to attribute your service case and contact you.

10. Different delivery address / gift subscription (Art. 14 GDPR)

Where our customers provide a different delivery address along with their details when placing an order, or – in the case of a coffee subscription gift – provide address details of you as the recipient, or where you take out insurance policies with HanseMerkur via our link, personal data is generally not collected from you as the data subject under data protection law.

With regard to Article 14 GDPR, we provide you, as the data subject, with the following information regarding the individual scenarios:

You can find our contact details and information about us as the controller and our data protection officer here, and we will inform you about your rights as a data subject here.

We collect and process the following data if the delivery address is different

- Surname, first name
- your address.

We collect and process the following data when a coffee subscription is donated (contract in favour of a third party whose beneficiary is you as the person receiving the gift)

- Surname, first name
- Your address
- E-mail address

The legal basis for the respective processing in both constellations is Art. 6 para. 1 lit. f GDPR, i.e. we process your aforementioned personal data on the basis of our legitimate interest, which results from the fact that we process the contractual relationship with the donating customer in your favour correctly and for the intended purpose. When giving a coffee subscription as a gift, the balance of interests also works in our favour because making a gift to a third party is socially acceptable behaviour.

Receiving also your e-mail address from the person making the gift of a coffee subscription, we will only use this as a transaction e-mail to enable you as the recipient/beneficiary to track when the next coffee delivery is expected. If you do not wish to receive transactional emails, you can object to the use of your email address for this purpose at any time by simply clicking on the corresponding link in the transactional email.

We have received the respective data from the respective customer, who has either selected a different delivery address including your data or has specified you accordingly when purchasing the

coffee subscription in your favour as the person to whom our coffee deliveries are to be sent during the subscription period. The recipients of your data are the shipping service providers commissioned by us for shipping, such as DHL. We delete your data as soon as the purpose no longer applies.
If you take out insurance policies offered through our partnership with HanseMerkur Insurance (https://www.tchibo.de/c/versicherungen) via the links to HanseMerkur's website provided as part of this partnership, HanseMerkur acts entirely under its own responsibility under data protection law, starting from the collection of any data required there. Legally, Tchibo GmbH acts as an insurance intermediary, even though we do not collect or pass on any data to HanseMerkur at any time. Tchibo receives any commissions arising from this link on the basis of insurance contracts concluded via monthly invoicing from HanseMerkur. In doing so, HanseMerkur may provide us with personal data relating to you as part of the settlement process, in accordance with the legal requirements of Section 87c of the German Commercial Code (HGB), specifically and solely your first and last names, as well as insurance details such as the name of the insured pet. Tchibo GmbH does not receive any further data. The legal basis for this is Article 6(1)(c) GDPR in conjunction with Section 87c of the German Commercial Code (HGB).

11. Cookies, tracking, (re) targeting

In order to provide you with the best possible shopping experience, Tchibo processes cookies and tracking pixels. We use these in our digital services. By using our websites, you are agreeing to the storing of cookies. If required by law, we will ask you to consent. By "clicking" on our page or "OK", we will have your consent for this purpose.

Consent Banner
Dear Tchibo customers, it is very important to us and our partners to provide you with an enjoyable and unique shopping experience. By clicking "OK", you consent to us providing you with meaningful and useful services based on your tracking data. You can adjust your consent under "Preferences" or revoke it here. Learn more.

Essential and functional cookies
We use essential and functional measurement and service technologies on the basis of Article 6 Paragraph 1 Letter f) EU GDPR. The processing is necessary to ensure security, stability and functionality and is carried out in **pseudonymised and aggregated form**. A balancing of interests shows that there are no overriding conflicting interests.

By means of this, we measure in pseudonymised form

- **the system security and stability,**
- **the frequency or page or product access,**
- **the browsing of our pages,**
- **which offers are the most interesting for you as a customer**
- **the assignment of purchases to an affiliate partner.**

Cookies also serve the purpose of managing special and comfort functions.
It is also possible for us to optimally adjust our digital services to your requirements and, for example, to only present our advertising for special offers occasionally.

Analysis and marketing cookies
We use analysis and marketing technologies on the basis of § 25 (I) 1 TTDSG (consent; storage or reading of cookies in the end device used) and Art. 6 (I) lit. a) EU DSGVO (consent; subsequent processing of the personal data obtained from the cookies).

Using these technologies enables us and our advertising partners to increase the relevance of our actions and campaigns for you. Please note that the use of the services may result in your cookie data being processed outside the EU or EEA. In some countries, this involves the risk that the data may be accessed for security and monitoring purposes without you being informed or having any legal recourse. We also cannot assure you that you will be able to exercise your data subject rights with the providers. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 Letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) lit. a GDPR applies. You can find more information about our partners with whom we cooperate under "Details" below.

In order to measure the effectiveness of our online marketing activities, we carry out a cross device tracking (pseudonymous profile), including e.g. PC, smartphone and/or tablets.
Your IP address is only recorded in shortened form, so that it is not possible to identify the respective connection.

In order to provide you with the best possible shopping experience, Tchibo processes cookies and tracking pixels. We also use these in our newsletters and push notifications, provided you have consented.

Person-related Analysis
We wish to inform you that we also analyse your purchase and online usage behaviour data on a personalised basis, in order to find out to what extent you find our advertising attractive, which products particularly interest you, which purchasing channels appeal to you and what type of consumer you are.

During this process, your personal data (first name, surname, address, email address if applicable), transaction data (for example purchase and order history), other core customer data/attributes and click data (for example website, newsletter) are processed in order to improve our service and tailor our offers to you (for example campaigns that are of particular interest to the user, discounts, exclusive product tests).

The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR, on the basis of your consent. The USA is not considered an unsafe third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) a GDPR applies.

Consent text in relation to the person-related analysis of usage behaviour and purchase data (example)

Yes, I agree that Tchibo creates personalised profiles from my purchase data and usage behaviour, in order to better tailor advertising and web services to my personal interests. The consent can be withdrawn at any time with effect for the future at service@tchibo.de.

You can object to the person-related analysis of your data for the purpose of improving our services by means of a short written notification to service@tchibo.de or withdraw your consent.

- Details concerning Cookies/Tracking Pixels/Local Storage

On several pages, we use "**session cookies**". These are automatically deleted after your visit has come to an end and serve the purpose of making our service more user friendly, more effective and more secure. Our cookies are protected against reading by third parties with the assistance of the security standards of your browser.

In addition, our services contain "**permanent cookies**". These enable us to offer you personal settings or display information, such as most recently viewed articles, over a longer period of time (depending on the respective service). The period of time for which the cookies are stored depends on their purpose of use and is not the same for all cookies. However, you can reject cookies via your browser settings. We use cookies for the following purposes:

- Functionality of our digital services
- Web analytics (pseudonymous user-IDs)
- Marketing purposes.

Third Party Cookies

We use so-called third party cookies and tracking pixel of our affiliate partners on our websites. Information about the websites visited and products viewed are collected. Visitors are identified through a pseudonymous ID. Based on this information, our affiliate partners will display use-based online advertising of Tchibo products and services for our visitors.
Details about our **affiliate partners** can be found in the consent banner under "preferences".

Partner Networks

In our digital services, we use services of partners that collect information about the websites visited and products viewed in order to display use-based online advertising within their networks.

In order to obtain detailed information concerning the business purpose, the purposes of the processing, the data recipients, the right of access, the claim to deletion or rectification etc., please contact our partners directly. You can find information about here:

- **AWIN AG**, Eichhornstraβe 3, 10785 Berlin
  https://www.awin.com/de/rechtliches/privacy-policy

- **Criteo GmbH**, Gewürzmühlstraβe. 11, 80538 München
  https://www.criteo.com/de/privacy/

- **Quantcast International Limited**, Beaux Lane House, Lower Mercer Street, 1st Floor, Dublin 2, Ireland
  https://www.quantcast.com/privacy/

- **Outbrain UK Limited**, 5th Floor, The Place, 175 High Holborn, London, WC1V 7AA, United Kingdom
  https://www.outbrain.com/legal/privacy#privacy-policy

The legal basis for this processing is Article 6 Paragraph 1 Letter a), on the basis of your consent. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) a GDPR applies.

Partners in detail

www.clarity.ms, ants.vn, krxd.net, advertising.com, yahoo.com, sharethrough.com, e-domizil.de, casalemedia.com, ct.pinterest.com, addthis.com, criteo.com, liadm.com, xplosion.de, agkn.com, www.googletagmanager.com, www.facebook.com, 3lift.com, id5-sync.com, d2hr7v615n0cny.cloudfront.net, rlcdn.com, tremorhub.com, pinterest.com, bing.com, cdn.cookielaw.org, mediawallahscript.com, 360yield.com, clarity.ms, c.clarity.ms, adform.net, dynamic.criteo.com, yieldlab.net, adscale.de, www.pinterest.ie, bluekai.com, doubleclick.net, i.liadm.com, mgid.com, partner.e-domizil.de, meba.kr, sxp.smartclip.net, exchange.mediavine.com, recommender.scarabresearch.com, ads.yahoo.com, demdex.net, mail.ru, c.bing.com, adtdp.com,

ads.stickyadstv.com, youtube.com, yieldmo.com, adfarm1.adition.com, openx.net, dmxleo.com, linkedin.com, adnxs.com, pubmatic.com, youtube-nocookie.com, www.pinterest.com, adsrvr.org, dnacdn.net, www.linkedin.com, static.criteo.net, revcontent.com, aralego.com, dable.io, quantserve.com, ih.adscale.de, tpmn.co.kr, bidswitch.net, ads.linkedin.com, facebook.com, omnitagjs.com, outbrain.com, static.guuru.com, secure.quantserve.com, media.net, dpm.demdex.net, taboola.com, tapad.com, analytics.yahoo.com, cm.mgid.com, postrelease.com, turn.com, yandex.ru, uimserv.net, nate.com, admixer.co.kr, as.amanad.adtdp.com, ads.yieldmo.com

In our digital services, we offer vouchers by **Sovendus GmbH**, Moltkestr. 11, 76133 Karlsruhe ("Sovendus"). In the course the selection of a voucher offer that is relevant for you, your IP address will be pseudonymised and encrypted by us before being transmitted to Sovendus. The IP address is used by Sovendus solely for the purposes of data security, which means in the course of offering you a voucher, and will be anonymised within seven days. In addition, we will transmit your pseudonymised coupon code to Sovendus exclusively for billing purposes. If you are interested in a voucher offered by Sovendus, your form of address will be transmitted in an encrypted form in the context of the preparation of the voucher when clicking displayed banner. By clicking the offer you will be you will be forwarded to Sovendus.

Further information on the processing of your data by Sovendus can be found in the privacy policy at www.sovendus.de/datenschutz.

Transfers of your data may only take place if you have consented. The legal basis for this processing is Article 6 Paragraph 1 Letter a) and Article 6 Paragraph 1 Letter b) EU GDPR.

On our digital offers you can also collect Payback points, a service of PAYBACK GmbH, Theresienhöhe 12, 80339 Munich ("Payback"). PAYBACK is the operational operator of the "PAYBACK" customer bonus program on behalf of PAYBACK Rabattverein e.V.. PAYBACK operates the website www.payback.de and, among other things, an online marketing platform that integrates various providers from different industries. To collect PAYBACK points, you must access Tchibo offers on "tchibo.de" via your customer area on "Payback.de". In order to enable the scoring of your purchase, a so-called order tracking is necessary to transmit the amount of the shopping cart and order to Payback for processing. We implement this order tracking on the basis of Art. 6 Para. 1 lit. f GDPR, i.e. for legitimate interest to credit PAYBACK points to the correct accounts. The processing is necessary to allocate your points, and no less intrusive means are available. As your interest in collecting points coincides with our interest in tracking them, a balancing of interests shows that there are no overriding conflicting interests.By coming to our offers as a Payback customer via a corresponding external link from www.payback.de and shopping at tchibo.de to collect points, you communicate a corresponding interest to us, so that our interest in tracking the transaction coincides with your interest in collecting points.

For more information on the processing of your data by Payback, please refer to the data protection information at www.payback.de/info/datenschutz.

We use this processing on the basis of Art. 6 (1) (f) in connection with Art. 6 (1) (b) EU GDPR (your contract with Payback).

As part of our offer, we also use the service provider **RTB House GmbH, Kurfürstendamm 11, 10719 Berlin** - an advertising technology company. Tchibo GmbH processes certain data about the online activities of users on this website in order to carry out personalised advertising campaigns. This data may include Online identifiers (e.g. cookie ID / mobile advertising ID), information about specific pages visited, products viewed or placed in the shopping basket together with timestamps and purchased, as well as technical device and search programme details. Tchibo GmbH commissions RTB House GmbH, as a subcontractor, to carry out advertising campaigns on the basis of this data and to display personalised ads to users. Insofar as this data is 'personal data' within the scope of the GDPR, Tchibo GmbH acts as the controller and RTB House GmbH as the processor. This data is

only collected and processed if consent has been given via the cookie banner. The legal basis in this respect is Art. 6 para. 1 lit. a GDPR. Further information on RTB House retargeting technology can also be found at: https://www.rtbhouse.com/privacy-center/).

We currently also use a tool from our partner **Kameleoon, Hauptstraβe 34c, Offenburg 77652, Germany.** This tool enables us to carry out A/B testing on tchibo.co.uk by setting appropriate cookies on users' devices. A/B testing involves comparing two versions of a website to find out which one works better. Two different groups of visitors are randomly shown the two variants (A and B) and the version that achieves more clicks, purchases or other goals is measured in order to optimise the website design. This behaviour analysis only takes place if users have previously consented to it via a cookie banner. Cookies required for this purpose are stored on users' devices for reasons of technical necessity (in this case: to ensure technical stability and prevent interruptions during a visit; Kameleoon stores a randomly generated identifier in a cookie (kameleoonVisitorCode) on your device for this purpose. This identifier ensures that you consistently see the same technical version of our website throughout your session. Without this cookie, the website would switch between different technical versions with every click, which would significantly impair usability) are set from the outset, but do not take effect without your consent. If neither consent nor rejection is given via the cookie banner, no personalisation takes place and neither our partners nor we collect any relevant information. If consent is subsequently revoked, e.g. via the consent management in the footer, with effect for the future, these cookies will no longer be used for evaluation purposes for the person concerned. The legal basis for setting these cookies is Section 25 (2) No. 2 TDDDG; the legal basis for the tracking based on this is Section 25 (1) TDDDG in conjunction with Art. 6 (1) lit. a GDPR, namely your consent. Further information on this can also be found here:
https://help.kameleoon.com/project-management/consent-management-policy/

Tracking pixels
Information concerning the attractiveness of our online service is very important to us and helps us to constantly optimise our digital services for you. For this reason, we use tracking pixels (small graphics) in our digital services. Tracking pixels serve similar purposes to cookies.

Should a service be opened, the tracking pixel is loaded and processed by a server on the internet. By means of this, we can see what content is visited by our customers from what region, how frequently, and what actions have been carried out using our digital services. This data is processed under a pseudonym. Your IP address is only recorded in shortened form, so that it is not possible to identify the respective connection.

We carry out this processing on the basis of Article 6(1)(f) of the GDPR where it relates to system monitoring, functionality or aggregated statistics (e.g. measuring and analysing reach). This serves to optimise our business processes. The processing is necessary for measuring reach and monitoring systems and is carried out in pseudonymised form. A balancing of interests shows that there are no overriding conflicting interests. We also carry out this processing on the basis of Article 6(1)(a) of the GDPR where it relates to analytical and marketing purposes.

Preventing the recording of usage behaviour
On our websites, you can determine your tracking preferences yourself at any time via the consent banner, i.e. you can agree or refuse tracking.

Most browsers accept cookies automatically, however they offer the option of rejecting cookies or displaying a warning prior to storing. The help function in the menu list of most web browsers explains how you can instruct your browser not to accept new cookies, how you can be informed by the browser than you are receiving a new cookie or how you can disconnect all received cookies.

However, we would recommend you leave the cookie function fully switched on, so that you are able to use all of the functions of our online service.

Our cookies do not retain any sensitive data such as passwords, credit card data or similar data. Cookies do not cause any damage to your end device and do not contain any viruses.

Should you not wish to activate cookies or should you not be able to activate cookies, you also have the option of ordering by telephone from our customer service department (freephone 0800 300 01 11) or to buy from a store close to you (store finder: http://www.tchibo.de/filialfinder).

Please bear in mind: This deactivation will be recorded by a cookie on your computer, smartphone or tablet in the browser in which the objection was raised and will not be connected to your customer account. Therefore, the deactivation must be carried out separately for each of your devices and for each browser. Your browser must also accept cookies.

Should your browser automatically delete cookies on closing, the opt-out cookies (deactivation function) will also be deleted.

In order to prevent tracking pixels on our websites, you can use tools such as Ghostery, web-washer, bugnosys or AdBlock.

We also use tracking technologies in our newsletters and push notifications. Of course, you can object to the evaluation of your data for the purpose of improving our offers at any time by writing to service@tchibo.de.

The use-based online advertising is managed by these partners. Should you no longer wish to be notified of online advertising that corresponds to your interests, you can object to use-based online advertising on the websites by individual partners or all of our partners.

http://www.youronlinechoices.com/de/praferenzmanagement/
http://optout.networkadvertising.org/?c=1#!/
http://optout.aboutads.info/?c=2#!/

Please bear in mind: All advertising partners of all websites you visited are listed.

Data Processing via Local Storage

To customise the experience on tchibo.de to the personal needs and uses of the users, we also use so-called local storage in addition to cookies. This means that data is stored locally in the cache of the browser used. These remain even after closing the browser window is closed or the programme is closed and can be read as long as the browser cache is not deleted.

Local storage makes it possible to save preferences when using tchibo.de on the user's stored on the user's end device and used by them when using tchibo.de. can be used. The following local storage is currently used:

Name	Intention
History.store'	Supporting history.back funtionalities on some older devices (jquery.history)

delayed_tracking'	used to delay tracking to happen on the next shop page — currently only used for 'eventAction': 'check address information';
cotProductHistory	Lists which products have been seen on which pages
search_track_visit_, _event_'	Is created whenever a user click on a product. Needs for the tracking service and produkt ranking
'unleash:repository:	Feature Toggle service for A/B Test and releasing features in new category frontend / search frontend
cart'	contains current shopping cart
_tcs_lctp_miba'	"tchibo cookie switch" - persists most recent external traffic source and is used for marketing tag rules. Actual usage is subject to cookie consent
OptiMonkVisitorAttributes'	Included via content or other external javascript — not part of the mono-repo - at least in HU
'cto_bundle'	Included via content or other external javascript — not part of the mono-repo - at least in CH, TR
'_uetsid', '_uetvid', '_gb'	Included via content or other external javascript — not part of the mono-repo - at least in CH, CZ
'eng_mt', 'taboola global:last-external-referrer'	Included via content or other external javascript — not part of the mono-repo - at least in TR

It is generally not possible for third parties to access the data stored in Local Storage. There is also no disclosure to third parties and no processing for advertising purposes.

Insofar as the use of Local Storage storage of information in the end device is not absolutely necessary to enable the functionality of tchibo.de, we only use it with your consent. The legal basis is then § 25 TTDSG, Art. 6 para. 1 a GDPR. Consent can be withdrawn at any time, e.g. under "Consent management" in the footer.

- Details concerning Analytics

For the purpose of focussed designing, business analysis and management of the web presence and continual optimisation of our websites, we use the services explained in more detail below on the legal basis of Article 6 Paragraph 1 Letter a) and f) EU GDPR.
All of the named processings lead to a data transfer to the server of the providers of tracking and targeting technologies engaged by us. Please note that the use of the services may result in your cookie data being processed outside the EU or EEA. In some countries, this involves the risk that the data may be accessed for security and monitoring purposes without you being informed or having any legal recourse. We also cannot assure you that you will be able to exercise your data subject rights with the providers.

Should you not agree to the retaining and analysis of your data, you can object to the storing and processing at any time by clicking on the corresponding link below (if available) or by changing your settings within the consent banner. In such a case, an opt-out cookie will be deposited in your browser, which means that the services used will not process any session data. However, in such a case, you will no longer be able to use all of the functions of our digital services.

You can also prevent the storing of the cookies by setting your browser software accordingly; however, we wish to point out that in such a case, you may not be able to fully use all the functions of our websites.

Google reCAPTCHA
In our digital services, we use the reCaptcha service **Google Ireland Limited („Google"), Gordon House, Barrow Street, Dublin 4, Irland** in order to protect ourselves against spam and misuse. The purpose of this service is to determine whether an entry was carried out by a person or by automated machine processing.

The legal basis for this processing is Article 6 Paragraph 1 Letter f) EU GDPR.

In order to determine this, when you use the reCaptcha service, Google places a cookie in your browser and processes the following data:

- Referrer URL (address of the page on which Captcha is being used)
- Browser, browser size and browser resolution, browser plugins, date, language setting
- Mouse and touch events inside the reCaptcha box
- Allocation to a Google account (should you already be logged into Google when using the reCaptcha service, this is recognised and assigned)

Your entry behaviour (for example answering the reCaptcha question, entry speed in the form fields, order of entry fields selection by the user) is processed in order to improve sample recognition on the part of Google.

Google continues to read to the cookies from other Google services, such as Gmail, Search and Analytics. All named data is sent to Google in encrypted form. Google's subsequent analysis takes a decision as to what form the Captcha is deployed on the page – either as a checkbox or by text entry. No reading or storing of personal data from the entry fields of the respective form takes place. Further information concerning the data protection regulations of Google can be found at www.google.com/policies/privacy/.

Google Adwords Conversion Tracking **/ Microsoft Advertising Tracking**
We use Google Conversion Tracking, a service of **Google Ireland Limited („Google"), Gordon House, Barrow Street, Dublin 4, Irland**. A cookie is set on your computer by Google Adwords should you access our website via a Google advert. We also use **Microsoft Advertising Conversion Tracking**, a service of **Microsoft Corporation („Microsoft"), One Microsoft Way,**

Redmond, WA 98052-6399 USA. A cookie is set on your computer by Google Adwords should you access our website via a Bing advert.

These cookies cease to be valid after 30 days and do not serve the purpose of personal identification. Should you visit certain websites of Tchibo and should the cookie not yet have expired, Google or Microsoft and Tchibo can recognise that you clicked on the Google or Bing advert and were redirected to this page. Each customer of Adwords or Bing receives a separate cookie. Therefore, cookies cannot be traced via the websites of Adwords or Bing customers.

The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) a GDPR applies.

The purpose of the information generated with the assistance of the conversion cookie is to create conversion statistics for Adwords or Bing customers who have opted in to conversion tracking. Tchibo is informed of the total number of users who clicked on its advert and who were redirected to a page that contains a conversion tracking tag. However, we do not receive any information that can personally identify a user.

You can find Google's Privacy Policy relating to conversion tracking here:
https://services.google.com/sitestats/de.html.

You can find Microsoft's Privacy Policy relating to conversion tracking here:
https://privacy.microsoft.com/de-de/privacystatement.

Google Analytics

Tchibo uses Google Analytics, a web analytics service provided by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics processes so-called "cookies", text files that are stored on your computer and enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transferred to a Google server, possibly in the USA, and stored there. The IP address is not transmitted to US servers. For users from the EU, their tracking request is first transmitted to Google servers within the EU. The IP address is not logged/stored there. The raw data generated can still be transferred to Google data centres in the USA, but these no longer contain any IP information. Google will use this information on behalf of the operator of this website to analyse your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) lit. a GDPR applies.

Further information concerning terms and conditions of use and data protection can be found at
https://policies.google.com/terms?hl=en,
https://policies.google.com/privacy?hl=en, and
www.google.com/policies/privacy/partners.
We wish to point out that on this website, Google Analytics was extended with the "gat._anonymizeIp();" code, in order to guarantee the anonymous processing of IP addresses (IP masking).

You can also object to the use of Google Analytics through:
https://tools.google.com/dlpage/gaoptout?hl=de

Aggregated View Modeling

If you have also consented to tracking with Google (YouTube) and with us, we use the data via our service provider Exactag (see also below) to combine it in an anonymized aggregated form for further group-based evaluation. In this process, after consent has been obtained from us, the ID of the Exactag cookie is transmitted to Google and used by Exactag to query aggregated data at Google. This process, which removes the personal reference and leads to anonymization through aggregation, is based on our legitimate interest (Art. 6 para. 1 lit. f GDPR) in being able to use group data in a data-saving manner. A minimum size of the group ensures that the aggregation ensures sufficient anonymization. A balancing of interests shows that there are no overriding conflicting interests, as the aggregated analysis and the use of a minimum group size make it virtually impossible to identify individuals.

Facebook
On our digital services, we use the pseudonymous tracking functions of **Facebook Ireland Limited („Facebook"), 4 Grand Canal Square, Dublin 2, Irland.** The technology enables us to target Internet users who have shown interest in our online shop and products with advertising via Facebook. We are sure that the inclusion of interest-related advertising is of more interest to you than advertising without this connection.
We do not transfer any email addresses of our customers to Facebook.
Further information concerning the data protection regulations of Facebook can be found at http://www.facebook.com/policy.php.

The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) lit. a GDPR applies.

Exactag
Exactag GmbH ("Exactag"),Wanheimer Straβe 68, 40468 Düsseldorf collects and processes data for marketing and optimisation purposes on our digital services and their subpages. From this data, it is possible to create usage profiles under a pseudonym. The cookies enable the internet browser to be recognised once again.
Further information concerning the data protection regulations can be found at https://www.exactag.com/datenschutz/

We carry out this processing on the basis of Article 6(1)(f) of the GDPR for measuring and analysing reach (so-called statistics). In this case, your data is not further processed for marketing or retargeting purposes. This serves to optimise our business processes. The processing is necessary for statistical reach measurement. Your data is not combined with personal data. A balancing of interests shows that there are no overriding conflicting interests. Where you have given your consent (Article 6(1)(a) of the GDPR), we also process your data for marketing purposes.

You can object to the use of Exactag through:
https://m.exactag.com/optout.aspx?url=https://www.exactag.com/bestaetigung/

Pinterest
On our digital services, we use the pseudonymous tracking functions of **Pinterest Europe Ltd. („Pinterest") Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland.** The technology enables us to target Internet users who have shown interest in our online shop and products with

advertising via Pinterest. We are sure that the inclusion of interest-related advertising is of more interest to you than advertising without this connection.
We do not transfer any email addresses of our customers to Pinterest.
Further information concerning the data protection regulations of Pinterst can be found at https://policy.pinterest.com/.

The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) lit. a GDPR applies.

Contentsquare

In addition, Tchibo uses the web analysis service of **"Contentsquare" (Contentsquare S.A.S, 3/5 boulevard de la Madeleine - 75001 PARIS),** which enables an analysis of the website use of our users and thus helps to continuously optimise our online offer. Cookies, i.e. text files stored on your end device, are used to collect pseudonymised information about our customers' usage activities. Stored are abbreviated and no longer personal IP addresses of the calling system, information on the operating system, the website called up as well as sub-pages visited and interactions with individual elements (click, hover and scroll behaviour). The time of your visit and the time spent on the website is also recorded.

You can find further information at: https://contentsquare.com/de/privacy-and-security/

The legal basis for this processing in Article 6 Paragraph 1 Letter a) EU GDPR.

LinkedIn Insight Day

We use the tracking pixel "Insight Tag" from LinkedIn, a service provided by LinkedIn Ireland Unlimited Company ("LinkedIn Ireland"). The LinkedIn tracking pixel is a JavaScript code that is embedded on a website to track the behavior of LinkedIn users on the website. If the pixel is set as a cookie in the user's device (only based on consent, see below), we can use it to track the behavior of LinkedIn users on our website, for example with regard to page views, clicks and Conversions. The pixel also enables us to retarget users who have visited our website with targeted advertisements on LinkedIn (so-called retargeting). Direct identifiers of members will be removed within seven days to pseudonymize the data. This remaining pseudonymized data will then be deleted within 180 days (or immediately after revocation). We use this processing on the basis of Article 6 Paragraph 1 Letter a) EU GDPR, i.e. provided you have consented. You can find out more about data protection on LinkedIn here.

- **Details Customer Match**

Customer Match (customer matching)

We use customer match as part of our advertising activities with various advertising partners, such as Google. After you have given us consent in accordance with Art. 6 of the General Data Protection Regulation (GDPR), lists with encrypted user data (e.g. email addresses) are uploaded to our advertising partners for the use of customer match. After the upload, the partner system checks possible matches of the user data. After the customer matching lists have been created, the encrypted customer data is automatically deleted from the advertising partners so that they cannot use it for further purposes. If the system already knows the data, this user is assigned to a target group that can subsequently be used for advertising purposes. If you do not wish to have your data processed at a later date - e.g. after you have previously given us your consent - please contact our customer service at https://www.tchibo.de/contact or send your revocation as a message via the contact form.

Below you will find a schematic representation of customer matching using Google as an example:



(https://storage.googleapis.com/support-kmsprod/XP0zEyj5pZgpJsvCb5lazrYQl5xI3LTcRdvR)

Personal data

Personal data within the meaning of Art. 4 of the General Data Protection Regulation (GDPR) is any information relating to an identified or identifiable natural person. For our purposes in the context of Customer Match, we process in particular the e-mail address, but also, for example, telephone number, name and/or address.

Pseudonymised data processing

Within the scope of Customer Match, personal data (e.g. e-mail address) is pseudonymised by making it illegible by means of so-called hashing algorithms before it is passed on to the advertising partner and by changing it in such a way that it is only possible for third parties to draw conclusions about the individual person with a disproportionately large effort. This procedure aims to ensure that the information used can only be used for the intended purpose.

Partner

Google (Google Ads, DV360)
https://policies.google.com/privacy

Microsoft
https://privacy.microsoft.com/

Meta (FB/Instagram)
https://www.facebook.com/privacy/center

Criteo
https://www.criteo.com/de/privacy/corporate-privacy-policy/

RTB House
https://www.rtbhouse.com/privacy-center

Adform
https://site.adform.com/de/privacy-center/platform/datenschutzrichtlinie-fuer-produkte-und-services/

United Internet Media

https://www.united-internet-media.de/de/datenschutzhinweis

Pinterest
https://policy.pinterest.com/

Spotify
https://www.spotify.com/de/privacy

Outbrain
https://www.outbrain.com/privacy/de/

TheTradeDesk
https://www.thetradedesk.com/us/privacy

12. Social Bookmarks / Social Media

To make our websites more attractive and user-friendly, we use **social bookmarks**. We use these on the basis of Article 6(1)(f) of the GDPR to increase awareness of our company. The use of social bookmarks is necessary for this purpose. The underlying advertising purpose is to be regarded as a recognised legitimate interest within the meaning of the GDPR. The respective providers are responsible for ensuring that the social bookmarks are operated in compliance with data protection law. No overriding conflicting interest is known until an objection has been made.

Social bookmarks are internet bookmarks which enable you to access our presence via the respective providers

- Facebook (Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland),
- Twitter (Twitter International Company, One Cumberland Place, Fenian Street Dublin 2, D02 AX07 Ireland),
- YouTube (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland),
- Xing (New Work SE, Dammtorstraße 30, 20354 Hamburg, Germany),
- LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland),
- Pintrest (Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland),
- Instagram (Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland),
- WhatsApp (WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).
- Kununu (kununu GmbH, Neutorgasse 4-8, Top 3.02, A - 1010 Wien, Austria), Operator of the website: New Work SE, Dammtorstraβe 30, 20354 Hamburg, Germany,
- TikTok (TikTok Information Technologies UK Limited, c/o WeWork, 125 Kingsway, London, WC2B 6NH, London, UK and TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland).

This means that the social bookmarks (buttons) are included as links. By clicking on the buttons, you are directed to our page by the respective providers, i.e. your information is not transferred until you click for the first time and are directed to the respective provider. Information concerning the handling of your personal data when using the services of the provider can be found in the Privacy Policy of the respective provider.

When you visit our **social media pages**, it may be necessary to process data concerning you.
We operate the following social media sites:

- Facebook: http://www.facebook.com/tchibo.de
  https://www.facebook.com/galavoneduschoDE/

https://facebook.com/ZinoDavidoffCafe/
https://facebook.com/DavidoffCafeArabia/
https://www.facebook.com/Beans-Brothers-Friends-109229977967014

- Instagram: https://www.instagram.com/tchibo/
  https://www.instagram.com/galavoneduscho_de/
  https://instagram.com/davidoffcafearabia
  https://www.instagram.com/beansbrothersfriends/
- YouTube: https://www.youtube.com/tchibo
  https://www.youtube.com/channel/UCzO1AYkvYZxxkWfNNdPQO_g
- Pinterest: https://www.pinterest.de/galavoneduscho_de/
  https://www.pinterest.de/TchiboDE/
- XING: https://www.xing.com/companies/tchibo
- LinkedIn: https://de.linkedin.com/company/tchibo
- Kununu: https://www.kununu.com/de/tchibo
- TikTok: https://www.tiktok.com/@friendskaffee

You can find our contact details here.
Besides us, the respective operator of the social media platform is also responsible for processing your personal data. As far as we can influence this and parameterize the data processing, we will work within the scope of the possibilities available to us to ensure that the operator of the social media platform handles your data in a manner that complies with data protection regulations. In this context, please also note the data protection declarations of the respective social media platform.

Data processing by us

The data you enter on our social media pages, such as usernames, comments, videos, pictures, likes, public messages, etc. are published by the social media platform and are not processed by us at any time for other purposes. We only reserve the right to delete content if this should be necessary. We may share your content on our site if this is a feature of the social media platform and communicate with you via the social media platform.
If you send us a request on the social media platform, we may also refer you to other, secure communication channels that guarantee confidentiality, depending on the content. For example, you have the possibility to send us your inquiries at any time to the address given in the imprint.

The legal basis for processing your data is Article 6 Paragraph 1 Letter f) EU GDPR. The data processing is carried out in the legitimate interest of carrying out public relations work for our company and being able to communicate with you.

Some social media platforms compile statistics which are based on usage data and contain information about your interaction with our social media site. We cannot influence or prevent the execution and provision of these statistics.

We process this information pursuant to Article 6(1)(f) of the GDPR, based on our legitimate interest in analysing how our social media pages are used and improving our content in a way that is tailored to our target audiences. No overriding conflicting interests are known, and the processing is necessary for public relations and improved communication. We also occasionally use the social media platforms described above to display targeted advertising. For this purpose, we use audience definitions made available to us by the social media provider. We use only anonymous audience definitions, meaning that we define characteristics based, for example, on general demographic information, behaviour, interests and connections. The operator of the social media platform uses these definitions to display advertisements to its users accordingly. The legal basis for this is the consent obtained from its users by the operator of the social media platform. If you wish to withdraw this consent, please use the withdrawal options provided by the operator of the social media platform, as the operator is responsible for this processing.
From time to time, we or the operator of the social media platform also use publicly available data to define audiences. The legal basis for this processing is then Article 6(1)(f) of the GDPR. Our

legitimate interest in this context is to create an audience definition that is as relevant as possible. There are no overriding interests of the data subjects. We never use the **special categories of personal data** referred to in Articles 9 and 10 of the GDPR to define audiences.

We do not use location data to define audiences. We do not disclose any personal data to the operator of the social media platform as part of the audience-definition process.

We do not use target group definition based on location data. We do not pass on personal data to the operator of the social media platform within the scope of target group definition.
Occasionally we also use information about visits to or interaction with other sites (so-called remarketing) to define target groups. For this purpose, we also use cookies, among other things. In these cases, however, we obtain the consent of the users in advance on the respective pages via an consent banner and provide information on data processing at this point. **You can revoke this consent at any time by calling up the consent banner of the corresponding website again.**
If you wish to object to a specific data processing on which we have an influence, please contact us in writing at: service@tchibo.de.

We will delete your personal data if they are no longer required for the aforementioned processing purposes and no legal storage obligations prevent deletion.
At all times, you have the right to free-of-charge access to personal data, data portability, rectification and, if applicable, erasure, as well as the right to object to the processing of your data that is processed by us.

Data processing by the operator of the social media platform
The operator of the social media platform uses webtracking methods. Web tracking can also be carried out regardless of whether you are logged on or registered with the social media platform.

We would therefore like to point out that it cannot be ruled out that the social media platform provider will use your profile and behaviour data to evaluate your habits, personal relationships, preferences, etc. In this respect we have no influence on the processing of your data by the provider of the social media platform.
For more information on data processing by the provider of the social media platform, your rights and, if applicable, the agreement according to Article 26 GDPR, please refer to the provider's data protection declaration:

- Twitter: https://www.twitter.com/privacy
- Facebook: https://www.facebook.com/about/privacy/update und https://www.facebook.com/legal/terms/page_controller_addendum
- YouTube: https://www.youtube.com/privacy
- Pinterest: https://www.pinterest.com/about/privacy/
- Instagram: https://www.instagram.com/legal/privacy/ https://www.facebook.com/legal/terms/page_controller_addendum
- XING: https://privacy.xing.com/de/datenschutzerklaerung
- Kununu: https://privacy.xing.com/de/datenschutzerklaerung
- LinkedIn: https://www.linkedin.com/legal/privacy-policy?_l=en_EN
- TikTok: https://www.tiktok.com/legal/privacy-policy?lang=en https://ads.tiktok.com/i18n/official/article?aid=300871706948451871

Your contributions relating to Tchibo on social media sites
We wish to inform you that we regularly check social media presences and forums and blogs, in order to record reports concerning Tchibo.

Your contributions are evaluated by us internally and processed as reports. During this process, no connection is made to your person or customer account. Your name and picture remain anonymous. Our interest in accordance with Article 6 Paragraph 1 Letter f) EU GDPR analysing the perception of

the brand and the reactions to trends as well as gaining customer satisfaction is considered to be legitimate in the sense of the regulation referred to above. The processing is necessary to monitor brand perception and is carried out without associating the data with you personally. Your name and image are obscured. A balancing of interests shows that there are no overriding conflicting interests.

Share Function
Furthermore, we use so-called **share functions** for the networks of Facebook, Twitter, Pinterest and WhatsApp. So-called "sharing functions" are technologies that enable you as a user to make certain content known to members of social networks via a direct connection.
To integrate the sharing function, we use a technical solution that prevents data (e.g. IP address) from being transmitted to social networks such as Facebook as soon as you open our website. **This means that the buttons are deactivated by default.** They are only activated the first time you click on the buttons.

Tchibo has no influence on the scope of the data that Facebook, WhatsApp, Twitter or Pinterest collects using the plug-ins. However, we would still like to inform you about this as far as we are able to.

By activating the share function, providers receive the information that a user has called up the relevant page of the offer. If the user is logged in, the visit can be assigned to the user account. When users interact with the buttons, for example by pressing the Like button or posting a comment, the corresponding information is transmitted directly from your browser to Facebook, Twitter or Pinterest and stored there. If a user is not a member of Facebook, Twitter or Pinterest, there is still the possibility that the provider will find out his IP address and store it.

Further information on data processing by the provider of the social media platform can be found in the provider's privacy policy:

- Twitter: https://www.twitter.com/privacy
- Facebook: https://www.facebook.com/about/privacy/update
- Pinterest: https://www.pinterest.com/about/privacy/
- WhatsApp: https://www.whatsapp.com/legal/

If a user is a member of the providers and does not want Facebook, Twitter, Pinterest or WhatsApp to collect data about him or her through this offer and link it to his or her membership data, he or she must log out before visiting the website and before activating the share function.

The legal basis for this processing is then Article 6 Paragraph 1 Letter f) EU GDPR. The advertising purpose behind this is to be regarded as a legitimate interest within the meaning of the EU GDPR. The processing is necessary, and the buttons are disabled by default and are activated only when clicked. There is no overriding conflicting interest, as the button must also be actively used.

13. TchiboCard

The TchiboCard programme is the free-of-charge customer loyalty programme of Tchibo GmbH. The general terms and conditions of participation apply to membership in the TchiboCard programme, which you can accept either by filling in (signing and submitting the application form) or by registering for the TchiboCard programme at www.tchibo.de.

We require data from you in order to carry out our customer loyalty programme. For example, this includes:

- First name, surname

- Address
- If applicable, email address
- If applicable, date of birth

The legal basis for this processing is Article 6 Paragraph 1 Letter b) EU GDPR. You provide us with the data on the basis of the contractual relationship between yourself and Tchibo. If you provide us with your date of birth, for example in response to a request in a community mailing, so that we can send you birthday greetings, the legal basis for this is Article 6(1)(a) of the GDPR, namely your consent, which you can withdraw at any time with future effect.

With the TchiboCard, you can collect and redeem loyalty beans. For each purchase at one of our stores or online, loyalty beans are credited to your TchiboCard account. Your current loyalty beans balance can be found in your personal TchiboCard online account at tchibo.de. The legal basis for the online account management is Article 6 Paragraph 1 Letter f) EU GDPR. We consider our customer service and the uncomplicated viewing of your account to be legitimate in the sense of the regulation referred to above. The processing is necessary for **account management** and for addressing you in a way that meets your needs. A balancing of interests shows that there are no overriding conflicting interests.

Tchibo sends you person-related advertising by post or email under the TchiboCard programme. You will receive advertisement by email provided that you have given your consent to such by clicking the confirmation link. **You can object to the processing of your data for direct marketing purposes by Tchibo GmbH at any time or withdraw your consent by sending a short notification to service@tchibo.de. You will not incur any expenses other than the transfer costs in accordance with the basic tariffs.** This does not affect your participation in our customer loyalty programme.

By participating in the TchiboCard programme, your personal data (first name, surname, address, email address if applicable) and purchase and order data (for example purchased products, number of items, price, location, date and time of the purchase) will be processed, evaluated and analysed in order to improve the TchiboCard programme. Should you have voluntarily provided your telephone number for follow up queries, this also comes under personal data.

By participating in the TchiboCard programme, we process this data and any online usage data related to you in order to evaluate and analyse advertising that is person-tailored to you. Furthermore, on the basis of these evaluations, advertising that is person-tailored to you will be displayed when using the online Tchibo account.

We carry out this processing in accordance with Article 6 Paragraph 1 Letter a), Letter b) and Letter f) EU GDPR. The processing does not have any legal effects for you. Our interest in optimising our services in commercial terms for the purpose of direct advertising is considered to be legitimate in the sense of the regulation referred to above. These types of analysis help us better optimise the relevance of our advertising management, provide targeted information concerning campaigns relating to our sales and brokerage services, better manage resources in relation to logistics and sales and adjust our information services concerning the Tchibo brand as best as possible and in a relevant manner. The processing is therefore necessary for your participation in the TchiboCard programme. A balancing of interests shows that there are no overriding conflicting interests. The processing takes place until an objection is received. The processing takes place until an objection, revocation or your termination notice is received.

You can object to or revoke the evaluation and analysis by Tchibo GmbH at any time by sending a short notification to service@tchibo.de.
This does not affect your participation in our customer loyalty programme.

For customers who use a mobile Tchibo tariff product and who are also customers of Telefónica Germany GmbH & Co. OHG, Tchibo GmbH can pass their TchiboCard status on to Telefónica Germany GmbH & Co. OHG, so that they can use their TchiboCard benefits also in connection with the respective tariff product. **You can object to the disclosure of your TchiboCard status at any time with effect for the future by contacting info@tchibo-mobil.de.**

We store the data that has been gathered in order to carry out our customer loyalty programme until termination notice is received. We retain the information relating to the contractual relationship which is necessary under commercial and tax laws for the period of time mandated by legislation. For this period of time (as a rule, ten years from the time of conclusion of the contract) the data will only be processed again in case of a check by the financial administration for financial and tax verification purposes and in order to clarify any possible criminal activity.

Loyalty beans expire at the end of April 30th of each calendar year or at the earliest 24 months after the last purchase. Loyalty beans are cleared 6 months after expiry date.

At all times, you have the right to free-of-charge access to personal data, data portability, rectification and, if applicable, erasure, as well as the right to object to the processing of your data that is processed by us.

14. Privacy Policy for our shops

In this section we inform you about the processing of personal data in connection with your visit to our shops. You can access this text simply by scanning the QR code displayed in each shop or by entering the internet link named there into your browser. Of course, you are also welcome to contact our staff on site to ask for a paper copy.

Processing by Tchibo

We process your personal data for the conclusion, execution or termination of your contract/order, for customer service, for the delivery of our products as well as for the creation and dispatch of our advertising materials, which may be personally tailored to you, and, where applicable, to minimise the risk of non-payment.

This includes, for example, your name, billing and delivery address, e-mail address, billing and payment data, your orders placed and, if applicable, your date of birth and/or telephone number.

In the event of a credit check, we reserve the right to request further address-related assessments externally as well as to calculate a possible probability of non-payment with the help of geo-social and order-related characteristics.

The processing is legally based on Art. 6 para. 1 lit. b. GDPR, as far as we use your named data for contract processing (e.g. purchase of goods in our shops with electronic payment method) as well as Art.6 para.1 lit. f. EU GDPR, as far as it concerns advertising or also the credit assessment.

Video surveillance

To protect our property and investigate criminal offences, we use video surveillance in some of our stores. You can always see directly at the entrance whether a store is subject to video surveillance by means of the clearly and transparently positioned sign indicating the use of video surveillance. Where we use these measures, the associated processing of personal data is based on Article 6(1)(f) of the GDPR, namely our legitimate interest in preventing criminal offences and securing evidence. No overriding conflicting interests are currently known.

The video recordings are deleted no later than 72 hours after they have been made, unless it is necessary to preserve them as evidence. If there is a suspicion that a criminal offence has been committed, the recordings may be disclosed to the competent law-enforcement authorities. The video recordings are viewed, where required by the circumstances, by engaged security service providers.

Customer Wi-Fi

We offer a customer Wi-Fi service in some of our shops. To provide our customer Wi-Fi service ('hotspots') to you, it is necessary to process data from your end device. Since this data may also include personal data, we will inform you below about the processing of your data, your rights and who to contact.

Controller
Tchibo GmbH, Überseering 18, 22297 Hamburg

Purpose, legal basis and duration of data processing
By confirming our terms and conditions and using our customer Wi-Fi, a user agreement is concluded between you and us. To fulfil our obligations under this user agreement in the form of providing the customer Wi-Fi, the following data must be processed:

- MAC address (Media Access Control address)
- IP address (Internet Protocol address)
- Connection information such as device name, data and duration of the connection, URLs accessed

The processing of your data is carried out on the basis of Article 6(1), first sentence, point (b) of the GDPR (**performance of a contract**). We generally delete your data as soon as the purpose for processing no longer applies.

Data is stored for longer only where required in a specific case for security purposes and/or in connection with disruptions, errors or unauthorised access. In such cases, the processing is based on Article 6(1), first sentence, point (f) of the GDPR and serves our legitimate interest in ensuring the security of our Wi-Fi network, preventing misuse and, where applicable, defending ourselves against potential legal claims by third parties.

There are no overriding conflicting interests, as you decide whether to use the customer Wi-Fi. As a general rule, we do not disclose your data to third parties. Data is disclosed only where it is intended to be disclosed or where we are legally obliged or authorised to do so.

We may also disclose your data to external service providers, such as IT service providers, where they support us in processing data (**data processing on our behalf**).

Transfer of data

If your data is processed by our service providers who support us in customer care, the delivery of our products and the creation and dispatch of our advertising materials, the scope of the transmitted data is limited to the minimum necessary.

If we pass on your data to cooperation partners for the purpose of fulfilling the contract, we will inform you of this separately.
Tchibo refrains from selling or renting your data for advertising purposes. Our partners are also obliged to do this.

Your rights

You have the right at any time to free access, data transmission, rectification, blocking, restriction of processing and, if necessary, erasure as well as objection to the processing of your data stored by us. You can object to the processing of your data for the purpose of minimising the risk of non-payment and for advertising purposes at any time or revoke your consent without incurring any costs other than the transmission costs according to the basic rates.

To do so, please write to datenschutz@tchibo.de or Tchibo GmbH, Data Protection Officer, Überseering 18, 22297 Hamburg, Germany. You can find further information at: www.tchibo.de/datenschutz

15. Tchibo Travel (Tchibo Reisen)

Tchibo Reisen was an agency service offered by Tchibo GmbH, based in Hamburg, which was discontinued in November 2023.

Insofar as travel bookings were still arranged by the end of October 2023 and the associated trips are still outstanding in 2024, we have processed and will continue to process a limited amount of your personal data for this purpose, including

- First name, surname
- Billing and delivery address
- e-mail address
- Billing and payment data
- Date of birth, if applicable
- Telephone number, if applicable

The legal basis for this was/is Art. 6 para. 1 lit. b GDPR, the data processing takes place on the basis of the agency agreement between you and Tchibo.

We would like to point out at this point that we have forwarded your data as part of your travel booking to the respective tour operator for booking processing and travel execution as well as (in the case of taking out travel insurance) to the travel insurance provider. Your data will also be stored there and processed as part of the fulfilment of the contract. The separate data protection notices of the partners who process or have processed the data as the tour operator responsible for data protection apply here.

If you have purchased vouchers as part of voucher promotions (e.g. hotel vouchers) and have not yet redeemed them (if still possible), these can be redeemed directly on the websites of our cooperation partners. Please note the separately applicable data protection information. All co-operations were labelled as such.

Due to the termination of the Tchibo Reisen offer as of November 2023, Tchibo GmbH has not collected any new personal data since then and accordingly no longer processes any new data.

16. Partner Offers / Auctions

Our co-operation partners develop and sell products and solutions for international markets. The product range extends from unconventional vehicles to entertainment and home electronics, which are offered in the course of this co-operation by Tchibo.

In order to process your order, we transmit your data on to our co-operation partners. The legal basis for this processing is Article 6 Paragraph 1 Letter b) EU GDPR.

In order to conclude, perform or terminate your contract or order, our co-operation partners also require data from you. For example, this includes:

- First name, surname
- Invoice and delivery address
- Email address
- Invoice and payment data
- If applicable, date of birth
- If applicable, telephone number

In order to obtain detailed information concerning the business purpose, the purposes of the processing, the data recipients, the right of access, the claim to deletion or rectification etc. from our co-operation partners, please contact our co-operation partners directly. If applicable, our co-operation partners use service providers (printing shops, transportation companies, logistics companies, banks, IT service providers) in order to process your order. You can find information in this respect as well as information concerning your rights in the Privacy Policy of our co-operation partners, which we have stored for your convenience in our online shop.

In general, personal data submitted to our co-operation partners is not stored at Tchibo. Only in exceptional cases, we store the data that has been gathered in order to perform the contract until the expiry of the statutory and possible contractual warranty and guarantee rights. Following the expiry of this period, we retain the information relating to the contractual relationship which is necessary under commercial and tax laws for the period of time mandated by legislation. For this period of time (as a rule, ten years from the time of conclusion of the contract) the data will only be processed again in case of a check by the financial administration, for financial and tax verification purposes and in order to clarify any possible criminal activity.

This also applies if Tchibo makes the domain available to its co-operation partners. We would like to inform you that Tchibo uses tracking and service technologies (e.g. cookies and tracking pixels) on these pages. In these cases, the purposes for processing your data will be determined jointly between Tchibo and the co-ooperation partner in accordance with Article 26 EU GDPR.

All partner campaigns are stated as such.

Tchibo Auction

In the course of the Tchibo AUCTION, we transmit the data of all bidders who have received an acceptance on to our respective provider, so that it can get in touch with you in order to carry out the process. With the acceptance of your bid, a contract is concluded, for which we require your full contact details. By means of the provision of your address, it can be ensured in case of a subsequent offer adjustment, such as the submission of a higher bid during the auction period, that only your highest bid is taken into account. In the course of the bidding and auction process, we will inform you by email prior to the end of the auction of the ranking of your bid. You then have the option of submitting a new bid shortly before the end of an auction. In case of a subsequent bid adjustment, only your highest bid will be taken into account.

The legal basis for this processing is Article 6 Paragraph 1 Letter b) EU GDPR. You provide us with the data on the basis of the contractual relationship between yourself and Tchibo.

In order to obtain detailed information concerning the business purpose, the purposes of the processing, the data recipients, the right of access, the claim to deletion or rectification etc. from our auction partners, please contact our auction partners directly. If applicable, our auction partners

use service providers (printing shops, transportation companies, logistics companies, banks, IT service providers) in order to process your accepted bid.

Only in exceptional cases, we keep the data that has been gathered in order to perform the contract for the maximum of 2 years.

17. Tchibo Blog

You can register with your email address and a "nickname" to our Tchibo blog in order to comment on the blog posts. Your email address is processed by us in order to administer your user account and to inform you of new content in the blog, should you request this.

The registration and participation in the blog is based on Article 6 Paragraph 1 Letter b) EU GDPR and is voluntary.

In addition, you have the option of sharing a personal website. In this respect, you can combine details concerning your person, your interests or your personal environment with your "nickname". During this process and when writing your comments, please observe our blog rules and the notice concerning the contents of external websites.

Please bear in mind that you cannot edit or delete a comment that you have written. Should you wish to edit or delete a comment, please send a short email to redaktion.blog@tchibo.de.

The editorial team reserves the right to delete contributions that breach netiquette, are not constructive to a dialogue or that do not relate to the posts. No claim to publication exists. Each user is personally responsible for his or her contributions.

Newsletter
The Tchibo blogger newsletter offers you the option of being regularly informed of new content on the blog by email. The processing of your email address takes place until a notice concerning the withdrawal of your consent is received.
In order to cancel subscription to the newsletter, there is a corresponding link at the end of the newsletter. You can find more information about our newsletters here.

18. Tchibo Community

Upon registering for and participating in the Tchibo Community, Tchibo GmbH processes personal data (first name, surname and login email address) and user data (e.g. community username, comments, likes or shares, data submitted by you as part of activities, photos or videos you may upload, and profile data provided when completing your profile). The legal basis for this is Article 6(1)(b) of the GDPR, meaning that you provide us with the data on the basis of the contractual relationship between you and Tchibo.

We process this data to organise and administer your participation in the Tchibo Community, for example to attribute content published in the Tchibo Community to the registered users who published it.

To ensure the comprehensive and smooth operation of the Community, including maintaining your membership, we may send you event-related notification emails (e.g. notifications when another Community member answers a question). The notification function is activated by default but can be freely configured or deactivated at any time in your Community profile under “Settings”. Unlike newsletters, notification emails are purely informational and do not contain advertising.

As part of the Tchibo Community, Tchibo sends registered users advertising by post or email. You will receive advertising by email where you have consented to this pursuant to Article 6(1)(a) of the GDPR, i.e. by clicking the confirmation link. You may object to receiving advertising from Tchibo GmbH at any time by sending a brief message to service@tchibo.de. You will not incur any costs other than the transmission costs at the basic rates. This will not affect your participation in the Tchibo Community.

As part of your membership, we process your personal data and user data and, where applicable, online usage data attributable to you for evaluation and analysis purposes in order to improve the Tchibo Community and to provide personalised advertising. In addition, based on these evaluations, you will be shown personalised advertising when using your Tchibo online account.

In addition, Tchibo Community members receive awards based on their usage behaviour (e.g. "product tester"), which can be viewed in their Community profile. The awards are stored in the member profile and can be viewed by members and Tchibo.

We carry out this processing on the basis of Article 6(1)(a), (b) and (f) of the GDPR. The processing has no legal effect on you. Our interest in optimising our direct-marketing offering from a business perspective constitutes a legitimate interest within the meaning of the aforementioned provision. This type of evaluation helps us to optimise the relevance of our advertising, provide targeted information about activities forming part of our sales and services offering, allocate logistics and sales resources more effectively, and tailor our information offering relating to the Tchibo brand as effectively and relevantly as possible. The processing is necessary to operate the Community and to address you in a way that meets your needs. A balancing of interests shows that there are no overriding conflicting interests.

The processing will continue until you withdraw your consent, object to the processing or terminate your membership.

You may object to the evaluation and analysis or withdraw your consent at any time by sending a brief message to Tchibo GmbH at service@tchibo.de. This will not affect your participation in the Tchibo Community.

We store the data collected for the organisation and administration of your participation in the Tchibo Community for the duration of your participation in the Tchibo Community. Once you leave the Community, you will no longer be able to participate in our activities or exchange information with other Community members or the Tchibo Community Management Team. Content you have already created will remain in the Tchibo Community but will be anonymised after you leave.
You have the right at any time to obtain free access to your data, to data portability, rectification, restriction of processing and, where applicable, erasure, as well as the right to object to the processing of your data stored by us.

19. Tchibo App

In general, we process your personal data as this is necessary to provide a functioning app and our content and services. You can find more information here.

"Login in Tchibo apps"
Our smartphone and tablet apps use a permanent cookie after login. Following a first login, the function enables you to order in a user-friendly manner 365 days after you last used the app, without you being required to enter your password again. For security reasons, the access to parts of the 'my Tchibo' area, as well as changing your address and payment data, remains password-protected. If you do not like to use this function, please logout after your visit using the logout

button in the 'my account' area. The legal basis for the processing is Article 6 Paragraph 1 Letter f) EU GDPR. Our legitimate interest arises from the purposes of offering you a comfortable use of our website/application. Following a balancing of interests, there is no overriding conflicting interest.

We wish to inform you that Tchibo uses cookies and tracking pixel. These are also used in the our app. You can find more information relating to cookies here.

For the purpose of focussed designing, business analysis and management of the web presence and continual optimisation of our app, we additionally use the analytic services **„Adjust" (a service of adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin) und „Google Firebase" (a service of Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, U.S.A.)** on the legal basis of Article 6 Paragraph 1 Letter a) EU GDPR. All of the named processings lead to a data transfer to the server of the providers of tracking and targeting technologies engaged by us. Some of these servers are located in the USA. If data is transferred to an unsecure third country, this is done on the legal basis of Article 49 Paragraph 1 letter a) EU GDPR. The USA is not considered an unsecure third country in this respect, as the level of data protection there is considered adequate to that in the EU (so-called adequacy decision); Art. 6 (1) lit. a GDPR applies.

Should you not agree to the retaining and analysis of your data, you can object to the storing and processing at any time by changing the setting "Data Usage" in the 'my Tchibo' area (version 7 or older) or by changing your cookie preference setting (from version 7.1). In such a case, storage and analysis of your data will be deactivated. However, in some cases, you will no longer be able to use all of the functions of our digital services.

Via the "**push notifications**" option, you can be actively informed by Tchibo in the form of push notifications and messages on your device of current offers, news, campaigns and vouchers on tchibo.de or in the Tchibo stores, even if the app is not currently being used. The notifications can appear as sounds, reports or lettered symbols. You can activate and deactivate this function at any time via your device settings or under "my Tchibo" in the Tchibo app.

Without your consent (Article 6 Paragraph 1 Letter a) EU GDPR), Tchibo will not send any push notifications or messages.

We use the **Push Notification Service of Apple Inc, One Infinite Loop, Cupertino, California 95014, U.S.A. for the provision of this function. ("Apple") and the Firebase Cloud Messaging (FCM) of Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, U.S.A. ("Google").** In order to be able to provide you with push notifications, it is necessary for us to transfer non-personal, anonymous data (for example text content of the push notification) to the Apple/Google server with your consent in accordance with your settings, which then forwards this on to your Tchibo app in encrypted form as a push notification. For this purpose, Apple/Google creates a clear connection number (device token ID or registration ID) from your device ID in accordance with the operating system of your device, by means of which the content of the push notifications is transported to you in a secure encrypted format.

Via individual functions in our push notifications, we can view in a standardised automated manner which contents of our push notification are of particular interest to our customers. We use the results of these analysis in person-related form exclusively for the purpose of improving our services and tailoring these to requirements as well as for the purpose of direct advertising.

Consent text in relation to the person-related analysis of usage behaviour and purchase data (example)

Yes, I agree that Tchibo creates personalised profiles from my purchase data and usage behaviour, in order to better tailor advertising and web services to my personal interests. The consent can be withdrawn at any time with effect for the future at service@tchibo.de.

You can object to the person-related analysis of your data in order to improve our services at any time by contacting service@tchibo.de.

- **Push Notifications**

Setting in the iOS operating system
When you access the app for the first time and register, you will be asked whether you wish to permit push notifications. Without your consent, which you can declare by clicking the "permit" button, Tchibo cannot send you any push notifications. You can activate and deactivate the permission for push notifications at any time. For this purpose, please open the "settings" menu on your device and select "notifications". In the following menu, you will find an overview of all the apps that are installed on your device and which have a push notification function.

Setting in the Android operating system
When you access the app for the first time and register, you will be asked whether you wish to permit push notifications. Without your consent, which you can declare by clicking the "yes" button, Tchibo cannot send you any push notifications. You can activate and deactivate the permission for push notifications at any time. For this purpose, please open the "settings" menu on your device and select "apps". In the following menu, you will find an overview of all the apps that are installed on your device.

- **Geo localisation**

Within the framework of the store finder function, geo data (geo localisation) is transferred to the website in the form of geographic width and geographic length, should your mobile device be equipped with a GPS function. This takes place exclusively in order to search for your location. The data is not stored. Prior to the activation of the location function, you will be asked for your agreement by means of a security question in accordance with Article 6 Paragraph 1 Letter a) EU GDPR.

20. Prize Competitions

For participation in and the carrying out of prize competitions, as well as for the sending of prize notifications and distribution of the prizes, we require data from you. For example, this includes:

- First name, surname
- Email address
- If applicable, postal address
- If applicable, year of birth
- If applicable, telephone number

The legal basis for this processing is Article 6 Paragraph 1 Letter b) EU GDPR, i.e. you provide us with the data on the basis of the contractual relationship between yourself and Tchibo (terms and conditions of participation). Detailed information can be found in the respective terms and conditions of participation.

As a rule, your data is deleted at the end of the competition. We keep the data of the winners in order to perform the contract until the expiry of the statutory and possible contractual warranty and guarantee rights. Following the expiry of this period, we retain the information relating to the contractual relationship which is necessary under commercial and tax laws for the period of time mandated by legislation. For this period of time (as a rule, ten years from the time of conclusion of the competition) the data will only be processed again in case of a check by the financial

administration, for financial and tax verification purposes and in order to clarify any possible criminal activity.

Should you have agreed to its use for direct advertising purposes, we will process your data until you withdraw your consent. **This consent is voluntary and can be withdrawn at any time by sending a short notification to Tchibo GmbH at service@tchibo.de.**

- **Disclosure of Data**

We pass your data on to service providers

- **in order to send prizes**
- **in order to organise competitions**
- **only if the partner has agreed to comply with our data protection standards.**

Should we host competitions on social media platforms (for example Facebook), we would kindly request that you also familiarise yourself with the data protection provisions of the respective platform.

In case of certain competitions, it is necessary **to transfer your data to our co-operation partners who support us in carrying out competitions** or to have your data processed by these in order for these to take place. We inform you about our co-operation partners in the respective terms and conditions of participation.

Should you not wish your data to be transferred for the purpose of hosting the competition, it may not be possible for you to participate.

The legal basis for the data transfer is Article 6 Paragraph 1 Letter b) and Article 6 Paragraph 1 Letter a) EU GDPR.

21. Recruiting

The career portal is operated centrally by Tchibo GmbH on behalf of all German subsidiaries and maxingvest GmbH & Co. KGaA (maxingvest.de/datenschutz), the holding company for the sub-groups of Tchibo GmbH and Beiersdorf AG. Tchibo GmbH processes applicant data for these companies on a contractual basis. We assure you that your data will be processed exclusively for the application process or the applicant portal.

- Identification of suitable external and internal applicants for the respective or other positions
- Assessment of applicants based on application documents, telephone interviews, eAssessment Centre, Assessment Centre, personal interviews
- If we decide to hire you, we will process your data for the purpose of contract negotiations and contract preparation.
- Depending on the individual case, the contract documents may also be sent and signed via DocuSign (processor), provided that you agree to this (consent, Art. 6 para. 1 lit. a GDPR).
- Registration as a job applicant on our career portal (Art. 6(1)(b) GDPR in conjunction with § 26(1) BDSG).

Please click here for information on your rights as a data subject and the contact details of the data controller and data protection officer for Tchibo GmbH and its subsidiaries, and here for maxingvest GmbH & Co. KGaA.

Use of the Predictive Index (PI) diagnostic tool

As part of the application process, a diagnostic tool for behaviour-based personality analysis is used. The test is provided by our partner company Predictive Index (PI). To carry out the test, we will forward your first name, surname and email address to PI, which is based in the United States of America (USA). As this involves the transfer of data to a third country, Tchibo takes all necessary measures (EU standard contractual clauses) to ensure an adequate level of data protection.

Participation in the online test is voluntary. Non-participation will not result in any disadvantage in the recruitment process at any time. The results will only be viewed by specially trained recruiters and evaluated solely in relation to the open position. They will not be passed on to third parties. If you wish to withdraw your consent to the processing of your data in the context of the online test, you can contact recruiting@tchibo.de at any time. For further information, please read PI's privacy policy at
http://www.predictiveindex.com/privacy.

As part of the application process, it is often necessary to transfer your data within the Tchibo Group to the relevant department, subsidiary, or maxingvest GmbH & Co. KGaA, depending on which company you are applying to. The legal basis is Article 88(1) of the EU GDPR in conjunction with Section 26(1) of the BDSG (new), i.e., you provide us with the data for the purpose of deciding whether to establish an employment relationship.

After completion of the application process, your application documents will be stored for a maximum of six months so that we can contact you again if necessary or respond to enquiries. If you have registered in our Talent Network, for example to set up a job alert or to receive manually sent emails from our recruiters, your data will be stored in your Talent Network profile until you delete your profile.

If you have incurred travel expenses to attend a personal interview, we will reimburse you for these. We will send you a form for this purpose. Your data will be processed exclusively for this purpose.

We store the information required for reimbursement in accordance with commercial and tax law for the periods specified by law. For this period (usually ten years), the data will be reprocessed solely for the purpose of financial administration, for economic and tax audit purposes and to investigate possible criminal offences.

'Terrorist list' screening

The EU regulations on combating terrorism (EC) No. 2580/2001 and (EC) No. 881/2002 require that no customer, supplier, service provider or employee of Tchibo belongs to the group of terrorist suspects defined in centrally maintained lists (terrorist lists). It is therefore necessary for Tchibo to carry out a data check against the so-called terror lists before concluding any business transactions.

The legal basis for this is Art. 6 (1) (c) EU GDPR.

You have the right to obtain information, data transfer, correction, blocking and, if necessary, deletion of your data stored by us free of charge at any time.

If the information you have provided has changed or has been recorded incorrectly, please go directly to your user account and make the change or send an email with your request to recruiting@tchibo.de.

Details about the recruiting

Applying for a specific position

If you have applied for a specific position, your application documents will only be considered for that position. Only those persons responsible for filling the position will have access to your application data. In addition, only administrators have access to the data for the purpose of maintaining the system and ensuring data security. Your data will not be passed on to third parties without your consent.

If you apply for a specific position at an affiliated company of Tchibo, it may be necessary for Tchibo to forward your application data to the respective affiliated company during the processing of your application. In this case, Tchibo acts as a processor for the respective affiliated company and will process your application data exclusively in accordance with this privacy policy and the legal requirements for order processing.

Please note: Once you have submitted your application, only we can make changes to your application data and documents. Even if you change your data in your application profile, we will continue to work with the data you have submitted and will not compare the application data with your data in your application profile to ensure that it is up to date.

Applying for other positions

We occasionally have vacancies in other areas and would be delighted to consider your application for other positions. We will only do this if you expressly consent to such processing when submitting your application, namely if you have indicated in the context of submitting your documents that your profile may be made visible to all Tchibo recruiters and thus to all companies in the Tchibo family (Tchibo GmbH, Tchibo Coffee Service GmbH, MEISTER KAFFEE GmbH & Co. Vertriebs KG, , maxingvest GmbH & Co. KGaA, Tchibo Manufacturing GmbH & Co. KG).

In this case, you agree that other recruiters from Tchibo and/or companies affiliated with Tchibo may view your application data, including the sensitive data contained therein, and consider it when filling vacant positions.

If you appear to be suitable for the position to be filled, we will contact you to enquire whether you would be interested in participating in the selection process for the position. **You can revoke your consent at any time in the online application system.**

Registration in the Talent Network

When you register with our Talent Network, for example to set up a job alert or to receive emails sent manually by our recruiters, our recruiting team will be able to view your mandatory information and any data you have entered voluntarily as soon as you save or submit your profile.

Your data in your Talent Network profile will be processed until you delete your profile. Your data will be processed exclusively for Tchibo's personnel marketing measures and recruiting activities and will not be passed on to third parties without your consent.

If you apply for a specific position at a later date using your registration data, your stored data will be transferred to the applicant profile. After twelve months of inactivity, your profile data will be deleted from the Talent Network.

Sign up for the Job Newsletter

If you agree to receive our Job Newsletter as part of your application, you will receive this newsletter regularly with information on current job openings. You may revoke your consent at any time with future effect in accordance with Art. 6(1)(a) of the EU GDPR, for example by unsubscribing in the newsletter footer or by sending an email to recruiting@tchibo.de.

Further Details

Contact via professional social networks

XING

If you have a personal profile on the XING professional network, we may use the XING TalentManager (hereinafter also referred to as the 'tool') to find you via your profile and contact you if necessary.

The use of XING TalentManager supports us in our search for candidates and enables us to manage applications and profiles of XING members. This tool is used exclusively by our recruiters, who have been authorised by us and are themselves registered members, recognisable by the addition of 'Recruiter' in their respective profiles. Please note that although only recruiters can actively use the tool, hiring managers who are involved in the respective recruiting process can also view profiles stored in projects.

We use the tool provided by the XING network to process all personal data that is derived from your user profile and any data that you voluntarily provide to us after contacting one of our recruiters. Your profile is neither stored nor copied by us. A link to your profile is only created within the scope of the XING tool. If you delete your profile and it no longer exists, your data will no longer be available to us and will no longer be recognisable due to the lack of a link. We will delete any such link to your profile as soon as we determine that you do not wish to be contacted as a candidate or you inform us that you are not interested in a position we are offering.

If we also contact you via the XING network, the legal basis for such data processing is Art. 6 (1) lit. f GDPR. Our legitimate interest lies in actively searching for suitable applicants in the professional and career network XING and contacting users for this purpose. Following a balancing of interests, there is no overriding conflicting interest. If such contact leads to further communication with you indicating your interest, the legal basis is the consent you have given (Art. 6 (1) lit. a GDPR). If the legal basis for the processing of your personal data is your consent, you have the right to withdraw this consent at any time with future effect. To do so, simply send us an informal message, e.g. to the above contact details or via XING message. Revocation does not affect the lawfulness of processing in the past. If the legal basis for the processing of your personal data is a legitimate interest on our part, you have the option of objecting to the processing. An informal message to us is also sufficient for this. Your personal data will then no longer be processed unless there are demonstrable compelling reasons that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

You also have the option of restricting the visibility of your data provided to XING at https://www.xing.com/settings/privacy.

LinkedIn

If you have a personal profile on the LinkedIn professional network, we may use the LinkedIn tool 'Recruiter – Corporate' (hereinafter also referred to as 'tool') to find you via your profile and contact you if necessary. The use of LinkedIn 'Recruiter – Corporate' supports us in our search for candidates and enables us to manage applications and profiles of LinkedIn members. This tool is used exclusively by our recruiters, who have been authorised by us and are themselves registered members, recognisable by the addition of 'Recruiter' in their respective profiles. Please note that although only recruiters can actively use the tool, hiring managers involved in the respective recruiting process can also view profiles stored in projects.

In addition, we also process LinkedIn profiles of users who have actively clicked on the 'Interested' function under 'Tchibo: About us' on LinkedIn with the option "Would you like to work for us in the future? Share your profile confidentially with our recruiters". By clicking on this function, your

profile will be displayed to us and we will store it in a project for up to one year. This allows us to contact you as a potentially interested candidate for current or future vacancies.

If you have actively clicked on the 'Interested' function, the legal basis for the associated processing of personal data is Art. 6 (1) (a) GDPR, i.e. your consent given by clicking on the 'Interested' function. If we contact you via the LinkedIn network, the legal basis for this data processing is Art. 6 (1) lit. f GDPR. Our legitimate interest lies in actively searching for suitable applicants on the professional and career network LinkedIn and contacting users for this purpose. Following a balancing of interests, there is no overriding conflicting interest. If such contact leads to further communication with you indicating your interest, the legal basis is your consent (Art. 6 (1) lit. a GDPR).

If the legal basis for the processing of your personal data is consent, you have the option to revoke this consent at any time in the future. To do so, simply send us an informal message, e.g. to the above contact details or via XING message. Withdrawal does not affect the lawfulness of processing in the past. If the legal basis for the processing of your personal data is a legitimate interest on our part, you have the option of objecting to the processing. Again, an informal message to us is sufficient. Your personal data will then no longer be processed unless there are demonstrable compelling reasons for protection that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

You also have the option of adjusting the visibility of your data at https://www.linkedin.com/psettings/.

Bookings

We use the Microsoft Bookings service in recruiting and active sourcing to give you the opportunity to make appointments with us online. Microsoft Bookings is an appointment and resource planning tool provided by Microsoft Corporation.
When you use Microsoft Bookings to make an appointment with us, the personal data you enter will be processed. This usually includes:

- Your name
- Your email address
- Your telephone number
- Any additional information you provide in the comments field (if applicable)

The data is processed for the purpose of scheduling and managing appointments and communicating about the agreed appointment. Microsoft Bookings enables us to offer available time slots, manage appointment bookings and send automated confirmations and reminders.

The legal basis for the processing of your personal data in the context of appointment booking is Art. 6 (1) lit. b GDPR (contract performance or pre-contractual measures), insofar as the appointment is made in connection with a (desired) contractual relationship, or Art. 6 (1) lit. a GDPR (consent), if you voluntarily provide us with your data for the purpose of making an appointment. The data you enter will be processed and stored in Microsoft's systems. Microsoft acts as our processor in this regard. Data processing takes place within the EU or the EEA or in countries for which the EU Commission has issued an adequacy decision or on the basis of appropriate safeguards in accordance with Art. 46 GDPR.

We only store your data for as long as is necessary for the purposes of appointment management or as required by statutory retention periods.

If the legal basis for the processing of your personal data is consent, you have the option of revoking this consent at any time with future effect. To do so, simply send an informal message to the

contact details provided in our privacy policy. Revocation does not affect the lawfulness of processing based on consent before its revocation.

Additional web searches (Art. 14 GDPR)
If, in individual cases, additional research into your professional qualifications is carried out via search engines (e.g. using Google.de) and, if applicable, professional networks such as LinkedIn and XING, we hereby inform you in accordance with Art. 14 GDPR that we also process the associated information on the basis of Art. 6 (1) lit. b GDPR (i.e. pre-contractual measures). Only information that is publicly available and relevant to the professional context will be researched. No information of an obviously purely private nature will be processed.

22. External contracting partners

Service providers/supplier management/partner management

At this point, we would like to inform you that we process your data in the context of the cooperation between your employer / you (service provider / supplier / depot partner) and Tchibo.

We require certain data from our contractual partners and thus also from you (either yourself as a business partner or in your role as our contact person at your employer as our contractual partner) in order to conclude, execute or terminate the contractual relationship.

This includes, for example:

- company name
- address
- contact persons and their contact details
- business-relevant information from and in connection with the execution of the service provider/supplier/partner relationship

Insofar as this involves personal data (usually name, email address or general contact data) and a contract has been concluded with you (e.g. with a registered merchant), the legal basis for the corresponding processing is Art. 6 Para. 1 lit. b) EU GDPR, i.e. you provide us with the data on the basis of the contractual relationship between you and Tchibo. The processing is then carried out for the purpose of implementing the contractual relationship and in the corresponding business interest. There are no overriding conflicting interests.

Insofar as personal data is concerned that we process in the context of a contractual relationship with your employer/company and for which you act as a point of contact for us in your work for them, the legal basis is Article 6(1)(f) of the GDPR, namely our legitimate interest in processing. The processing is necessary for both parties for the execution of the business relationship between your employer and us.

We store the data required for the execution of the contract until the expiry of the statutory or possible contractual obligations. After this period has expired, we store the information on the contractual relationship required under commercial and tax law for the periods of time specified by law. For this period (usually ten years from the conclusion of the contract), the data will be reprocessed solely in the event of an audit by the tax authorities, for economic and tax audit purposes, and to investigate possible criminal offenses.

Contact databases
We would like to point out that we process your master and contact data, as well as any billing and payment data, as part of the cooperation between you and Tchibo.

The legal basis for this is Art. 6 (1) (b) EU GDPR, i.e. you provide us with the data on the basis of the contractual relationship between you and Tchibo, as well as Art. 6 (1) (f) EU GDPR. Our interest in simplifying our contact management in accordance with Art. 6 (1) point f) EU GDPR is to be regarded

as justified in the sense of the aforementioned regulation. This type of contact management makes it easier for Tchibo to make contact with people who wish to be rehired (models, service providers), but also to maintain our press mailing list.

Your email address will be processed until you object to the processing.

"Terror list" screening
The EU Counter-Terrorism Regulations (EC) No. 2580/2001 and (EC) No. 881/2002 require that no customer, supplier, service provider or employee of Tchibo belongs to the group of terror suspects defined in the centrally maintained lists (terror lists). It is therefore necessary for Tchibo to carry out a data comparison with the so-called terror lists before each transaction.

The legal bases for this are both Art. 6 (1) lit. c) and Art. 6 (1) lit. f) EU GDPR. The regular data synchronization also enables significant customs relief for Tchibo, which is to be regarded as a legitimate interest within the meaning of the second-mentioned provision. There are no overriding conflicting interests.

You have the right to free information, data transfer, correction, blocking and, if necessary, deletion and objection to the processing of your data stored by us at any time.

23. Tchibo Mobil

Your contractual partner for the provision of mobile phone services within the scope of Tchibo Mobil is Telefónica Germany GmbH & Co. OHG (hereinafter referred to as Telefónica). Tchibo Mobilfunk GmbH & Co. KG (hereinafter referred to as Tchibo MOBIL) is responsible for customer service (in writing, by telephone, online) on behalf of Telefónica. You can find Tchibo MOBIL's data protection notice here: https://tchibo-mobil.de/rechtliches/datenschutz.

If you contact us regarding Tchibo Mobil or exercise your data subject rights – such as your right of access – regarding to Tchibo Mobil and address your enquiry to us as Tchibo GmbH, we reserve the right, in the specific instance where you explicitly refer to "Tchibo Mobil", to forward such an enquiry to our joint venture Tchibo Mobilfunkt GmbH & Co. KG ("Tchibo Mobil"). The legal basis for such a transfer is Article 6(1)(f) of the GDPR, i.e. our legitimate interest in helping you with your enquiry or providing the best possible support for your exercise of the relevant data subject right. Our interest in the associated transfer then stems from the request set out in your enquiry, e.g. in connection with exercising data subject rights vis-à-vis Tchibo Mobil. This serves to ensure an efficient and customer-oriented approach and to allocate responsibility in accordance with data protection law.

Last update: October 2026