



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), Hamid Dastmalchian, Dr. Andreas von der Heydt, Dr. Jens Köppen

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^[1]_{SEP}
- Right to restriction of processing in accordance with Article 18 EU GDPR^[1]_{SEP}
- 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.

Right to lodge a complaint with a supervisory authority

Should you wish to contact the competent supervisory authority directly, you can find the contact details [here](#).

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 save 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. In the event of a related objection, 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 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.

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.

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. Our legitimate interest arises from the purposes of offering you a comfortable use of our website/application. 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. We carry out the corresponding linking on the basis of Art. 6 para. 1 lit. f GDPR, i.e. based on our legitimate interest, among other things, to ensure you the best possible shopping experience and to merge a possible order history in your interest.

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.

➤ Details concerning Creditworthiness, Statutory Checks and fraud prevention

When using a so-called unsecure payment method, i.e. payment on account or bank debit, in order to minimise risks connected to non-payment, we carry out a creditworthiness check.

We assess the likelihood of non-payment looking at geosocial and order-related customer and order characteristics and external address-based creditworthiness checks. Our assessment is based on a statistical comparison with our payment experiences up to this point.

We reserve the right to obtain an external personal record from a recognised credit scoring agency in relation to you.

In such a case, we transfer your data (salutation, name, address and if applicable date of birth) to **Experian / informa Solutions GmbH, Rehinstraße 99, 76532 Baden-Baden** for the purpose of checking creditworthiness, in order to obtain information to assess the risk of non-payment on the basis of mathematical-statistical procedures using address data, as well as to verify your address (checking for capability of delivery). If you are a B2B customer, i.e. you are not purchasing from us as a consumer but as an entrepreneur/company, we will transmit your data (country, name, address, e-mail address, telephone number, company name, order value, order number, order status, i.e. guest or registered webshop user) to CRIF GmbH, Leopoldstraße 244, 80807 Munich for the aforementioned purposes. You can also find information relating to the creditworthiness check in our general terms and conditions of business. The legal basis for this processing is Article 6 Paragraph 1 Letter b) and Letter f) EU GDPR.

Transfers on the basis of these provisions may only take place if it is necessary to safeguard legitimate interests of our company or third parties and do not infringe the interests of the basic rights and basic freedoms of the person affected who requires the protection of personal data. More detailed information concerning the ICD as defined in Article 14 EU GDPR, i.e. information concerning the business purposes, the purposes of the storage of data, the data recipients, the right to access, the claim to deletion or the claim to rectification etc. can be obtained via the following link.

Should you not agree to a creditworthiness check by **Experian / informa Solutions GmbH, Rehinstraße 99, 76532 Baden-Baden** or by **CRIF GmbH, Leopoldstraße 244, 80807 Munich**, you have the option of selecting one of the following payment methods: advance payment, payment by credit card, payment on collection of the order at a store (delivery address is the address of the store) or PayPal (only in the Tchibo online shop).

In case of payment delay, we will transfer the necessary data to a company engaged in the collection of the claim, provided that the other statutory requirements are present. The legal basis for this processing is Article 6 Paragraph 1 Letter b) and Article 6 Paragraph 1 Letter f) EU GDPR. The assertion of a contractual claim is considered to be a legitimate interest in the sense of the second regulation referred to above. Negative payment experiences from the time of the transfer of the main claim together with dunning costs or loss of claim will also be forwarded to the credit

agency that co-operate with us, should the other statutory requirements be present. The legal basis for this processing is Article 6 Paragraph 1 Letter f) EU GDPR. The legitimate interest also relates to our interest and the interest of third parties in reducing contractual risks for future agreements.

In addition, for all completed orders we run assessments which check the personal data, addressees, contact details and the items bought against negative lists and historical fraud patterns.

These measures shall limit the risk of non-payment and safeguard our customers against misuse of their accounts or identity.

"Terror 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.

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.

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

In order to be able to offer you a continual or improved service and in order to guarantee business critical processes, processed matters are subjected to quality control, and this applies to our call centre in particular. Should you have issued your consent in accordance with Article 6 Paragraph 1 Letter a) EU GDPR, your telephone call will be recorded.

We would also like to inform you that we produce transcripts of the audio files and analyse them for the purpose of early detection of product risks, monitoring of measures and evaluation of reasons for contact. The legal basis for the processing within the scope of our analysis of the transcripts is Article 6 Paragraph 1 Letter f) EU GDPR.

Our interest in early detection of product risks and evaluation of reasons for contact is considered to be legitimate in the sense of the regulation referred to above.

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. There is no direct link between the audio file and 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. Our interest in informing our customers of relevant processes is considered to be legitimate in the sense of the regulation referred to above.

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. Our interest in reducing returns is considered to be legitimate in the sense of the regulation referred to above.

➤ 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](https://www.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 machine, for which the warranty and guarantee have already expired, directly to our repair center via our standard complaints process in the webshop, i.e. you have not ordered a fixed-price repair in the aforementioned sense, we will offer you a corresponding fixed-price repair via our repair center in an email response ("fixed-price repair offer"). We will use the email address you provided in the standard complaints process to send you the offer. The legal basis for this is Art. 6 (1) lit. f GDPR, namely our legitimate interest in responding to your expressed interest - the complaint - in a satisfactory and service-oriented manner and helping you with your request. If you then proceed to commission the fixed-price repair, we will also process the data

mentioned in the previous paragraph and to the extent set out therein in order to carry out the repair process.

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

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>.

We use Google Maps in accordance with Article 6 Paragraph 1 Letter f) EU GDPR. Our interest in tailoring our services to your requirements as best as possible is considered to be legitimate in the sense of the regulation referred to above.

You can object to the use of Google Maps through your cookie preference setting.

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 Webfonts for the purpose of tailoring its website to your needs on the basis of Art. 6 (1) f) EU GDPR. You can object to the use of Adobe Webfonts through your cookie preference setting.

Chat function

As part of our coffee solutions for business customers, we offer users of our website the opportunity to use the chat function to contact us about our business offers and to make enquiries.

We use the service provider Loyjoy to integrate the chat window, with whom we have concluded an data processing agreement in accordance with Art. 28 GDPR. Insofar as you provide personal data in the context of using the chat, e.g. your e-mail address or telephone number for further communication with us, this is done - insofar as it is not specifically related to a contract - on the basis of your consent. The legal basis is Art. 6 (1) (a) GDPR; you can withdraw your consent at any time with effect for the future. Insofar as it specifically concerns pre-contractual clarifications and/or the exchange of information regarding an existing contract, the legal basis is Art. 6 (1) (b) GDPR (processing for contract execution).

If you have given your consent via cookie banner when visiting our website, information is stored in your end device in local storage in order to store your chat history for you to view for 30 days. Without the appropriate consent, no local storage is carried out, so that the chat history is no longer 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 technical reasons and does not mean that we are not processing your objection.

The legal basis for this processing is Article 7 Paragraph 3 of the German Law against Unfair Competition (UWG) and Article 6 Paragraph 1 Letter f) EU GDPR. Our interest in addressing advertising in line with requirements is considered to be legitimate in the sense of the regulation referred to above.

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. During this process, we comply strictly with the legal regulations of the German Law against Unfair Competition (UWG). In terms of data protection law, the legal basis is Art. 6 Paragraph 1 letter f) GDPR, so our legitimate interest in direct advertising.

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. 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 for legitimate reasons (Art. 6 para. 1 lit. f DS-GVO) in order to assign the submitted rating and/or to respond to service complaints and/or to contact you for a deeper understanding of your qualitative feedback by Tchibo employees. These may be employees from Tchibo Customer Service or from the Tchibo departments concerned. For this purpose, we will store your personal data from the survey for 24 months. The results of the evaluation will not be 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.

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. 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 receive regular product review requests from us by email. You will receive this email from us regardless of whether or not you have subscribed to a newsletter. During this process, we comply strictly with the legal regulations of the German Law against Unfair Competition (UWG). In such a case, we use your email address provided during a purchase in order to promote our own products which you have already purchased by placing a corresponding order.

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 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.

➤ Newsletter

With the Tchibo newsletter, it is possible for you to be regularly informed by email of our changing topics, travel, offers, services of our co-operation partners in the course of Tchibo partner campaigns and the Tchibo auction etc. 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.

Trustpilot

In our newsletters 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 Trustpilot. 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. The legal basis for this processing is Article 6 Paragraph 1 Letter a) EU GDPR.

➤ 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.

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

If our customers provide a different delivery address including your data as part of an order or, in the case of a gift of a coffee subscription, address data of you as the person receiving the gift, personal data is regularly not collected from you as the data subject under data protection law.

With regard to Art. 14 GDPR, we would like to inform you as the data subject as follows:

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.

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.

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.

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 (1) 1 TTDSG (consent; storage or reading of cookies in the end device used) and Art. 6 (1) 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**, Eichhornstraße 3, 10785 Berlin
<https://www.awin.com/de/rechtliches/privacy-policy>
- **Criteo GmbH**, Gewürzmühlstraße. 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, krxn.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.cookiecutter.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, pubmatics.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 DS-GVO, i.e. for legitimate interest. 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/>

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 use this processing on the basis of Article 6 Paragraph 1 Letter f) insofar as it concerns system monitoring, functionality or aggregated statistics (e.g. coverage measurement/evaluation). This serves to optimise our processes from a business management point of view. We also use this processing in accordance with Article 6 Paragraph 1 Letter a) EU GDPR insofar as it is for analysis 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 that 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 functionalities 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
'_uetid', '_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.

Facebook

On our digital services, we use the pseudonymous tracking functions of **Facebook Ireland Limited („Facebook“), 4 Grand Canal Square, Dublin 2, Ireland**. 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 Straße 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 use this processing on the basis of Article 6 Paragraph 1 Letter f) for range measurement and evaluation (so-called statistics). In this case no further processing of your data for marketing or retargeting purposes will take place. This serves to optimise our processes from an economic point of view. If you have given your consent (Article 6 Paragraph 1 Letter a) EU GDPR), we will 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 Pinterest 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.

Presize

We use the "Size Recommendation Solution" from Presize.ai. The service from Presize.ai (Presize GmbH, c/o Unicorn, Kaufingerstraße 24, 80331 Munich, Germany) helps you find your optimal size for our Tchibo products. To do this, the size advisor needs important basic data such as your height, gender, weight and age. For an even more accurate result, you can upload a video of yourself or answer questions about your preferred fit, body shape, proportions and bra size.

The data you enter is neither linked to your Tchibo customer account nor stored in it. Using statistical methods, the size advisor determines your most likely suitable clothing size for the desired article of clothing on the basis of the data you have entered and, if applicable, purchase and return data.

Your information is stored pseudonymously in LocalStorage under a randomly generated session ID. At no time does Presize.ai receive any further information that allows conclusions to be drawn about your person.

Presize also processes the above-mentioned data for the continuous optimisation and improvement of the recommendation mechanisms. For this purpose, the processing purposes of your data have been jointly agreed between Tchibo and Presize in accordance with Art. 26 GDPR.

For more information on Presize's size advisor, please visit: <https://www.presize.ai/legal/data-privacy-size-recommendation-solution-en>

We use this processing on the basis of Art. 6 (1) a) EU GDPR, i.e. based on your consent.

LinkedIn Insight Day

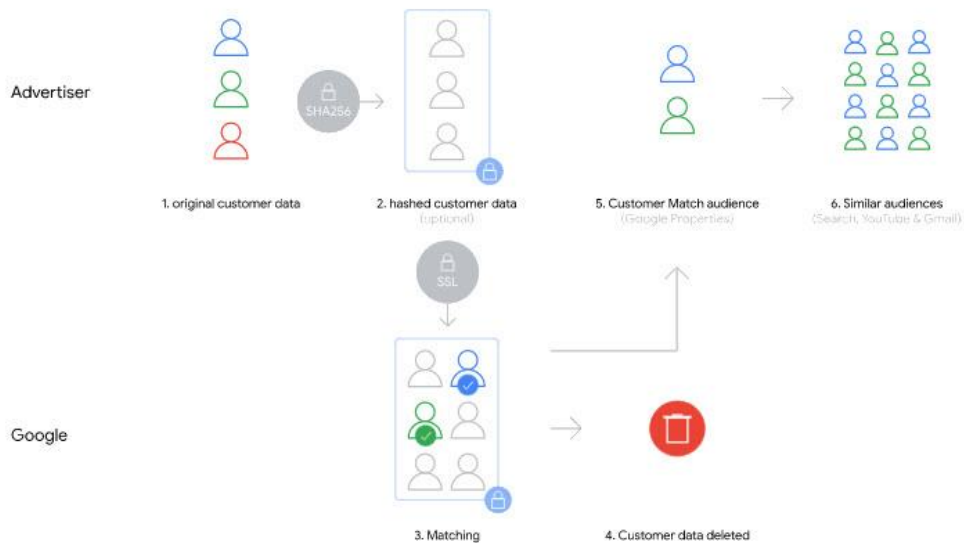
We use the tracking pixel "Insight Tag" from LinkedIn, a service provided by LinkedIn Ireland Unlimited Company ("LinkedIn Ireland"). The LinkedIn tracking pixel is a JavaScript code that is embedded on a website to track the behavior of LinkedIn users on the website. If the pixel is set as a cookie 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/XP0zEyj5pZgpJsvCb5lazrYQl5xl3LTcRdvR>)

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

On order to make our websites more attractive and more user friendly, we use "social bookmarks". We use these in accordance with Article 6 Paragraph 1 Letter f) EU GDPR in order to raise awareness of our company. The promotional purpose behind it is considered a legitimate interest under the EU GDPR. The responsibility for operation in conformity with data protection laws must be guaranteed by the respective provider.

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),
- Pinterest (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, Dammtorstraße 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 in accordance with Article 6 Paragraph 1 Letter f) EU GDPR in the legitimate interest of validating the use of our social media pages and improving our content in line with the needs of our target groups. We also occasionally use the described social media platforms to display targeted advertising. For this purpose, we use target group definitions which are provided to us by the social media provider. We only use anonymous target group definitions - i.e. we define characteristics based on general demographic data, behaviour, interests and connections, for example. The operator of the social media platform uses these to display advertisements to its users accordingly. The legal basis for this is the consent that the operator of the social media platform has obtained from its users. If you wish to revoke this consent, please use the revocation options provided by the provider of the social media platform, as the social media platform operator is responsible for this processing. Occasionally, we or the provider of the social media platform may also use publicly available data to define target groups. The legal basis for this processing is then Article 6 Paragraph 1 Letter f) EU GDPR. The legitimate interest on our part is to define the target

group as appropriately as possible. We never use sensitive categories of personal data mentioned in Article 9 and 10 GDPR to define target groups.

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.

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.

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

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.

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.

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 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 to investigate criminal offences, we use video surveillance in some shops. You can always see whether a shop is under video surveillance directly at the entrance from the correspondingly transparently placed sticker, which indicates video surveillance. Insofar as we take these measures, the associated data processing is based on Art. 6 Para. 1 lit. f GDPR, insofar based on our legitimate interest in the prevention of criminal offences and the preservation of evidence. The video recordings are deleted after (at the latest) 72 hours if no preservation of evidence is necessary. In case of suspicion of a criminal offence, the video recordings may be handed over to the competent law enforcement authorities. Video recordings are viewed by security service providers on an ad hoc basis.

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-operation 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 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.

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.

19. 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, 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.

20. Recruiting

Using the Predictive Index (PI) diagnostic tool

As part of the application procedure, a diagnostic tool for behavioural personality analysis is used. The test is provided by our partner company Predictive Index (PI). In order to carry out the test, we will send your first name and surname as well as your email address to PI, who are based in America. As this involves the transfer of data to a third country, Tchibo ensures all the necessary measures (such as the EU standard contract clauses) to create an appropriate level of data protection.

Participation in the online test is voluntary. Non-participation will at no time lead to discrimination in the recruitment process. The results are only viewed by specially trained recruiters, and evaluated solely with regard to the open position. No data is passed on to third parties. If you object to the use of the data during the online test, you can always contact Recruiting@tchibo.de. For more information, please visit PI's privacy policy at <http://www.predictiveindex.com/privacy>.

Application chat / Talk'n'Job

Our chat service Talk'n'Job enables chat based applications via different devices (e.g. mobile phones). No documents (e.g. CV) are required for the application process, as a corresponding profile is created with the chat application and made available to Tchibo. In concrete terms, this means that candidates read an advertisement and can record or enter their application with the most important details. At the same time, our HR recruiting team receives a message informing them of the receipt of the application so that the application can be considered in the ongoing application process. The legal basis for this is Art. 6 para. 1 lit. a GDPR.

21. 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.

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.

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.

Last update: October 2024