



The following information is intended to provide you with an overview of the processing of your personal data for advertising purposes and for the matching of addresses as well as your rights under the GDPR.

### **Preliminary remarks**

As was already the case under the *Bundesdatenschutzgesetz* (German data protection act), the consent of the data subject is not needed for processing data for mailed advertising under the GDPR either (Article 21 (II), Recital 47 of the GDPR). However, as is currently the case, data subjects have the option to object to this processing at any time (cf. also point 7) with effect for the future. Deutsche Post Direkt will, consistently and promptly, point out this option to object and implement any objections to processing data for advertising purposes it receives as well as permanently incorporating any objections to processing data for advertising purposes, for instance from the Deutscher Dialog Marketing Verband e.V.'s (DDV - German dialogue marketing association) so-called Robinson list<sup>1</sup>. Neither Deutsche Post Direkt nor the companies on whose behalf it processes data for mailed advertising have any interest in sending advertising mail to people who clearly do not wish to receive personalised mailed advertising.

### **1. Data controller and contact details of the data protection officer**

---

The data controller responsible for the processing of your personal data is:

Deutsche Post Direkt GmbH  
Junkersring 57  
53844 Troisdorf, Germany  
Tel.: +49 (0)2241 2661-0

You can also reach our data protection officer at the above-mentioned address or via the e-mail address [datenschutz@postdirekt.de](mailto:datenschutz@postdirekt.de). If you would like your enquiry to be handled confidentially, please contact our data protection officer by post.

### **2. Data processing for address leasing using the Lettershop system**

---

Address leasing at Deutsche Post Direkt involves processing data for mailed advertising on behalf of companies advertising and based upon the data stored at Deutsche Post Direkt. As such, the only system Deutsche Post Direkt uses in the consumer area (consumer data) is the Lettershop system, which is particularly economical in its use of data. With the Lettershop system, the address data selected for the customers' respective mailed advertising are **not** transmitted to the company advertising for advertising purposes but to a Lettershop (which processes data on behalf of Deutsche Post Direkt pursuant to Article 28 of the GDPR). The Lettershop combines the address data with the advertising materials the company advertising wishes to use, arranges dispatch and subsequently erases the address data. The company advertising only becomes aware of your data and of you as an individual if you contact the company yourself, for instance, to place an order. Against this backdrop, Deutsche Post Direkt does not store any data on companies on whose behalf it is processing, or has processed, data for advertising purposes.

<sup>1</sup> A Robinson list is a protection list containing contact details of persons who do not wish to receive unsolicited advertising addressed to them

Deutsche Post Direkt GmbH  
Customer Management  
Junkersring 57  
53844 Troisdorf, Germany

Tel: + 49 2241 2661-0  
Fax: +49 2241 2661-1111  
**E-mail: [info@postdirekt.de](mailto:info@postdirekt.de)**  
**[postdirekt.de](http://postdirekt.de)**

Page 1/7



**Please note:**

You will always be able to identify the use of the Lettershop system and data processing by Deutsche Post Direkt for mailed advertising by the data protection information provided in the respective advertising material which, in addition to providing further data protection information, will explicitly designate Deutsche Post Direkt as the data controller within the meaning of data protection laws.

**2.1 Categories of personal data for address leasing**

Deutsche Post Direct processes the following categories of data within the framework of data processing for advertising purposes, depending upon the actual service involved:

- **Consumer addresses:** salutation, first name, last name, sex (derived from the salutation or first name), academic degree, title, street, house number, postcode, town/city and any additional place name, and, in individual cases and if stored, the year and date of birth.
- **Business addresses:** company name (corporations, partnerships, sole traders, self-employed people, freelancers), website, industry/industry code, authorised representatives and, if applicable, other contacts within the company, indicating their academic degree, name, first name, position held, street, house number, postcode, town/city and any additional place name, contact details (telephone number, fax number, e-mail address).

If you are invoking your right to object to processing for advertising purposes (Article 21 (III) of the GDPR, cf. point 7), the above-mentioned data required to implement the objection will be processed in a block list for this purpose. In this context, additional data, for instance on the channel of communication used, the date, reason for and outcome of the communication, and copies of the correspondence will also be processed.

**2.2 Purposes of data processing and legal bases for address leasing**

The target group-orientated postal processing of data for advertising purposes takes place on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR in order to safeguard the legitimate interests of Deutsche Post Direkt and of companies advertising, unless you have objected to the processing of your data. You may object to the use of your data for direct marketing purposes at any time (cf. point 7), with effect for the future, using any of the above-mentioned contact details (cf. point 1).

**2.3 Origin of data for address leasing**

Deutsche Post Direct will also collect personal data mentioned in the foregoing for the above-mentioned advertising purposes from publicly accessible directories (for instance, telephone directories and yellow pages, commercial registers), from generally accessible sources (such as the internet) and from other dialogue marketing companies and address providers on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR in order to safeguard the legitimate interests of Deutsche Post Direkt and of the companies advertising.



## 2.4 Updating data for address leasing

In order to ensure the data stored are up-to-date and deliverable (for instance to correct the spelling of names, to process relocations, to block the data of deceased people), Deutsche Post Direkt co-operates with other service providers in the area of address maintenance and address updating on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR or of special statutory provisions such as Section 41a subsections 1 and 4 of the *Postgesetz* (PostG - German postal law). Registration authorities do not implement address maintenance or address updating.  
z. B. § 41a Abs. 1 und Abs. 4 Postgesetz (PostG).

## 3. Data processing for address matching in order to avoid postal returns

---

By processing data for the purposes of address matching, companies can have their own existing customer address databases (containing consumer data) checked by Deutsche Post Direkt in order to determine whether, to the best of Deutsche Post Direkt's knowledge, these address data are deliverable, undeliverable or unknown to Deutsche Post Direkt. This enables companies matching addresses, for instance, to avoid postage incurred by undeliverable items. Against this backdrop, Deutsche Post Direkt does not store any data on companies on whose behalf it is processing, or has processed, data for the purposes of matching addresses. The matching of addresses reflects the data protection principle that incorrect data is to be rectified (Article 16 of the GDPR).

### Please note:

No address data are transmitted to the company matching the addresses as part of address matching; the only data transmitted is the deliverability status known to Deutsche Post Direkt. If the deliverability status is unknown to Deutsche Post Direkt or if it is incorrect, you can request rectification by Deutsche Post Direkt at any time.

### 3.1 Categories of personal data for address matching

**Consumer addresses:** salutation, first name, last name, sex (derived from the salutation or first name), academic degree, title, street, house number, postcode, town/city and any additional place name.

If you have grounds to invoke your general right to object (Article 21 (1) of the GDPR, cf. point 7), the data required to implement the objection will be processed for this purpose and any additional data required in this context, for instance on the channel of communication used, the date, reason for and outcome of the communication and copies of the correspondence, will also be processed.

### 3.2 Purposes of data processing and legal bases for matching of addresses

The processing of data for the purposes of address matching will take place on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR in order to safeguard the legitimate interests of Deutsche Post Direkt and of companies matching addresses, unless you have objected to the processing of your data.



### 3.3 Origin of data for matching of addresses

Deutsche Post Direkt will also collect personal data mentioned in the foregoing for the above-mentioned address matching purposes from publicly accessible directories (for instance, telephone directories), from generally accessible sources (such as the internet) and from other dialogue marketing companies and address providers on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR in order to safeguard the legitimate interests of Deutsche Post Direkt and of the companies matching addresses.

### 3.4 Updating of data for matching of addresses

In order to ensure the data stored are up-to-date and deliverable (for instance to correct the spelling of names, to process relocations, to block data of deceased people), Deutsche Post Direkt co-operates with other service providers in the area of address maintenance and address updating on the basis of weighing up interests pursuant to Article 6 (1) f) of the GDPR or of special statutory provisions such as Section 41a subsections 1 and 4 of the *Postgesetz* (PostG - German postal law). Registration authorities do not implement address maintenance or address updating.

## 4. Recipients and categories of data recipients

---

The only parties within Deutsche Post Direkt who will have access to your data are those who need the data in order to meet our contractual and statutory obligations. Any service providers engaged by Deutsche Post Direkt may also be given access to data for these purposes provided they have been commissioned as processors in accordance with Article 28 of the GDPR.

Potential recipients of personal data may therefore include:

- Public authorities and institutions if a statutory or regulatory obligation exists.
- Processors for supporting/maintaining software/IT applications, Lettershops, service providers in the area of address maintenance and address updating, archiving, document processing, call centre services, controlling, data screening in accordance with statutory requirements, data destruction, audit services.
- Credit agencies as part of enquiries about creditworthiness.
- Other data recipients on the basis of their consent.

In the area of address leasing, Deutsche Post Direkt does not transmit data to be processed for advertising purposes to the advertising company but to Lettershops exclusively. In the area of address matching, only the deliverability information stored at Deutsche Post Direkt, but not any of the additional, above-mentioned data, is transmitted to the company matching addresses.



## 5. Transfer of data to third countries or international organisations

---

Data are transferred only to countries outside the European Union (EU) or the European Economic Area (EEA) (so-called third countries) if this is prescribed by law, if you have given us your consent or as part of contract data processing. If service providers are used in third countries, which is currently not the case, they are obliged to observe European data protection standards by taking relevant measures in addition to written instructions (for instance, by agreeing on EU standard contractual clauses).

The IT service providers commissioned by Deutsche Post Direkt and, like Deutsche Post Direkt, also certified by the German office for information security (BSI) according to the international security standard ISO 27001 based upon the IT baseline protection standards set forth in *IT-Grundschutz* have their registered office in the Federal Republic of Germany.

## 6. Timeframes for data retention

---

Deutsche Post Direkt will process and store your personal data for as long as is necessary for the performance of our contractual and statutory obligations and on the basis of the weighing up of interests, that is, on a regular basis, as long as the address data are correct and deliverable. Once the data are no longer needed for this purpose, they will be erased at regular intervals unless the data needs to be further processed for the following purposes:

- Fulfilling retention periods relating to commercial and tax law (for instance, the *Handelsgesetzbuch* (German commercial code), the *Abgabenordnung* (German fiscal code), the *Kreditwesengesetz* (German banking act) and the *Geldwäschegesetz* (German money laundering act), with the time periods prescribed in the above-mentioned laws for retaining or documenting data of two to ten years).
- Safeguarding evidence within the framework of the statute of limitations (for instance, the *Bürgerliches Gesetzbuch* (German civil code) with a statute of limitations of up to thirty years and a regular statute of limitations of three years).

The data needed to implement any objection to the use of data for address leasing purposes will be stored indefinitely until you request that it be erased.



## 7. Your additional data protection rights

---

You have the following additional rights as a data subject unless this is precluded by contractual and statutory obligations:

- Right of access (Article 15 of the GDPR) with the restrictions set forth in Sections 34, 35 of the *Bundesdatenschutzgesetz* (BDSG - German data protection act), new version.
- Right to rectification of incorrect data (Article 16 of the GDPR).
- Right to erasure (Article 17 of the GDPR) with the restrictions set forth in Sections 34, 35 of the German data protection act, new version.
- Right to restriction of processing of personal data (Article 18 of the GDPR).
- Right to data portability (Article 20 of the GDPR).
- Right to lodge a complaint with a data protection supervisory authority (Article 77 of the GDPR).
- Right to object (Article 21 (I) of the GDPR) on grounds relating to the data subject's particular situation to processing of personal data concerning them or data processing pursuant to Article 6 (I) e) and Article 6 (I) f) of the GDPR.
- Right to object to processing of data for direct marketing purposes (Article 21 (III) of the GDPR). You may object to the processing of your data for direct marketing purposes at any time, with effect for the future, using any of the above-mentioned contact details (cf. point 1).

## 8. Additional information regarding the right to object to processing of data for advertising purposes pursuant to Article 21 (III) of the GDPR

---

An objection to processing of data for advertising purposes can only be implemented by storing your address data in the block list. If you wish the data to be fully erased, it will no longer be possible to comply with objections to processing data for advertising purposes, meaning that your data may be processed for advertising purposes again in the event that your data are recollected. Objections to processing of data for advertising purposes and data erasure are mutually exclusive.

Deutsche Post Direkt will endeavour to implement any objections it receives to processing data for advertising purposes forthwith of receipt by adding an entry to the block list. Please note that it will no longer be possible to undo address selections already made for mailed advertising up to the time the block was implemented. However, in exceptional cases, it is therefore possible that you may receive mailed advertising designating Deutsche Post Direkt as the data controller even after you have received confirmation that addresses have been blocked or that an objection to processing data for advertising purposes has been implemented. This may, for instance, occur if the Lettershop has already printed and enveloped the mailed advertising and if manual sorting of objections to processing data for advertising purposes would involve an unreasonable amount of effort and expense.



As a member of Deutscher Dialogmarketing Verband e.V. (DDV - German dialogue marketing association), Deutsche Post Direkt has undertaken to permanently incorporate any objections to processing data for advertising purposes in the so-called DDV Robinson list into its own database without further request. To this end, the DDV updates the Robinson list every three months and gives Deutsche Post Direkt access to it. The fact that this list is updated every three months means it can potentially take up to three months for Deutsche Post Direkt to incorporate any objections to processing data for advertising purposes into its database.

## 9. Additional information regarding target group-orientated address selection for mailed advertising

Companies advertising in the area of address leasing are keen to contact target groups who might potentially be interested in their respective products and services through Deutsche Post Direkt. To this end, so-called target groups are identified based upon different criteria and address selections are made for the respective advertising mail on this basis.

As such, selection criteria may include geographical areas created using postcodes or the sex derived from the first name for product-specific advertising for men or women. Additional selection criteria can be defined using Deutsche Post Direkt's Microdialog database, which contains solely statistical and aggregated data without any personal reference and is kept strictly separated from Deutsche Post Direkt's other databases. No statistical statements of probability based upon the Microdialog database are stored together with personal address data. At the end of each selection process, only the address data are transmitted to the respective Lettershop for the purposes of dispatch of mailed advertising. Neither Deutsche Post Direkt nor the Lettershops store criteria for the respective address selection.

The selection of address data using premium features (for instance, readers of women's magazines) is an exception within the area of target group formation, representing a further development of so-called list broking. It is not Deutsche Post Direkt that retains and selects the data for list broking purposes but rather an external service provider in a data hub using encoding and pseudonymisation technologies. All of the data in the data hub are pseudonymised by replacing most identifying fields within a data record by one or more artificial identifiers so that the data hub provider is unable to reverse the pseudonymisation and therefore has no knowledge of the data. The data partners providing the premium features do not know what data of theirs on what address database are used when selections are made. Deutsche Post Direkt does not know for what address leasing data premium features have been supplied by data partners as part of selections. Upon completion of the selection procedure, the data hub provider transmits the address file directly to the respective Lettershop and not to Deutsche Post Direkt.