

## Data protection declaration



This declaration on data protection only applies to the [www.newyorker.de](http://www.newyorker.de) web site. It does not apply to web sites to which this web site is linked. Insofar as our web site contains links to other web sites or content providers these are designated as such in the text. Please take note of the separate data protection information on the linked web sites on capturing, processing and using personal data.

Personal data is captured and used by [New Yorker](http://www.newyorker.de) exclusively in conformity with the law on data protection applicable at the time in question. Personal data is information on your identity, for example your name, postal address, e-mail address, mobile phone number, date of birth. This data is only stored if it was sent to us by you actively. As far as possible, we enable you to visit our web site without capturing any personal data. New Yorker would like to use these data protection provisions to explain to you what data we capture, process and use. Please note that from time to time we adapt our data protection regulations to our services and standards and in response to changes in relevant laws. Please look at our web site regularly for details of such changes.

### 1. Capture and storage of data

Data is saved automatically when a web site is used and indirect reference to your person cannot be ruled out. This data is also generated when any other web site of another provider is accessed. It includes, for example, information on the web browser used, the pages visited and the visit duration. Insofar as it might be possible to establish an indirect reference to a person, we delete this information a short time later and at the end of the year in question at the latest. The data is also used in an anonymized form in order to improve the web site further in the interests of its users and to ensure its security and stability. We do not require any further data from you if you visit our web site unless you want to use particular services offered by New Yorker. This means you can almost entirely navigate through our web site completely anonymously as this term is defined by data protection law.

If you want to use certain personalised services, we ask you for your name, a user name and, if necessary, further personal data. It is entirely up to you whether you provide us with this data. However, without the data in question we will in such cases be unable to provide you with the service you have requested.

JavaScript, cookies or Java applets may be used in the content provided by New Yorker. The use of these features can be disabled by adjusting your individual web browser settings.

In certain cases we may supplement the data provided by you with data from other sources. Additional data of this kind helps us to evaluate and improve the content of our web site and our services. It also shows us the preferences of our users so that we can tailor our web site and services to your specific needs.

Passing on data that has been made anonymous (data that can no longer be linked to you) to our partners and sponsors can take place at any time without any prior notification.

### 2. Use of data

#### 2.1 General points

New Yorker will only use your personal data

- (1) to reply to your enquiries,
- (2) to send you information material,
- (3) to provide business partners with information for promotional/advertising activities and for market research and survey purposes and
- (4) to provide the services you have requested

We do not store any data longer than is necessary.

Please note that New Yorker can use such data provided by you that cannot be acquired by online data transfer alone for advertising, market research or surveys by us or one of our business partners. You have the right to refuse this kind of use of your data. Please notify us of this in writing by letter/fax or send us an eMail to [info-datenschutz@newyorker.de](mailto:info-datenschutz@newyorker.de). We will include your address in an advertising ban file after we have received your refusal. In this way we can prevent unwanted information being sent to you even if we use addresses from publicly accessible sources. To some extent, you can also refuse to permit your data to be used for advertising, market research and survey purposes.

Please note that use of the following services is only possible if we capture and use the data named for the service in question. You can stop use of your data for a particular service by communicating this to us. If you only want to prevent your data being used for advertising and/or market research and survey purposes, you can notify us of this at any time by letter/fax or by eMail ([info-datenschutz@newyorker.de](mailto:info-datenschutz@newyorker.de)). We will then no longer use your data for such purposes.

#### 2.2 Data protection provisions of the VIP Service

The VIP Service provides you with a wide range of additional features that you can use. To enable us to offer you this service, we need however certain personal details from you. The following is an overview of the services offered and the data we need about you.

##### **Birthday Mail**

If you register for this service, we will send you a birthday greeting eMail on your birthday together with a voucher that you can use at any of our stores. Please note that this voucher is for you personally and is non-transferable. This is why we ask you for your name, your address, your date of birth and your eMail address.

##### **Advance fill-out service**

If you don't want to have to register every time you enter one of our competitions and/or prize draws, just use our advance fill-out service. All you need to do is log in with your user name and password and all the data we need for you to take part in the competition and/or prize draw will appear on the form automatically.

### **2.3 Competitions / prize draws**

To enable you to take part in the competitions and/or prize draws organised by us and our co-promotion partners we will need, at the least, the following data from you:

first name, surname, address, eMail address, telephone number, mobile telephone number, date of birth.

We need your address details to notify you if you win a prize. Your date of birth is so we can establish that you are 18 or over when you enter the competition or prize draw. Please note that you must be 18 or older to enter without further requirements with the exception of the conditions of entry.

We also use this data to provide you with information on attractive offers and the latest news.

Even when you take part in a competition and/or prize draw, New Yorker reserves the right to pass your data on to its advertising and product partners in conformity with the pertinent provisions of competition law for advertising, market research and survey purposes. Advertising and product partners are deemed to be all enterprises that are participating in organising the competition and/or prize draw run by New Yorker and/or whose products are being advertised by the draw and/or whose products are a prize in the draw.

### **2.4 Online job applications**

We give you the possibility to use an online form to apply for positions advertised by us quickly and easily. We will only ask for certain details so that we can process the application and will use your data exclusively for the purpose of processing the application. If we no longer require your data, for example as we have chosen another person to fill the position, your data will be deleted.

Provided that you agree, we will pass your application on to other group companies if they are interested. Provided that you give your consent, we will also include your details in an applicants' data base that we access when there are any vacancies to be filled.

### **2.5 Feedback**

Our 'Feedback' section enables you to make remarks or comments on us or our products and services. You can also use this section to draw our attention to other problems. We need your name and eMail address to be able to reply to your request. We evaluate the problems and suggestions brought to our notice in the 'Feedback' section with a view to continuous improvement of our service.

### **2.6 Use of Facebook plugins**

On these Internet pages plugins are used that connect to the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

If you open a page on our website that has one of these plugins installed on it a connection will be made to the Facebook servers, causing your browser to activate the plugin. This way the Facebook servers will know which of our pages you have looked at. If you are a Facebook member, and logged in, this information will be allocated to your personal account. If you use any of the plugin functions (click on the "Like" button, comment on something) this information will also be allocated to your Facebook account. You will only be able to avoid this by logging out before using the plugin.

More information on the collection and use of information by Facebook as well as on the rights and options you have to protect your privacy can be found in Facebook's Terms of Service.

### **3. Place of data processing**

INew Yorker's web server is operated by our data processor in Germany.

### **4. Minors**

If you are under 18 you can only use this web site with the consent of a parent or legal guardian. We set great store by the protection of the personal data of children. And for this reason we deliberately do not capture any data of minors unless a parent or legal guardian has given an 'okay'. If we see that a minor has provided personal data himself/herself without the consent set out above or that personal data on a person under the age of 18 has been provided, we will delete such data.

### **5. Data security**

New Yorker will make every effort to ensure that your personal data is safe from loss, falsification or access by unauthorised third parties. If you send us personal data electronically by entering it in our web site, your data will be transferred to our computer for storage via the Internet in an encrypted form by means of a secure connection (SSL) that is state of the art. Please note that transfer of data by eMail is generally not in an encrypted form.

We would like to draw your attention to the fact that the present state of technology is not able to provide any absolute guarantee of the security of data transferred within the Internet. The possibility exists that other Internet users have the technical capability to attack the web security without authorisation and steer the flow of information.

### **6. Questions**

If you have any questions or need more information in connection with our declaration on data protection and processing of your personal data, all you have to do is contact our data protection representative; his contact address is as follows:

New Yorker

[Publisher's details](#)

Data protection official

eMail: [info-datenschutz@newyorker.de](mailto:info-datenschutz@newyorker.de)