Privacy Policy of idea MEDIA Services GmbH (iM Group)

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1. General information

The protection of personal data is important to us.

This privacy policy explains how **idea MEDIA Services GmbH (iM Group)** processes personal data.

This privacy policy is structured as a central privacy policy covering all products.

The general provisions of this privacy policy apply in principle to all websites, applications, software products, online services and other digital services offered by us, unless deviating or supplementary provisions are made in a product-specific section.

Additional sections for individual products, software applications or services can be found at the end of this privacy policy. These describe in particular which personal data is processed in connection with the respective product and for which specific purposes.

The product-specific provisions supplement the general part of this privacy policy.

PART A – GENERAL DATA PROTECTION PROVISIONS

2. Controller

The controller responsible for the processing of personal data within the meaning of the General Data Protection Regulation (GDPR) is:

idea MEDIA Services GmbH (iM Group)
Dorfstr. 29b
15713 Königs Wusterhausen
Germany

Represented by:
Sergej Sirocenko

Phone: 0336 250 893 80
Fax: 0336 250 893 89
Email: info@im-group.eu

3. Scope

This privacy policy applies in particular to the processing of personal data in connection with:

- our software products,
- desktop applications,
- mobile applications,
- licensing and activation systems,
- trial and demo versions,
- purchased software licences,
- customer and support enquiries,
- our websites and online services, and
- other digital services provided by idea MEDIA Services GmbH.

The specific data processed for a particular product is set out in the respective product-specific section in **Part B of this privacy policy**.

4. Principles of data processing

We process personal data exclusively in accordance with the applicable data protection regulations.

In doing so, we observe in particular the principles of:

- lawfulness,
- fairness,
- transparency,
- purpose limitation,
- data minimisation,
- accuracy,
- storage limitation,
- integrity and confidentiality.

Personal data is generally only processed to the extent necessary for a specified and legitimate purpose.

5. General purposes of processing

Depending on the product or service used, personal data may be processed in particular for the following

purposes:

- provision of our software and services,
- provision of trial and demo versions,
- activation and verification of software licences,
- management of purchased products and licences,
- performance of contractual relationships,
- processing of orders and purchases,
- customer management,
- handling of support and service enquiries,
- technical assurance of the functionality of our systems,
- prevention of improper or unauthorised use of our software,
- compliance with legal obligations,
- establishment, exercise or defence of legal claims.

Whether and to what extent these purposes apply to a particular product is explained in more detail in the respective product-specific section.

6. Legal bases for processing

Depending on the respective processing operation, personal data is processed in particular on the following legal bases:

6.1 Performance of a contract – Art. 6(1)(b) GDPR

Processing takes place where it is necessary for the performance of a contract with the data subject or in order to take steps prior to entering into a contract.

This includes in particular:

- purchase of a software licence,
- activation of a licence,
- verification of an existing right of use,
- provision of paid software,
- provision of a trial version,
- contract and customer management.

6.2 Legal obligation – Art. 6(1)(c) GDPR

Processing takes place where we are legally obliged to process or retain certain data.

This concerns, for example, retention obligations under commercial or tax law.

6.3 Legitimate interests – Art. 6(1)(f) GDPR

Processing may take place where it is necessary for the purposes of our legitimate interests or the legitimate interests of a third party, and these are not overridden by the interests or fundamental rights of the data subject.

Legitimate interests may exist in particular in:

- protecting our software against unauthorised use,
- preventing licence misuse,
- protecting our IT infrastructure,
- ensuring IT and system security,

- investigating security incidents,
- establishing or defending legal claims.

6.4 Consent – Art. 6(1)(a) GDPR

Where we obtain consent for processing, the processing is based on Art. 6(1)(a) GDPR.

Consent given may be withdrawn at any time with effect for the future.

7. Categories of personal data

Depending on the respective product or service, the following categories of personal data in particular may be processed:

- master data,
- name and address,
- contact data,
- email address,
- contract data,
- customer data,
- licence data,
- device identifiers,
- purchase and order data,
- payment information,
- communication data,
- support data,
- technical data,
- log and security data.

Not all of the above categories are processed for every product.

The data actually processed is described in the respective product-specific section.

8. Recipients and disclosure of personal data

Personal data is generally only disclosed if there is a legal basis for this under data protection law.

Recipients may include in particular:

- IT service providers engaged by us,
- hosting providers,
- payment service providers,
- software and infrastructure providers,
- distribution and sales platforms,
- tax advisors and auditors,
- legal advisors,
- public bodies and authorities, where there is a legal obligation.

Where service providers process personal data on our behalf, this takes place – where legally required – on the basis of a data processing agreement pursuant to Art. 28 GDPR.

Personal data is generally not disclosed or sold to third parties for their own advertising purposes.

Product-specific recipients are listed, where applicable, in Part B of this privacy policy.

9. Payment processing

For paid products, personal data may be processed for the purpose of processing payments.

Depending on the sales or payment platform used, the actual payment processing may be carried out by external payment service providers, online shops, app stores or other distribution platforms.

In this case, the privacy policies of the respective payment or platform provider may also apply.

We generally only process payment and transaction information that we need for contract processing, accounting, allocation of a purchase or management of a licence.

Where specific payment providers are used for individual products, they are named in the corresponding product-specific section.

10. Storage period

Personal data is generally only stored for as long as is necessary to fulfil the respective purpose of processing.

In addition, data may be stored where:

- statutory retention obligations exist,
- limitation periods must be taken into account,
- data is required for the establishment, exercise or defence of legal claims.

Once the respective purpose no longer applies and any conflicting statutory retention periods have expired, the data concerned is deleted or – where technically and legally appropriate – anonymised.

Where special storage periods apply to individual products, these are explained in the corresponding product-specific section.

11. Transfer of data to third countries

Personal data is only transferred to countries outside the European Union or the European Economic Area if the legal requirements for this are met.

Where service providers in so-called third countries are used, data is transferred in particular on the basis of:

- an adequacy decision of the European Commission, or
- appropriate safeguards pursuant to Art. 46 GDPR, for example standard contractual clauses.

Whether a transfer to a third country takes place for a particular product is stated, where applicable, in the respective product-specific section.

12. Data security

We take appropriate technical and organisational measures to protect personal data in particular against:

- loss,
- destruction,
- manipulation,
- unauthorised disclosure and
- unauthorised access.

Our security measures are reviewed and adapted in line with technological developments and taking into account the respective risk.

13. Automated decision-making and profiling

Decision-making based solely on automated processing within the meaning of Art. 22 GDPR does not generally

take place, unless otherwise stated in a product-specific section.

An automatic technical check of a software licence or right of use generally constitutes a technical function or authorisation check.

Profiling for advertising or marketing purposes does not take place unless expressly described otherwise in this privacy policy.

14. Rights of data subjects

14.1 Access – Art. 15 GDPR

You have the right to request information about the personal data we process about you.

14.2 Rectification – Art. 16 GDPR

You have the right to request the rectification of inaccurate personal data and, where applicable, the completion of incomplete personal data.

14.3 Erasure – Art. 17 GDPR

Subject to the statutory requirements, you may request the erasure of your personal data.

This does not apply in particular where further storage is required due to legal obligations.

14.4 Restriction of processing – Art. 18 GDPR

Subject to the statutory requirements, you may request the restriction of the processing of your personal data.

14.5 Data portability – Art. 20 GDPR

Where the statutory requirements are met, you have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format.

14.6 Objection – Art. 21 GDPR

Where personal data is processed on the basis of Art. 6(1)(f) GDPR, you generally have the right to object to this processing on grounds relating to your particular situation.

14.7 Withdrawal of consent

Where processing is based on your consent, you may withdraw this consent at any time with effect for the future.

The lawfulness of the processing carried out until the withdrawal remains unaffected.

15. Contact for data protection enquiries

To exercise your data protection rights or if you have questions about the processing of personal data, you can contact us:

idea MEDIA Services GmbH (iM Group)
Dorfstr. 29b
15713 Königs Wusterhausen
Germany

Phone: 0336 250 893 80
Email: info@im-group.eu

16. Right to lodge a complaint

Pursuant to Art. 77 GDPR, data subjects have the right to lodge a complaint with a data protection supervisory authority if they consider that the processing of their personal data infringes data protection regulations.

The authority responsible for our registered office is in particular the data protection supervisory authority of the

State of Brandenburg.

The right to contact another competent data protection supervisory authority remains unaffected.

17. Changes to this privacy policy

We may amend this privacy policy if:

- our products or services change,
- new products or features are introduced,
- data processing operations change,
- new service providers are engaged, or
- legal or regulatory changes make an amendment necessary.

The current version of this privacy policy applies.

PART B – PRODUCT- AND SERVICE-SPECIFIC DATA PROTECTION PROVISIONS

The following provisions apply in each case in addition to the general data protection provisions in Part A.

For users of a particular product or service, the general provisions of Part A apply together with the supplementary provisions in Part B intended for the respective product or service.

18. Relationship between the general and the product-specific part

The general provisions in **Part A** apply to all products and services insofar as they are applicable to the respective processing.

The provisions in **Part B** supplement these provisions for the respective product or service.

Where a product-specific section describes data processing in more specific terms, the product-specific description prevails for the processing concerned.

In this way, this privacy policy forms a central and uniform basis for data protection information on the products and services of **idea MEDIA Services GmbH (iM Group)**.

19. Google Ads (formerly Google AdWords)

Where Google Ads is used on our websites, we use this service in particular to place and evaluate online advertising and – where activated – to measure conversions.

For users in the European Economic Area, the provider is generally Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

When Google Ads is used, technical usage, device, browser, interaction and event data in particular may be processed. Depending on the specific configuration, cookies or similar technologies may also be used and information may be processed as to whether users perform certain actions on our website after clicking on or viewing an advertisement.

Purpose

The processing serves in particular to measure the effectiveness of our advertising, to evaluate campaigns statistically and – where the user has consented and we have activated it – to optimise and personalise advertising.

Legal basis

Where cookies that are not technically necessary, similar storage technologies or corresponding processing of personal data are used for Google Ads, processing generally only takes place with your consent pursuant to **Art.**

6(1)(a) GDPR in conjunction with the applicable requirements of the German Telecommunications Digital Services Data Protection Act (TDDDG).

Consent given may be withdrawn at any time with effect for the future via the privacy or cookie settings provided on our website.

Where data is transferred to Google, processing may also take place outside the European Union or the European Economic Area. In this case, the transfer only takes place in compliance with the legal requirements for transfers to third countries.

20. Google Analytics

Where Google Analytics is used on our websites, we use this analytics service to statistically evaluate the use of our website and to improve our offerings.

For users in the European Economic Area, the provider is generally Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics may process in particular information about page views, sessions, technical device and browser characteristics, approximate location information, interactions with the website and other usage and event data.

Purpose

The processing serves in particular reach measurement, statistical analysis, error detection and optimisation of our website and online offerings.

Legal basis

Where Google Analytics uses cookies or similar technologies that are not technically necessary or processes personal analytics data, it is generally only used with your consent pursuant to **Art. 6(1)(a) GDPR** in conjunction with the applicable requirements of the TDDDG.

You may withdraw consent given at any time with effect for the future via the privacy or cookie settings provided on our website.

Where Google Analytics is linked to Google Ads or other Google services, additional advertising and measurement functions may be used – depending on your consent and our specific configuration. Such functions are only used within the scope of the consent given for them.

Where data is transferred to Google, processing may also take place outside the European Union or the European Economic Area. In this case, the transfer only takes place in compliance with the legal requirements for transfers to third countries.

21. Google Fonts

Fonts from the Google Fonts service may be used on our websites.

Locally hosted fonts

Where Google Fonts are provided locally on our own servers or within our own technical infrastructure, no connection to Google servers is established when the fonts are merely loaded.

External embedding

Where Google Fonts are exceptionally loaded directly from Google servers, in particular the IP address of the device used, together with technical connection and browser information, may be transmitted to Google when they are retrieved.

Where consent is legally required for this, such external embedding generally only takes place after your consent pursuant to **Art. 6(1)(a) GDPR** in conjunction with the applicable requirements of the TDDDG.

Consent given may be withdrawn at any time with effect for the future via the privacy or cookie settings provided

on our website.

Where data is transferred to Google, processing may also take place outside the European Union or the European Economic Area. In this case, the transfer only takes place in compliance with the legal requirements for transfers to third countries.

22. iM Security Surveillance (Launcher & Viewer)

22.1 Scope

This section applies additionally to the software:

iM Security Surveillance (Launcher & Viewer)

A distinction is made between the trial version and the purchased full version.

22.2 Trial version

When the trial version is used, the following information is processed:

- **Device ID**

Purpose

The device ID is processed in order to:

- identify the device used,
- assign the trial licence to the respective device,
- verify the entitlement to use the trial version,
- manage the duration and use of the trial version, and
- prevent unauthorised circumvention of the intended trial use.

Legal basis

Processing is generally based on **Art. 6(1)(b) GDPR** insofar as it is necessary for the provision of the trial version.

Insofar as the processing serves to prevent misuse or circumvention of the licence terms, it may additionally be based on **Art. 6(1)(f) GDPR**.

Our legitimate interest lies in protecting our software and our licensing model against unauthorised use.

Necessity

Without processing the device ID, it may not be possible to clearly assign the trial licence to a device and verify it.

The provision of the trial version may therefore depend on the processing of this information.

22.3 Purchased full version

When a full version is purchased or used, the following data in particular may be processed:

- device ID,
- email address,
- date of purchase,
- payment method,
- first and last name,
- address,
- contact data,

- information about the product purchased,
- licence information,
- licence status.

Purposes

Processing takes place in particular for:

- assignment of the purchased licence,
- activation of the software,
- verification of an existing licence,
- management of the right of use,
- assignment of the purchase to the customer or device,
- contract processing,
- handling of licence-related support enquiries, and
- prevention of unauthorised or improper use.

Within the software, personal data is generally only processed to the extent necessary for **licence verification, licence management and processing of the purchased products**.

The data mentioned is not used for advertising purposes or to create user profiles.

Legal basis

The processing of the data required to perform the licence and contractual relationship is based on **Art. 6(1)(b) GDPR**.

Where statutory retention obligations exist, processing is based on **Art. 6(1)(c) GDPR**.

Where data is required to prevent licence misuse or to enforce legal claims, processing may be based on **Art. 6(1)(f) GDPR**.

22.4 Device ID

The device ID serves the technical assignment and verification of the respective licence.

It is not used to create advertising profiles or to track the user for marketing purposes.

22.5 Storage period

Licence-related data is generally stored for as long as is necessary to manage and verify the respective licence.

Where purchase, invoice or contract data is subject to statutory retention obligations, this data may be stored for longer in accordance with the statutory requirements.

Once the purpose of processing no longer applies and statutory retention periods have expired, the data concerned is deleted unless there is another legal basis for further storage.

22.6 Google Play version

For the version of iM Security Surveillance distributed via Google Play, the following applies in addition to or in deviation from sections 22.2 to 22.4:

a) Licence purchase: Licences (6, 12 or 24 months as well as unlimited) are purchased exclusively via Google Play Billing. Payment processing is carried out by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. We do not receive any payment data. The app merely queries Google Play whether and which licence has been purchased for the Google account used. Google's privacy policy also applies (https://policies.google.com/privacy).

b) No licence verification via our servers: In the Google Play version, no licence or update checks take place via our servers. Updates are provided exclusively via Google Play.

c) Device ID: When the imprint, privacy policy and terms and conditions are retrieved within the app, a pseudonymous device ID (12-character, irreversible hash value) is transmitted to our server. It serves exclusively the technical provision of these texts and is not used for advertising or tracking. The device ID is not stored.

d) Camera data: Access data and addresses of the integrated cameras (e.g. IP address, user name, password, UID) are stored exclusively locally on the device and used only for the direct connection to the respective camera. They are not transmitted to us. Camera images are only displayed in the app and are neither stored nor transmitted by us.

e) Deletion: Uninstalling the app deletes all locally stored data, including camera data. Please send requests for the deletion of data stored on the server side to info@im-group.eu.

f) Trial period: The free trial period is managed exclusively locally on the device. No data is transmitted to our servers for this purpose.