

Relationship-Specific Details

Visitors of our website

If you visit our Blinkist website without registering, we process your Personal Data as follows.

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Data that you provide to us in forms, via email or via our AI-based chatbots about yourself or the company in which you work, such as your name, e-mail address and telephone number.	- Acquisition of new customers and users; - Support and communication: answering enquiries, provision of a readily available contact point for questions and, if necessary, automated translation of inquiries if an international Blinkist employee takes over your inquiry.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide an easy way to register as Blinkist user. Moreover, we want to answer your enquiries efficiently and quickly and enable our employees to handle your query despite any language barriers.
Pseudonymous information about the device and browser you are using, server log files, your network connection and your IP address.	- Ensuring the security, operability and stability of our services, including defence against attacks; - Integration of third-party content (reviews, videos).	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide you with a secure, user-friendly and informative website.
Information about your behaviour on the website. This includes the IP address and user IDs, some of which are assigned by third-party providers.	- Measuring reach and analysing user behaviour to optimise our websites, increase customer satisfaction and analyse errors; - (Conversion) tracking to measure reach and determine commission for our affiliate partners; - Remarketing to acquire new customers through	Art. 6 para. 1 lit. a GDPR

	personalised display of our advertising.	
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We share the above-mentioned information with service providers for a business purpose or based on your consent. If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

If, and to the extent that, we process your Personal Data on the basis of consent, you have the right to withdraw consent at any time. You can manage your Cookie preferences in our [Cookie Consent Manager](#), which can be accessed via the footer of every website and in the app. In other cases or if you need help with your Cookie preferences, please contact us at privacy@blinkist.com.

End Users of the Blinkist Service (“Platform”)

If you use our services via our Blinkist web-apps or the mobile app (together, the “Platform”), we process your Personal Data as follows.

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Data about you that you provide when you register, such as your name, your e-mail address, information about your interests and learning goals as well as payment information.	- Registration and provision of the Platform services including processing of payments; - Provision of suitable content on our Platform; - Customer administration; - Customer service: Support and communication.	Art. 6 para. 1 lit. b GDPR
	- Non-promotional communication on technical, security and contract-related topics (e.g. fraud warnings, account blocking or contract changes) - non-promotional communication on product updates, new functions and motivation;	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide you with important information regarding our Platform or your account as well as updates regarding the Blinkist services.

	- Advertising for similar products and services.	
	- Direct marketing, advertising our products and services; - Invitations to user research programmes or to test new products and services.	Art. 6 para. 1 lit. a GDPR
	- Compliance with legal regulations and retention obligations.	Art. 6 para. 1 lit. c GDPR
Data about you that you provide when using our Platform. This includes information about which titles you have consumed or saved, what content you share with other people via spaces, your bookmarks and highlighted content as well as your entries in the AI search tool. This also includes information about you which you provide during our webinars, workshops, or other online learning sessions (like your video and voice, if you opt to participate in an interactive session).	- Provision of our services in our Platform.	Art. 6 para. 1 lit. b GDPR
Data about you that are collected while using our business service. This only applies if you use Blinkist via a subscription of your employer. In this case, we process certain information like your preferred / consumed content and share it with your employer on an aggregate data level. In some cases, we may also share personal data, e.g. in form of certificates with your employer.	- Fulfilling the service contract with our B2B customers (your employer); - Providing insights regarding the use of Blinkist within the company.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to fulfil our contractual obligations with your employer.

Pseudonymous information about the device and browser you are using, server log files, your network connection and your IP address.	- Ensuring the security, operability and stability of our Platform, including defence against attacks.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide you with a secure, user-friendly and informative Platform.
Information about your behaviour on the Platform. This includes the IP address and user IDs, some of which are assigned by third-party providers.	- Measuring reach and analysing user behaviour to optimise our Platform and services, increase customer satisfaction and analyse errors; - (Conversion) tracking to measure reach and determine commission for our affiliate partners.	Art. 6 para. 1 lit. a GDPR
Information about your account and user behaviour regarding our mobile apps. This includes information on your subscription (active/inactive), your user status (if your account is active, terminated or suspended), if you actively accessed content in our app and how much you have spent for your Blinkist subscriptions.	- Manage requests for contract withdrawal and refund requests. We might share this information with the respective app store provider in case you want to withdraw from a contract and request a refund.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to determine the validity of contract withdrawal and refund requests, and to provide relevant information about consumption and user behaviour to the app store provider responsible for processing these requests.
Feedback and information you provide in the course of surveys.	- Optimisation of our products and services, increasing customer satisfaction and error analysis.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to collect user feedback in order to continuously improve our products and services.

Data about you that you provide when using our Blinkist AI, such as the content you provide via prompts.	- Provision of the Blinkist AI service.	Art. 6 para. 1 lit. b GDPR
Information about you that you provide to us as part of a customer support request by email or via our chatbot, such as your name, email address, user status and content relating to your request.	- Provision of customer support services via email to answer queries and solve problems; possibly also with the help of AI. - Provision of an AI-based chatbot for fast communication that is available at all times; - Automated translation of inquiries for our international customer support employees.	Art. 6 para. 1 lit. b GDPR, if your request is necessary for the establishment, performance or termination of our contract with you. Art. 6 para. 1 lit. f GDPR for all other inquiries. Our legitimate interest is to provide you with comprehensive customer support and to enable our employees to provide you with the best possible and most efficient response.
Pseudonymous payment information that is transmitted by our payment provider to another payment service provider if there are problems with the processing of your payments. The transmitted data is completely pseudonymized. The payment service provider has no way of tracing the data back to you as a person.	- AI-supported support for the processing of payments that have already frequently failed Our payment service provider receives the pseudonymized data record if our payment service provider has been unable to collect the payment several times. The payment service provider then analyzes the data record using their AI software to identify and solve the problem of the failed payment.	Art. 6 para. 1 lit. f GDPR. Our legitimate interest is to be able to process failed payments without necessarily having to contact you or cancel your subscription.

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose.

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

If, and to the extent that, we process your Personal Data on the basis of consent, you have the right to withdraw your consent at any time. You can manage your mailing preferences in your account and withdraw your consent regarding email marketing. In other cases, please contact us at privacy@blinkist.com.

Contact persons at B2B customers

If you manage the B2B account of your employer via our online portal ("Admin Space"), we process your Personal Data as follows.

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Data you provide about you and the company you are working for, such as your name, your e-mail address and your telephone number.	- Fulfilment of the contract with your company (e.g. to manage your account, for invoicing, payment reminders); - Registration in our Admin Space; - Support and communication: answering enquiries via email or our AI-based chatbots and, if necessary, automated translation of your inquiry in the event of language barriers; - Non-commercial communication about product updates and new functions.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to fulfil our contractual obligations with your employer, provide support in case of problems and questions and inform you about new functions and updates within our Platform.
	- Compliance with legal regulations and retention obligations.	Art. 6 para. 1 lit. c GDPR

Information about your behaviour in the Admin Space. This includes the IP address and user IDs, some of which are assigned by third-party providers.	- Provision of our Admin Space; - Ensuring the security, operability and stability of the Admin Space and our Platform, including defence against attacks.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide you with a secure and user-friendly Admin Space.
Data about that you provide when using our Blinkist AI Pathway Builder, such as the content you provide via prompts.	- Provision of the AI Pathway Builder services	Art. 6 para. 1 lit. b GDPR

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

Test Users of new Blinkist Services and Products and Participants in Blinkist's User Research

We may contact you to ask for your participation as a test user for new products and services. In the course of this and if you participate in tests or our user research programs, we process your Personal Data as follows.

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Contact information that were collected during the registration to our services or our user research programs.	- Invitation to participate as a test user for a new product or service or for our user research programs; - Planning and inviting appointments with our research team.	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to choose and contact suitable users for testing new products and services in order to continuously improve and extend our product portfolio.
Data about you that you provide in the course of testing the new product or service or during our user research program. This information varies depending on the scope of the product test and the product/service tested, and on	- Conducting tests and collect information in order to analyse the product/service performance;	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to carry out the tests and analyse the results in order to gain insights

the user research program that's used.	- Providing support in case of questions or technical errors.	into the use, functionality and user-friendliness of the new product/service as well as provide user support.
Information about your behaviour within the new product/service during the test. This may include the IP address and user IDs, some of which are assigned by third-party providers, as well as information from surveys/forms, interviews, or unmoderated remote testing, depending on the type of user research and the scope of the product/service tested.	- Analysing user behaviour to conduct the tests. - Recording of user testing/research sessions; - Collecting information regarding user behaviour in our Platform; - Analysis and aggregation of research results.	Art. 6 para. 1 lit. a GDPR
Email address that you provide.	- Provision of incentives/gifts to thank you for participating in our user research program.	Art. 6 para. 1 lit. a GDPR

Regarding the processing of your Personal Data in the course of using our “normal” products and services (outside of tests), please see the information above (“End Users of the Blinkist Service”).

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

If, and to the extent that, we process your Personal Data on the basis of consent, you have the right to withdraw your consent at any time. You can manage your Cookie preferences in our [Cookie Consent Manager](#), which can be accessed via the footer of every website and in the app. In other cases, please contact us at privacy@blinkist.com.

Participants in Blinkist Webinars

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Data that you provide to us about yourself and the company in which you work during registration, such as your name, e-mail address, job title and company name.	- Registration for one of our webinars; - Invitation to the webinar; - Provision of information and the recording after the webinar; - Collecting your feedback after the webinar; - Invite you to other relevant webinars.	Art. 6 para. 1 lit. f GDPR. Our legitimate interest is to provide you with the webinar invitation and some information afterwards as well as to collect feedback and invite you to other relevant webinars.
Data that you provide about you during the participation in a webinar. This includes your IP address, your name and your questions/comments in the chat, if applicable.	- Collecting questions and answer them within the webinar; - Analysis of webinar participation.	Art. 6 para. 1 lit. f GDPR. Our legitimate interest is to answer your questions and analyse the participation of our webinars.

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. If, and to the extent that, we process your Personal Data on the basis of consent, you have the right to withdraw your consent at any time. To object or withdraw consent, please use the integrated unsubscribe link within our mails or contact us at privacy@blinkist.com.

Contact Persons of Service Providers/Suppliers/Business Partners or Interested Parties

If you are a contact person of one of our service providers, suppliers or other business partners or if you are interested to establish a business relationship with us, we process your Personal Data as follows:

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
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Data that you provide to us about yourself and the company in which you work, such as your name, e-mail address and telephone number.	- Initiation of a business relation/contract and providing information regarding our products and services; - Fulfilment of the contract with the company in which you work (this includes contract management, billing and communication).	Art. 6 para. 1 lit. f GDPR Our legitimate interest is to establish new business relationships and fulfil our contract with the company you are working for.
Recordings of online meetings with us (like discovery calls about our product or new features or calls with your account manager) Please note that AI systems may be used to record and transcribe the meetings. In some cases, the recordings are also analyzed by AI systems in order to provide our sales employees with feedback on potential improvements.	- Initiation of a business relation/contract and providing information regarding our products and services; - Training our employees and optimizing our services	Art. 6 para. 1 lit. a GDPR Meetings are only recorded with your consent.

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

Applicants/Candidates

You have the opportunity to apply online for a job at Blinkist. During the application process, we process your Personal Data as follows.

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Data that you provide to us in the course of your application. This includes information about your	- Determining whether employment is possible; - Initiation of an employment relationship.	Art. 6 para. 1 lit. b GDPR

CV, your previous career and other data that you provide.	- Fulfilment of statutory retention obligations or defence against legal claims.	Art. 6 para. 1 lit. c GDPR
	- Adding you to our talent pool so that we can contact you again later if no employment relationship is established for the time being.	Art. 6 para. 1 lit. a GDPR

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If you have any questions regarding the data processing, you can always contact us directly via privacy@blinkist.com.

If we are unable to offer you employment, we will retain the application documents submitted by you for up to six months after any rejection for the purpose of answering questions in connection with your application and rejection. This does not apply if statutory provisions prevent deletion, if further storage is necessary for the purpose of providing evidence or if you have expressly consented to longer storage.

Visitors of our Social Media Pages

We operate company presences on various social media platforms. These give you the opportunity to find out about our company and get in touch with us. In this context, data processing takes place for which we process personal data either jointly with the social media provider or under our sole responsibility.

Some data processing also takes place under the sole responsibility of the social media provider. We have no influence on such data processing.

The following overview provides information about the respective data processing and responsibilities.

Controller	Data Processing	Further Information
Social media provider	When you visit our social media pages (Facebook, Instagram, LinkedIn, TikTok, XING, X, YouTube), which we use to present our company or individual products and services from our range, certain information about you is processed.	Facebook und Instagram: - <u>Privacy Policy</u> of Meta Platforms Ireland Limited - <u>Opt out opportunity:</u> https://www.facebook.com/settings?tab=ads LinkedIn: <u>Privacy Policy</u> of LinkedIn Ireland Unlimited Company TikTok: Privacy Policy of TikTok Technology Limited XING: <u>Privacy Policy</u> of NEW WORK SE X (Twitter): Privacy Policy of Twitter International Unlimited Company YouTube: Privacy Policy of Google Ireland Limited
Social media provider and Blinkist (Joint Controller)	Most social media providers deliver statistics and insights for our pages in anonymised form, which help us to gain knowledge about the types of actions that people take on our site (so-called "page insights"). These page insights are created on the basis of certain information about people who have visited our site.	Facebook and Instagram: - <u>Joint Controller Agreement</u> - Data subject rights can also be asserted against Meta. Further information on this can be found in the <u>Privacy Policy</u>. LinkedIn: - <u>Joint Controller Agreement</u> - Data subject rights can be asserted against LinkedIn via this <u>contact form</u>. You can contact the data protection officer via this <u>link</u>. - We have agreed with LinkedIn that the Irish Data Protection Commission is the lead supervisory authority overseeing processing for Page Insights. You can lodge your complaint with the Irish Data Protection Commission (see www.dataprotection.ie) or any other supervisory authority. TikTok

		- Joint Controller Agreement - Data subject rights can be asserted via this form at TikTok. - We have agreed with TikTok that the Irish Data Protection Commission is the competent supervisory authority overseeing the processing of Pages Insights. You can lodge your complaint with the Irish Data Protection Commission (see www.dataprotection.ie) or any other supervisory authority. XING: - Joint Controller Agreement - You can assert data subject rights with XING on this website. You can contact XING's data protection officer using this contact form.
Blinkist	We process information that you have made available to us via our social media page on the respective social media platform. Such information may include the username used, contact details or a message to us.	Purpose of data processing: Support, communication and replying to requests. Legal basis: Art. 6 para. 1 lit. f GDPR Our legitimate interest is to provide you with a user-friendly way to contact us via different channels, process your requests and give you an answer.

When visiting our social media pages, your Personal Data may be shared with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If, and to the extent that, we process your Personal Data on the basis of a legitimate interest you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.

Subscribers of email newsletters

If you subscribe to one of our email newsletters, we process your Personal Data as follows:

Which data do we process?	For what purposes do we use the collected data?	Legal basis for data processing
Email address and name that you provide to us when registering for our newsletter.	- Sending advertising mailings with information and updates about our products, promotions and events for the purposes of sales promotion and new customer acquisition.	Art. 6 para. 1 lit. a GDPR

We may share your Personal Data with service providers and other companies within the group of companies for a legitimate business purpose, or if you provided consent.

If, and to the extent that, we process your Personal Data on the basis of consent, you have the right to withdraw your consent at any time. To object or withdraw consent, please contact us at privacy@blinkist.com.