

WBD-Deutschland.de

Privacy Notice

We are Discovery Communications Deutschland GmbH & Co. KG. We operate the <https://wbd-deutschland.de/> website which provides information for media and marketing agencies to learn about the channels within the Warner Bros. Discovery portfolio of brands, as well as possible sponsorship opportunities for the business customers they represent (together the "**Services**").

Please read this privacy notice carefully.

We are based in the Federal Republic of Germany. Our company details are set out in section 1 below.

We respect your right to privacy. Our overall aim is to ensure that our collection and use of personal information is appropriate to the provision of the Services to you, and is in accordance with applicable data protection laws.

Further details of how we do so is set out in each section of our privacy notice as follows

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1. **Who we are**

The Services are operated by Discovery Communications Deutschland GmbH & Co. KG with company number D2601V_HRA 88908 whose registered office is at Leopoldstraße 57, 80802 München, Germany. Discovery Communications Deutschland GmbH & Co. KG is the data controller of personal information collected from the Services.

2. **Children**

We do not and will not knowingly collect information from any unsupervised child under the age of 16. The Services are not directed at children and we do not knowingly collect any personal information from children.

3. **The personal information we collect about you**

Website visitors

Information from your online interactions

We collect the following information from your interaction with the Services:

- how you access the Services and the devices that you use to access the Services. This includes collecting unique online identifiers such as IP address and your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Services; and
- information about how you use the Services.

Information that you share with us

When you submit personal information to us through data entry fields on the Services, we may collect the following information from you:

- your name;
- your business address;
- your phone number;
- your marketing preferences;
- your work e-mail address;
- your job title; and
- the name of the company you work for.

Third parties or publicly available sources

We may receive personal information about you from various third parties as set out below:

- technical data from the following parties:

- analytics providers based inside and outside the EU, such as Google Analytics and Jetpack; and
- search information providers based inside and outside the EU, such as Google Analytics.

For further information about how each of these parties collect and use your data, please see the 'Third-Party advertising companies' section below.

Our clients (and employees of our clients)

Information that you share with us

We, or third parties on our behalf, may collect and use any of the following information about you:

- your name;
- your job title;
- the name of the company or business you work for;
- your business postal address;
- your business e-mail address;
- your business telephone number;
- information provided when you correspond with us;
- any updates to information provided to us;
- information about the services we provide to you;
- customer services information; and
- customer relationship management and marketing information.

4. How we store and use your personal information

We store and use your personal information for the following reasons:

- it is necessary in order for us to fulfil a contract that we have with you or your employer;
- it is required in our legitimate interests;
- it is required in order for us to comply with our legal obligations; or
- it is permitted because you have provided your consent to us.

Where we need to collect personal information by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (in this case, to provide you with the

Services). In this case, we may have to cancel the Services but we will notify you if this is the case at the time.

Necessary for us to fulfil our contract with you

We collect, store and use your personal information including your name and e-mail address and information about how you use and access the Services because it is necessary in order to provide the Services requested by you pursuant to the contract made between you and us when you agreed to our Terms of Use. This includes:

- providing any Services that you request or purchase;
- administering the Services; and
- service and account administration requirements such as where we need to contact you for reasons related to the Services (for example, where we need to notify you about service updates or amendments to our Terms of Use or this privacy notice).

Our legitimate interests

Sometimes, our use of your personal information is for purposes which are ancillary to the provision of the Services. In those circumstances, we believe we have a legitimate interest in handling your personal information, and believe that the benefits of this storage and use of your personal information will outweigh any potential impact on you and not unduly prejudice your rights or freedoms. The relevant circumstances are:

- detecting and preventing fraud;
- keeping the Services, products and IT systems secure;
- ensuring that our own processes, procedures and systems are as efficient as possible;
- analysing and enhancing the information that we collect;
- determining the effectiveness of our promotional campaigns and advertising;
- dealing with your enquiries and requests (for example if you were to call customer services to ask for help and assistance then we would need to process your contact details); and
- where you have opted out of our marketing or objected to receiving e-mails from us, then we need to keep records of your preferences to ensure that we do not contact you if you have asked us not to.

If we rely on our (or another person's) legitimate interests for using your personal information, we will undertake a balancing test to ensure that our (or the other person's) legitimate interests are not outweighed by your interests or fundamental rights and freedoms which require protection of the personal information.

When you have provided consent to us

If you provided your consent to receive information about offers then we may contact you by e-mail with products or services which we think may interest you.

If we rely on your consent for us to use your personal information in a particular way, but you later change your mind, you may withdraw your consent by contacting us at wbdprivacy@wbd.com and we will stop doing so.

For legal reasons

We will use your personal information in order to comply with our legal obligations. These obligations include:

- us complying with our legal obligations; and
- if we are asked by regulatory bodies or law enforcement agencies to share your personal information with them.

Anonymous data

We collect anonymised details about visitors to the Services for the purposes of aggregating statistics or reporting purposes. However, no single individual will be identifiable from the anonymised details we collect for these purposes.

Third-party advertising companies

We want to make sure that our advertising and marketing is relevant and interesting to you and our other users. To achieve this, we use third-party advertising and technology companies to serve ads and/or provide aggregated data to assist in serving ads when you visit or use the Services. This may include third-party technology companies which collect data about you in order to build a profile of your preferences based on your activities when you visit or use the Services. We may also use these companies to automatically collect data from you when you use the Services in order to help us identify the ads that are served to you and what you do after seeing those ads. In addition, we also share data with providers of web analytics tools, such as Google Analytics, which we use to analyse your use of the Services.

These third-party advertising companies collect, store and use data by integrating cookies and other tracking software on the Services. Please see Section 7. Cookies & Tracking Technologies for further information. In some cases these third parties will also use the data that they collect for their own purposes, for example they may aggregate your data with other data they hold and use this to inform advertising related services provided to other clients and work with other advertising companies and share your personal information with such companies as part of the process.

Please see Section 7. Cookies & Tracking Technologies for more information on the third-party advertising companies which collect, use and store data about you, and the use of cookies and other tracking technologies on the Services. In Section 7. Cookies & Tracking Technologies you can also find out how to exercise control over this collection and use of data. If you choose to restrict or prevent tracking for these purposes then the advertising you see when you visit or use the Services will no longer be tailored to your preferences.

5. **How we share your personal information and who we share it with**

We disclose information under the following circumstances:

- **Third-party service providers:** When we share information with third-party service companies to facilitate or to provide certain services on our behalf. This will include:
 - IT infrastructure companies that facilitate our provision of the Services to you such as hosting the Services on our behalf;
 - third parties who provide first level customer support on our behalf;
 - IT support service providers; and
 - other third-party service providers such as Google, for the purpose of providing or tracking our customers' use of the Services.

These companies are authorised to use your personal information only as necessary to provide these Services to us and in accordance with our instructions.

- **The Discovery family of companies:** We may share information about you within the family of Discovery companies, including our subsidiary and affiliated companies and joint venture partners, to provide and improve our products and services, as well as to provide you with information about products or services that may interest you.
- **Compliance with laws and legal proceedings:** When we respond to court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims. When we believe in our sole discretion it is necessary to share information in order to investigate, prevent or take actions against illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms of Use, or as otherwise required by law.
- **Merger or acquisition:** When we need to transfer information about you if we are acquired by or merged with another company. If we are involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified afterwards via e-mail and/or a prominent notice on the Services of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

6. **International transfers**

If you are located in the EU then we may transfer personal information that we collect from you to third party data processors located in countries that are outside of the European Economic Area ("**EEA**") (including to the United States) or to members of our group of companies in connection with the above purposes. Please be aware that countries which are outside the EEA may not offer the same level of data protection as the EEA, although our collection, storage and use of your personal information will continue to be governed by this privacy notice.

When transferring personal information outside the EEA we will:

- include the standard contractual data protection clauses approved by the European Commission for transferring personal information outside the EEA into our contracts with those third parties (these are the clauses approved under Article 46.2 of the General Data Protection Regulation ("**GDPR**")); or

- ensure that the country in which your personal information will be handled has been deemed "adequate" by the European Commission under Article 45 of the GDPR; or

You can find out further information about the rules on data transfers outside the EEA, including the mechanisms that we rely upon, on the European Commission website [here](#).

7. **Cookies and similar technologies**

Technologies such as cookies, beacons, tags and scripts are used by us and our partners, affiliates, or analytics or service providers. These technologies are used in analysing trends, administering the Services, tracking users' movements around the Services and to gather demographic information about our user base as a whole. We receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies, for example, to remember users' settings (e.g. language preference) and for authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use the Services, but your ability to use some features or areas of the Services may be limited. Below are some examples of the types of tracking technologies that may be used, depending on how you access and interact with the Services.

Web-browser cookies

A cookie is a data file placed on a computer when it is used to visit the Services. Cookies generally contain information that is associated with your web browser, information such as website preferences, login information, or a user ID. This information enables online services to recognize you as you interact with or revisit the Services.

"First party cookies" are cookies that are set by the domain that you are visiting. When you visit websites in our network of sites, we serve cookies set in the domains of the sites you are visiting and in our domains.

"Third party cookies" are cookies served by our advertising partners, advertising networks, and analytics providers when you interact with the sites.

"Session cookies" are stored for the duration of your visit.

"Persistent cookies" continue to be stored after you leave the Services, and may be kept for weeks, or even years.

Tracking technologies

The Services may contain web beacons/GIFs, pixels, page tags, embedded scripts and other tracking technologies. These technologies consist of small transparent image files or other web programming code that record how you interact with the Services. They are often used in conjunction with web browser cookies or other identifiers associated with your device.

Device Identifiers

We may collect your IP address or another unique identifier for the particular device you use to access the Internet or the Service.

Mobile Advertising Identifiers

We and our third-party service providers may receive an advertising identifier that is assigned to your device if you access the Services through a mobile app.

Cross-Device Tracking

If you use different devices (such as your home computer, laptop, mobile device, connected television and/or other smart device) to access our Services, we may be able to associate you with each of your devices through deterministic (such as logging in to an account or service on multiple devices) or probabilistic (such as making reasonable inferences based on the collection of non-personal information about the devices you use) fingerprinting technologies.

Precise Location Information

If you access one of our mobile apps, you may be given the option to share information about your precise location with us. If you agree, we may collect location information that is provided through the GPS functionality on your mobile device. We use this information to present information and advertising that is of relevance to you based on where you are.

How we use cookies and other tracking technologies

We and third parties may use cookies and tracking technologies when you interact with the Services for a variety of reasons, as described in detail, below.

Generally

We use cookies and other tracking technologies to record your preferences; track the use of our Services and your exposure to our online advertisements; monitor traffic; improve the Services; make the Services easier to use, including remembering your preferences and settings; and make the Services more relevant to you.

Essential

Essential cookies (and similar technologies) are necessary for the Services to function properly and to remain secure. For example, we may use essential cookies for logging in, filling in forms or to enable other features and functions of the Services. Essential cookies are also used to monitor service technical performance to ensure our Services are functioning properly. We also use essential cookies to maintain the security and stability of our Services. Because these cookies are necessary to the security and functionality of our Services, they cannot be switched off.

Analytics

Analytics cookies (and similar technologies) allow us to measure how many people have used the Services, monitor how users navigate the Services and which pages and videos are visited most frequently, count how many e-mails that were sent and / or were actually opened or for other analytics purposes. These cookies also allow us to understand

how people are using our Services so that we can continue to improve them and ensure that we are providing the best experience for our users.

Content personalisation

We use cookies to build a profile about you and your interests to show you personalised content that is relevant to you, and to measure the performance and effectiveness of content that you see or interact with.

Advertising

Advertising cookies (and similar technologies) are used to build a profile of your interests, to deliver advertising relevant to those interests, to measure the effectiveness of advertising campaigns, and for the other purposes described in our Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or the Account settings menus of our app. These cookies are set by us and by our advertising partners. If you do not allow these cookies, you will still see ads, but they may be less relevant to you.

Please note that certain third parties – including our service providers, partners, advertisers and advertising sales agencies – also use cookies on the Services. Third party cookies are usually measurement and performance cookies, or advertising cookies.

You can find further information about how we use cookies on the Services, which third party cookies we use, and allow or deactivate cookies, in our Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or the Account settings menus of our app.

How our advertising partners use tracking technologies

We permit third parties such as advertising technology companies to serve advertisements for third party products and services. These companies use cookies and similar technologies to collect information about your interactions with the Services and other websites, mobile applications, and other connected services and use that information to display ads that are more likely to be relevant to you and to understand how users respond to those ads. For more information about individual cookies, please see our Cookies & Ad Choices Preference Centre available through the “Cookies & Ad Choices” link in the footer of our website or in the account settings menus of our app.

Your choices (managing cookies and how to opt-out)

In many instances, you have choices about the information you provide and how we use your information. These choices, and any related consequences, are described in detail below.

Cookies & Ad Choices

Through our Cookies & Ad Choices Preference Centre you can allow or deactivate cookies/trackers or exercise your choices regarding how [IAB Transparency & Consent Framework](#) participants may collect or process your data. You can access the Cookies & Ad Choices Preference Centre through the “Cookies & Ad Choices” link in the footer of our website or

**Preference
Centre**

the Account settings menus of our app. Please note that blocking all cookies can render some of the Services unavailable to you or have a negative effect on the performance, efficiency or customisation of the Services.

Please note that we participate in the IAB Europe Transparency & Consent Framework and complies with its policies and specifications. The IAB Transparency & Consent Framework is an industry framework designed to facilitate the communication of privacy-related consent between digital advertisers and to provide internet users with greater transparency and control over how their personal data may be used for digital and behavioural advertising. We use the Consent Management Platform with the identification number 28.

Browser Settings

Most web browsers automatically accept cookies but, if you prefer (and in addition to your ability to allow or deactivate specific categories of cookies/trackers by using our Cookies & Ad Choices Preference Centre as described above), you can usually modify your browser setting (or the settings on your mobile device, if applicable) to disable or reject cookies. If you delete your cookies or if you set your browser to decline cookies, some features of the Services may not work or may not work as designed.

**Nielsen's Digital
Measurement
Products**

We also use The Nielsen Company's digital measurement products on our Services, which will allow you to contribute to market research, such a Nielsen TV Ratings. Please visit Nielsen's Digital Measurement Privacy Policy page at www.nielsen.com/digitalprivacy for more information about the measurement software and to learn about your choices with regard to Nielsen's measurement products. To opt-out of Nielsen measurement on mobile devices visit Nielsen's mobile opt-out page at https://sites.nielsen.com/legal/privacy-statement/nielsen_app_output/#

**Device Settings
for Mobile Device
Tracking**

You can opt out of the use of information about your mobile app usage by certain advertising companies through your device settings ("Limit Ad Tracking" on Apple devices and "Opt Out of Personalized Ads" on Android devices).

**Connected TV
Tracking**

You can opt out of the use of information about your Connected TV and TV streaming device usage by certain advertising companies through your device settings.

**Social media
settings**

The privacy notices of social networks should provide your with information on how those networks allow you to exercise your choices regarding tracking technologies, typically by configuring your user account settings on each such network.

8. **Security**

Whilst we take appropriate technical and organisational measures to safeguard the personal information that you provide to us, no transmission over the Internet can ever be guaranteed secure. Consequently, please note that we cannot guarantee the security of any personal information that you transfer over the Internet to us.

We are committed to protecting your personal information using appropriate technical and operational measures such as access controls that restrict and manage the ways in which your personal information is stored and handled once received by you.

9. **Data Retention**

We will retain information (including personal information) for as long as we need to use it for the reasons set out in this privacy notice.

In some circumstances, we may anonymise your personal information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

10. **Your rights**

You have certain rights in relation to your personal information. If you would like further information in relation to these or would like to exercise any of them, please contact our Privacy Office at wbdprivacy@wbd.com. You have the right to request that we:

- provide access to any personal information we hold about you;
- update any of your personal information which is out of date or incorrect;
- delete any personal information which we are holding about you;
- restrict the way that we process your personal information;
- prevent the processing of your personal information for direct-marketing purposes;
- provide your personal information to a third party provider of services;
- provide you with a copy of any personal information which we hold about you; or
- consider any valid objections which you have to our use of your personal information.

We will consider all such requests and provide our response within a reasonable period (and in any event within any time period required by applicable law). Please note, however, that certain personal information may be exempt from such requests in certain circumstances.

If an exception applies, we will tell you this when responding to your request. We may request you provide us with information necessary to confirm your identity before responding to any request you make.

If we delete any personal information which we are holding about you, this deletion may only relate to the Services and not any other service provided by us in other jurisdictions. You should

make requests for each account that you may have set up to access the Services or any other service provided by us.

11. **Marketing**

We may collect and use your personal information for undertaking marketing by e-mail, telephone and post.

We may send you certain marketing communications (including electronic marketing communications) if it is in our legitimate interests to do so for marketing and business development purposes or, if you are a sole trader or a non-limited liability partnership if you have consented to receive such electronic marketing information.

However, we will always obtain your consent to direct marketing communications where we are required to do so by law and if we intend to disclose your personal information to any third party for such marketing.

If you wish to stop receiving marketing communications, you can contact us by e-mail at wbdprivacy@wbd.com.

12. **Third party sites**

The Services contain links and pages to other websites operated by third parties. Please note that this privacy notice applies only to the personal information that we collect through the Services and we cannot be responsible for personal information that third parties may collect, store and use through their websites. You should always read the privacy notice of each website you visit carefully.

13. **Changes to this privacy notice**

This privacy notice was last updated on 10 June 2024.

Please check back regularly to keep informed of updates to this privacy notice. Where we make significant changes to this privacy notice, and we have your e-mail address, we will send you notification of the changes.

14. **Complaints, queries and suggestions**

We have a Data Protection Officer that can assist with all queries regarding our processing of personal information. Our Data Protection Officer can be contacted by e-mailing wbdprivacy@wbd.com.

In the EEA, you may also make a complaint to our supervisory body for data protection matters (currently the Autoriteit Persoonsgegevens in the Netherlands) or seek a remedy through local courts if you believe your rights have been breached.

You have the right to lodge a complaint with local data protection authorities in the EEA if you believe we have not complied with applicable data protection laws. The local authority differs depending on the country.

The competence for complaints is split among different data protection supervisory authorities in Germany. Competent authorities can be identified according to the list provided under: https://www.bfdi.bund.de/DE/Home/home_node.html