

Additional Data protection notice

from EWE TEL GmbH for TV products

Data protection and data security for customers and users are very high priorities for us. Accordingly, the protection of your personal data in all our business processes is a special concern of ours. In addition to our general information on data protection, you will find additional information on data protection for the ZuhauseTV product below.

1 Who is responsible for my data?

The controller of the processing of your data is EWE TEL GmbH, Cloppenburg-Strasse 310, 26133 Oldenburg, Germany. You can also contact this company at the telephone number +49 (0)441 8000 0 or at info@ewe.de, or the EWE TEL GmbH data protection officer directly at the email address datenschutz.ewetel@ewe.de.

2 What rights do I have?

You can use the aforementioned contact details for your right of access under GDPR Art 15, right to rectification under GDPR Art 16, right to erasure under GDPR Art 17, right to restriction of processing under GDPR Art 18, right to objection under GDPR Art 21 and right to data portability under GDPR Art 20. Furthermore, you have the possibility of contacting the competent supervisory authority.

3 Can I object to the processing?

If we conduct processing of your data for the purposes of our legitimate interests in accordance with GDPR Art 6(1)(f), you have the right at any time to object to this processing on grounds relating to your particular situation. This also includes the right to object to processing for the purposes of marketing. Voluntary consent that may have been given can also be withdrawn. As part of our business relationship, you must supply the personal data that is necessary for the commencement and performance of the business relationship and the fulfilment of the contractual obligations associated with it, and the personal data that we are legally required to collect. We cannot conclude the contract without this data.

4 On what grounds will my data be processed and for what purposes?

The processing of your data is based on Article 6(1)(b) of the EU General Data Protection Regulation (GDPR) if it is for the fulfilment of a contract. Data must also be processed for the initiation of, performance of and billing for your contract. If we have obtained consent from you to the processing of personal data for specific purposes (e.g. for sharing data within our group of companies), the processing is lawful on this basis. Any consent that is given can be withdrawn at any time. Any withdrawal of consent has effect for the future and does not affect the lawfulness of the data processed up until the time of withdrawing consent.

We process your data in a permitted way for the purposes of our legitimate interests in accordance with GDPR Article 6(1)(f). This also includes the use of your personal data for:

- sending you information about energy products (e.g. energy generation, energy supply, energy efficiency, electric mobility and other energy-related services)
- sending you product information from selected partners as part of cooperation relationships and, where applicable, exchanging data with these partners for this purpose
- taking measures to improve and develop services and products in order to offer you individualised customer communications with targeted offers and products
- conducting market and attitude research or having this conducted by market and attitude research organisations; in doing so, we obtain an overview of the transparency and quality of our products, services and communication and can align them with and design them for our customers' purposes

- consulting and exchanging data with credit reporting agencies (e.g. Schufa, Creditreform) for calculating creditworthiness and default risks, particularly when the conditions under section 31 of the German Federal Data Protection Act (BDSG) are met
- making legal claims and defending ourselves during legal disputes
- investigating or preventing crimes
- determining an address (e.g. after a move)
- analytics purposes, anonymously
- checking bills issued for the TV product
- displaying further recommendations for TV formats to you based on your interests; this does not represent profiling within the meaning of GDPR Art 22 as these recommendations do not have any legal effect
- to be able to transfer personal data to users of our connected product in accordance with the Data Act

If we wish to process your personal data for a purpose not mentioned above, we will inform you about this beforehand as part of the legal requirements. We as a company are subject to various legal obligations (e.g. under tax laws or the German Commercial Code) that make it necessary to process your data in order to comply with laws (GDPR Art 6(1)(c), GDPR Art 6(1)(e)).

5 Where, by whom and for how long is my data processed?

Your data is processed solely at EWE TEL GmbH or at processors in accordance with GDPR Art 28. It is not passed on to third parties, or it is only passed on in accordance with your consent under Article 6(1)(a) of the GDPR. The sections of our company that have access to your data are the ones that need it to fulfil the above purposes. This also applies to the service providers and agents that we engage. Recipients of personal data may include: printing contractors, call centres, analytics specialists and credit reporting agencies.

We store your personal data for the above purposes. Your data will only be processed starting at the time of its collection, provided you or a third party share it with us. We erase your personal data when the contractual relationship with you has ended, all claims between each other have been fulfilled and there exist no other forms of legal retention obligations or legal grounds for storage. This means that the latest time we erase your data is at the expiry of statutory retention obligations, which are usually 10 years following the end of the contract. After 365 days have passed since the end of the most recent contractual relationship, the data is blocked until its final erasure, which protects it against unauthorised usage during the legal retention period.

6 Is data exchanged with SCHUFA?

As part of this contractual relationship, EWE TEL GmbH transfers data about behaviour in breach of the contract or about fraud to SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden, phone: +49 (0)6 1192 780. The SCHUFA company data protection officer can be contacted at the above address, to the attention of Data Protection Department, or by email at datenschutz@schufa.de.

The legal grounds for these transfers are Article 6(1)(b) and Article 6(1)(f) of the GDPR. Transfers based on Article 6(1)(f) of the GDPR can only occur where necessary for the purposes of the legitimate interests pursued by EWE TEL GmbH or a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

SCHUFA processes the data it receives and also uses it for the purpose of profiling (scoring) in order to give its contractual partners in the European Economic Area and Switzerland, as well as further third countries if applicable (provided there exists an adequacy decision by the European Commission), information for purposes such as evaluating the creditworthiness of natural persons. Further information about SCHUFA's activities can be found on the SCHUFA information sheet pursuant to GDPR Art 14 or online at <https://www.schufa.de/datenschutz>

7 What happens when there are changes?

Our data processing is subject to changes, so we will also adjust our data protection information from time to time. We will inform you about any changes in good time.

current as of November 3rd 2025