

Legal bases for the Privacy Policies of ezeep and ThinPrint

Legal bases of the processing in the EU General Data Protection Regulation (GDPR)

The provider or processor may only process personal data of users if one of the following applies (Article 6 paragraph 1 DSGVO):

- a) the data subject has given *consent* to the processing of his or her personal data for one or more specific purposes;
- b) processing is necessary for the *performance of a contract* to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
- c) processing is necessary for compliance with a *legal obligation* to which the controller is subject;
- d) processing is necessary in order to protect the *vital interests of the data subject* or of another natural person;
- e) processing is necessary for the performance of a task carried out in the *public interest* or in the *exercise of official authority* vested in the controller;
- f) processing is necessary for the purposes of the *legitimate interests pursued by the controller* or by a third party

Specifically, the processing of personal data mentioned in the ThinPrint GmbH Privacy Policies – e. g. related to ezeep.com or thinprint.com – is based on the following of the above mentioned legal bases:

Legal bases for ThinPrint's Privacy Policies in detail

Processing of personal data	Legal basis
Analytics (collection of data and their evaluation with regard to the behaviour of visitor): e. g. Google Analytics	Art. 6 para. 1 (a) GDPR (user's <i>consent</i>)
Display content from external platforms : e. g. YouTube Video Widget	Art. 6 para. 1 (a) GDPR (user's <i>consent</i>)
Hosting and backend infrastructure: e. g. Microsoft Azure, Amazon Web Services, WPEngine, Cloudflare	Art. 6 para. 1 (b) GDPR (<i>performance of a contract</i>)
Registration and Login : e. g. directly on the ThinPrint ID Server or via social login at Google (Google OAuth), LinkedIn (LinkedIn OAuth) or Microsoft (OneDrive OAuth)	Art. 6 para. 1 (b) GDPR (<i>performance of a contract</i>)
Remarketing and Behavioural Targeting (marketing): e. g. LinkedIn Website Retargeting	Art. 6 para. 1 (a) GDPR (user's <i>consent</i>)
Tag management (provision of scripts and others for the website): e. g. with Google Tag Manager	with regard to essential functions: Art. 6 para. 1 (b) GDPR (<i>performance of a contract</i>), with regard to all other functions: Art. 6 para. 1 (f) GDPR (<i>legitimate interests pursued by ThinPrint</i>)
Management of user databases : e. g. with Freshsales (provided by Freshworks)	with regard to the provision of services requested by you: Art. 6 para. 1 (b) GDPR (<i>performance of a contract</i>), with regard to all other functions: Art. 6 para. 1 (f) GDPR (<i>legitimate interests pursued by ThinPrint</i>)

Management of [support and contact requests](#) (helpdesk):
e. g. with Freshdesk (provided by Freshworks)

[Direct marketing](#): e. g. information on products, newsletters

further [Forms](#): e. g. contact or offer forms

[Photos and video recordings](#) at customer or partner events,
at trade fairs or conferences: for marketing purposes

[Crashlytics](#): Monitoring service of the ezeep app
(provided by Google)

[Log data](#): access data recorded by web servers or cloud ser-
vices for verification purposes, for troubleshooting and to
identify and defend against hacker attacks

Art. 6 para. 1 (b) GDPR (*performance of a con-
tract*)

with regard to the provision of information re-
quested by you: Art. 6 para. 1 (b) GDPR (*perfor-
mance of a contract*),

with regard to all other marketing measures:
Art. 6 para. 1 (f) in conjunctin with Recital 47
GDPR (*legitimate interests pursued by ThinPrint*)

Art. 6 para. 1 (b) GDPR (*performance of a con-
tract*)

by name: Art. 6 para. 1 (a) GDPR (*user's consent*),
anonymously: Art. 6 para. 1 (f) in conjunctin with
Recital 47 GDPR (*legitimate interests pursued by
ThinPrint*)

with regard to the provision of the service re-
quested by you: Art. 6 para. 1 (b) GDPR (*perfor-
mance of a contract*),

with regard to all other functions: Art. 6 para. 1 (f)
GDPR (*legitimate interests pursued by ThinPrint*)

Art. 6 para. 1 (f) in conjunctin with Recital 47
GDPR (*legitimate interests pursued by ThinPrint*)

Provider and Processor

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