

SZ Schule & Zeitung

Privacy Policy

31.08.2026

When you use a product or service offered by Süddeutsche Zeitung, Süddeutsche Zeitung GmbH processes your personal data. Data protection and data security are very important to us in the Schule&Zeitung project, when you use the associated website, and in connection with the related processing of your personal data. With this privacy notice, we inform you how and for what purposes we process your data and how we ensure that it remains confidential and protected.

We take data protection seriously: as a matter of principle, we only process personal data if this is necessary for the provision of a service or offer or if it is provided voluntarily by the user. We also use technical and operational security measures to protect personal data against accidental or intentional manipulation, loss, destruction or access by unauthorised persons. We regularly review and modernise these precautions.

Privacy policy for applications

If you have applied for a job with us, you will find the necessary data protection information [here](#).

Data protection at a glance

What data do we collect?

- Bestandsdaten (z.B. Namen, Adressen)
- Kontaktdaten (z.B. E-Mail, Telefonnummern)
- Inhaltsdaten (z.B. Eingaben in Onlineformularen)
- Vertragsdaten (z.B. Vertragsgegenstand, Laufzeit)
- Meta-/Kommunikationsdaten (z.B. Geräte-Informationen, IP-Adressen, ID)

Wir benötigen grundsätzlich keine Daten von Schülerinnen und Schülern, um das Projekt durchzuführen. Die Zeitung wird als Printausgabe an die jeweilige Schule geliefert. Wenn Schülerinnen oder Schüler unsere Zeitung auch digital (SZ Plus) nutzen möchten, benötigen wir deren Email-Adressen, da nur über ein Benutzerkonto das digitale Abonnement freigeschalten werden kann. Diese Daten werden von uns ausschließlich verwendet, um den Zugang zu SZ Plus zu ermöglichen. Die Daten werden nicht für Werbezwecke verwendet.

Da wir auf dieser Webseite auch einen Blog für Schülerinnen und Schüler anbieten, werden zudem beim Besuch der Webseite deren Meta-/Kommunikationsdaten verarbeitet.

How do we collect the data?

We collect the data that is generated when you access our digital offers automatically. Otherwise, we collect data based on your entries or messages

or through the use of cookies or similar technologies.

What do we use the data for?

Bereitstellung der Inhalte

- Cookies und ähnliche Technologien
- technische Bereitstellung und Sicherheit
- Abspielen von Videos
- Blog
- Kommentare

Projektabwicklung

- Anmeldung
- Nutzen des SZ Plus-Abonnements
- Login

Kommunikation

- Kontakt und Kommunikation

Do we share data?

If you have given your consent or we are otherwise legally authorized to do so, we will pass on your personal data to service providers (e.g., hosting, marketing, sales partners, payment service providers) for the above-mentioned purposes. In such cases, we comply with the legal requirements and, in particular, conclude appropriate contracts or agreements with the recipients of your data to protect your data.

We transfer personal data to other companies within our group of companies or grant them access to this data for administrative purposes. This transfer of data is based on our legitimate business and economic interests or takes place if it is necessary to fulfill our contractual obligations or if the consent of the data subjects or legal permission has been obtained.

Do we transfer data to third countries?

In order to use our digital services, it may be necessary to transfer certain personal data to third countries, i.e. countries where the GDPR does not apply. However, we only allow your data to be processed in a third country if the specific requirements of Art. 44 ff. GDPR are met and thus an adequate level of data protection is guaranteed in that country. This means that the third country must either have an adequacy decision by the European Commission or suitable safeguards in accordance with Art. 46 GDPR or one of the conditions of Art. 49 GDPR. **Unless otherwise stated below, we use the currently valid [standard contractual clauses](<https://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32021D0914&from=DE> “current version of the standard contractual clauses”) for the transfer of personal data to processors in third countries.**

How do we secure the data?

In order to protect your privacy and ensure a level of protection appropriate to the risk, we take technical and organizational measures in accordance with legal requirements, taking into account the state of the art, implementation costs, and the nature, scope, circumstances, and purposes of processing, as well as the varying likelihood and severity of threats to the rights and freedoms of natural persons. These measures ensure the confidentiality, integrity, availability, and resilience of your data. This includes, among other things, the use of recognized encryption methods (SSL or TLS) and pseudonymization.

However, we would like to point out that, due to the structure of the Internet, it is possible that the rules of data protection and the above-mentioned security measures may not be observed by other persons or institutions outside our area of responsibility. In particular, unencrypted data disclosed, e.g., by email, may be read by third parties. We have no technical influence on this.

When do we delete the data?

We delete or anonymize your personal data as soon as it is no longer required for the purposes for which we collected or used it.

However, we may still need to store your data until the expiry of the retention obligations and periods imposed by the legislator or supervisory authorities, which may arise from the German Commercial Code, the German Fiscal Code, and the German Money Laundering Act (usually 6 to 10 years). In addition, we may retain your data until the expiry of the statutory limitation periods (i.e., usually 3 years, but in individual cases up to 30 years) if this is necessary for the assertion, exercise, or defense of legal claims. After that, the relevant data will be deleted.

What rights do you have?

- Information
- Deletion
- Correction
- Objection

You can contact the data protection officer with your request by mail or by email at swmh-datenschutz@atarax.de.

This privacy policy is updated from time to time. The date of the last update can be found at the beginning of this information.

You will find detailed data protection information below.

How we make our content available to you

Cookies and similar technologies

Wir verwenden Cookies und ähnliche Technologien, um Ihnen die Website Schule&Zeitung zur Verfügung stellen zu können sowie zur Sicherstellung der Funktionalität, zur IT-Sicherheit und Betrugsprävention.

Werden zur Verarbeitung Cookies, Gerätekennungen oder andere personenbezogene Daten auf Ihrem Endgerät gespeichert oder abgerufen, erfolgt dies auf einer der Rechtsgrundlagen von Art. 6 DSGVO.

Um den von Ihnen ausdrücklich gewünschten Telemediendienst erbringen zu können, berücksichtigen wir darüber hinaus die Regelungen des § 25 Telekommunikation-Digitale-Dienste-Datenschutz-Gesetz (TDDDG), insbesondere die Erforderlichkeit nach § 25 Abs. 2 Nr. 2 TDDDG.

Bei der Nutzung des SZ Plus-Abonnements während des Projektzeitraumes und der damit verbundenen Nutzung unserer Websites und Apps verwenden wir Tracking- und Analysetools, um eine fortlaufende Optimierung und bedarfsgerechte Gestaltung unserer Webseite sicherzustellen. Mit Hilfe von Tracking-Maßnahmen ist es uns auch möglich, die Nutzung unserer Webseite durch Besucher statistisch zu erfassen und unser Onlineangebot mit Hilfe der dadurch gewonnenen Erkenntnisse weiterzuentwickeln. Informationen zum Datenschutz erhalten Sie für diesen Fall in der Datenschutzerklärung der Süddeutschen Zeitung.

Auf der Website www.schule-und-zeitung.sueddeutsche.de werden keine Tracking- und Analysetools eingesetzt.

Technical provision and security

When our offer is used, we automatically employ essential technologies and process the following information:

- Information about the accessing device and the software used
- Date and time of access
- Websites from which the user accesses our website or which the user visits via our website
- IP address

The collection of these logs and their temporary storage and processing are necessary to ensure system security and integrity (in particular to ward off and defend against attempts at attack or damage) and are carried out in

accordance with our legitimate interest (§ 25 (2) No. 2 TDDDG, Art. 6 (1) f GDPR).

The storage period for this log data is usually seven days; for reliable detection of AI bots, it is 30 days. From this point on, this specific server log data is anonymized based on our legitimate interest in statistical evaluation to assess AI bots and their impact on our content (Art. 6 (1) f GDPR).

The legal basis for the aforementioned data processing is our legitimate interest pursuant to Art. 6 para. 1 sentence 1 lit. f) GDPR.

Abspielen von Videos

Um Ihnen Filme anzeigen zu können, betten wir Videos mit Hilfe des Videoplayers von YouTube in unsere Webseite ein. Dabei verwenden wir den No-Cookies-Modus, so dass kein Zugriff auf Ihr verwendetes Gerät erfolgt.

Das Ausspielen der Videos erfolgt aufgrund unseres berechtigten Interesses gem. Art. 6 Abs. 1 S. 1 lit. f) DSGVO.

Bitte beachten Sie die [Datenschutzhinweise von Youtube](#), wenn Sie sich das Video auf Youtube ansehen.

Blog

Im Blog veröffentlichen wir unter Angabe des Namens des Autors Artikel, die die Jugendlichen während des Projektes verfasst haben. Diese Veröffentlichung erfolgt mit Ihrer Einwilligung. (Art. 6 Abs. 1 S. 1 lit. a) DSGVO). Schülerartikel, die im Zusammenhang mit Themen von Wirtschaftspartnern entstehen, werden auch auf einer Schule&Zeitung-Sonderseite in der Süddeutschen Zeitung und parallel im Internet veröffentlicht.

Die Einwilligung kann jederzeit unter sueddeutsche@promedia-maassen.de widerrufen werden.

Comments and contributions

Die journalistischen Beiträge, die im Blog veröffentlicht werden, können kommentiert werden. Dazu ist die Angabe des Namens sowie der Bezug zum Projekt (Lehrer, Schüler, Verwandter des Autors, Freund des Autors, Besucher der Website) erforderlich. Diese Datenverarbeitung erfolgt mit der Einwilligung (Art. 6 Abs. 1 S. 1 lit. a) DSGVO) des jeweiligen Kommentators und kann jederzeit mit Wirkung für die Zukunft unter sueddeutsche@promedia-maassen.de widerrufen werden.

Wie wir das Projekt abwickeln

Anmeldung

To participate in the project, you, as a teacher or project leader, must create a digital user account, which allows you to select a project period and register for it. For this purpose, in addition to information about the school, we process the following personal data:

- Title
- Email address
- Password
- First name
- Last name
- Telephone number (optional).

The processing of this data is carried out for the performance of a contract pursuant to Article 6(1)(1)(b) GDPR; the form of address is processed on the basis of our legitimate interest in addressing our customers personally (Article 6(1)(1)(f) GDPR).

You may request that your account be deleted as soon as it is no longer required for participation in the projects of Schule&Zeitung. Deletion can be requested by email to schuleundzeitung@sz.de or in writing to Süddeutsche Zeitung GmbH, Stichwort "Jugendmarketing", Hultschiner Straße 8, 81677 Munich (please include the email address, name and school under which you are registered as a teacher).

The account will be deleted as soon as it is no longer required for the purpose of data processing, and at the latest after four years of inactivity.

Nutzen des SZ Plus-Abonnements

Während des Projektzeitraumes können Sie SZ Plus, das digitale Abonnement der Süddeutschen Zeitung, nutzen.

Leseberechtigung als Lehrer oder Lehrerin

Damit die Leseberechtigung während des Projektzeitraums sichergestellt werden kann, ist ein SZ Plus-Sammelkonto erforderlich. Hierfür verarbeiten wir Ihre E-Mail-Adresse sowie die Ihrer Schüler und Schülerinnen, ein Passwort sowie eine SZ-Kundennummer. Damit haben Sie Zugriff auf das Abo-Sammelkonto für Ihre Klasse. Bitte beachten Sie, dass das Hochladen bzw. Eingeben der E-Mail-Adressen der Schüler und Schülerinnen nur möglich ist, wenn Sie die dazu erforderliche Einwilligung der Schüler und Schülerinnen erhalten haben; bei unter 16-jährigen ist zusätzlich die Einwilligung der Eltern erforderlich.

Leseberechtigung als Schüler oder Schülerin

Damit die Leseberechtigung während des Projektzeitraums sichergestellt werden kann, ist zum einen ein Login, d.h. eine Registrierung und Anlegen eines Benutzerkontos, erforderlich. Zum anderen werden die persönlichen E-Mail-Adressen in das SZ Plus-Sammelkonto hochgeladen und hinterlegt.

Die Verarbeitung der E-Mail-Adressen erfolgt zur Vertragserfüllung (Art. 6 Abs.1 lit. b) DSGVO) bzw. mit Einwilligung (Art. 6 Abs. 1 lit. a) DSGVO).

Die Einwilligungen der Schüler und Schülerinnen können jederzeit widerrufen werden per Mail an schuleundzeitung@sz.de oder schriftlich an die Süddeutsche Zeitung GmbH, Stichwort Datenschutz, Hultschiner Str. 8, 81677 München (bitte geben Sie dabei Ihre Mail-Adresse und den Namen an). Dann ist die Nutzung des SZ Plus-Abonnements nicht mehr möglich.

Die Löschung der E-Mail-Adressen im Lehrer-Login erfolgt nach Ablauf des Projektzeitraumes.

Registration

You can create a digital account (login) via our login systems, which you can use to log in to all of our digital services after your initial registration. Some offers can only be used if you have a login. When you log in, we use cookies in your browser to identify you.

Data processing in detail

The following data is processed when a digital account is created:

Data	Purpose of processing	Storage period
Log-in data (email address, password)	Logging in or rejecting a user	Until account deletion or after two years if not used after two years
Master data	Personal address	Until objection
Pseudonymous identifier	Link between user account and subscriber data and recognition of a user	Until end of contract
Opt-in data	Securing system operation and identification of the e-mail address	Three years
Subscription data	Query of reading authorisation	Until end of contract
Identification numbers	Prevention and analysis of misuse	Seven days
Usage data	Further development and optimisation of our digital products and subscription offers	Until revocation

If you do not log out after logging in and before leaving the website or app so that you do not have to log in again the next time you visit, you will remain logged in. If you are inactive, we will log you out after 20 days for security reasons.

The legal basis for the aforementioned data processing is Art. 6 para. 1 lit. b) GDPR.

Wir können Ihnen Informationen über ähnliche Produkte und Leistungen per E-Mail zusenden (§ 7 Abs. 3 UWG). Ein Widerspruch ist jederzeit durch Klick auf den Abmeldelink in der E-Mail oder unter werbewiderspruch@sz.de möglich.

You can delete your login yourself at sz.de/abo under "Login data" or request this. It will be deleted after two years of inactivity at the latest.

Once you have deleted your login, you will no longer be able to use any digital services that require a login. If you still have digital subscriptions with us that require a login, the login cannot be deleted before the end of the agreed subscription term. If you delete your login, this does not replace the written cancellation of a digital subscription.

If you have a digital account with us as a subscriber to the printed edition, you can delete your digital account or instruct us to do so, but you will then lose the associated functions such as the online subscription service.

Pre-filled forms

We use the data stored in your profile (this may be data that you have actively added there during registration or at a later date, or data that you have entered as part of a previous order and which we automatically adopt when you place a new order) to facilitate the ordering or other processes by means of pre-filled forms (Art. 6 para. 1 sentence 1 lit. f) GDPR).

My data

If you have concluded a subscription contract with us or have given your consent to advertising, we process the following data:

Data	Data category	Processing purpose	Storage period
Name, user name, customer number, e-mail address, password	login data	logging in or rejecting a user	until account deletion or after two years if not used
Name, title, customer number, subscription number	contract data	allocation to contract	10 years after conclusion of contract
telephone number	contact details	queries on fulfilment of contract	until end of contract
Postal address, telephone number, email address	contact data	advertising	until revocation or objection
delivery address, billing address*, forwarding address*	delivery data	contract fulfilment	upon conclusion of contract 10 years or until deletion
IBAN	payment data	payment of subscription	upon conclusion of contract 10 years
ID	subscription data	query of reading authorisation	until revocation or after two years if not used
ID	Usage data	Further development and optimisation of our digital	Until revocation or after two years if not used

Data	Data category	Processing purpose	Storage period
		products and subscription offers	
DOI (IP address, time stamp, email address)	Opt-in data	Securing system operation, identification of the email address, proof of consent	Until revocation or after two years if not used
ID	Pseudonymous identifier	Link between user account and subscriber data and recognition of a user	Until revocation or after two years if not used
Date of birth*	Personal data	Birthday greetings	Until revocation

*Voluntary information

Wenn Sie mit uns kommunizieren

Contacting us

When you contact us, we only collect personal data (e.g. name, e-mail address, telephone number) if you provide it to us voluntarily. This information is expressly provided on a voluntary basis. The purpose of processing your data is to process and respond to your enquiry. This is also our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR.

In the case of a telephone enquiry, your data will also be processed by telephone applications and in some cases also via a voice dialogue system in order to support us in the distribution and processing of enquiries.

We will delete your data that we have received in the course of contacting you as soon as your request has been fully processed and no further communication with you is required or requested by you.

What else you should know

Controller

Süddeutsche Zeitung GmbH

Hultschiner Str. 8
D-81677 Munich

Data Protection Officer

atarax group of companies

Luitpold-Maier-Str. 7
D-91074 Herzogenaurach
Phone: 09132 79800
Email: swmh-datenschutz@atarax.de.

Contact for your data protection enquiry

You can ask your questions about data protection here.

datenschutz@sz.de

Your rights

- In accordance with Art. 15 GDPR, you have the right to request **information** about your personal data processed by us. In this context, you also have the right to receive a copy of your personal data processed by us in accordance with Art. 15 para. 3-4 GDPR.
- In accordance with Art. 16 GDPR, you can immediately request the **correction** of incorrect or the completion of your personal data stored by us.
- In accordance with Art. 17 GDPR, you can request the erasure of your personal data stored by us.
- In accordance with Art. 18 GDPR, you can request the **restriction of the processing** of your personal data.
- In accordance with Art. 20 GDPR, you can request to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format and you can request the **transfer** to another controller.
- In accordance with Art. 7 para. 3 GDPR, you can **revoke** your consent once given to us at any time. This means that the processing carried out on the basis of the consent prior to the revocation was lawful and has the consequence that we may no longer continue the data processing based on this consent in the future.

Right to object

If your personal data is processed on the basis of legitimate interests in accordance with Art. 6 para. 1 sentence 1 lit. f) GDPR or Art. 6 para. 1 sentence 1 lit. e) GDPR, you have the right to object to the processing of your personal data in accordance with Art. 21 GDPR. In the event of such an objection, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

In the case of direct marketing, you have the right to object at any time to the processing of personal data concerning you. If you object to processing for direct marketing purposes, the personal data will no longer be processed for these purposes.

Right to lodge a complaint with the supervisory authority

You have the right to lodge a complaint with a data protection supervisory authority against the processing of your personal data if you feel that your rights under the GDPR have been violated. As a rule, you can contact the supervisory authority of your usual place of residence, your workplace or our company headquarters.

Data protection information in the GTC

With this privacy policy, we fulfil the information obligations under the GDPR. Our General Terms and Conditions also contain data protection information. These explain in detail how your personal data, which we require to fulfil contracts and for the purpose of identity and credit checks, is processed.

Links to other websites

We link to websites of other providers or have integrated elements from them into our website. This data protection information does not apply to them - we have no influence on these sites and cannot check that others comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to change or adapt this privacy policy at any time in compliance with the applicable data protection regulations.