REICHHALTIGE MEDIEN · MARKETING-SUITE

Privacy – supplementary RM Marketing-Suite notice
Last updated: 16 November 2026

Controller: Adrian Reich, REICHHALTIGE MEDIEN, Panoramaweg 3, 89518 Heidenheim an der Brenz, support@reichhaltigemedien.de, +49 7321 5304885. This notice supplements https://reichhaltigemedien.de/datenschutz-business-suite/ including the rights, recipients and account connections described there.

For registration, we process your name, email address, optional company name, private or business use, confirmation timestamps, the confirmation link's verification hash and the accepted trial terms. The confirmation link is valid for 24 hours. The customer account, portal access and trial are created only after confirmation and password setup. The password is stored exclusively as a password hash. Existing customers use the same portal login; a new registration does not replace an existing password. To prevent misuse, we store time-limited request counters and hashes of IP and email addresses. These hashes are pseudonymised personal data.

For the trial, we store its start, end, account assignment and accepted terms. Company details, goals, brand information, personas, drafts, module selection and setup progress are stored in the customer area. An optional website analysis retrieves the public website you specify and imports text and design information as suggestions for review. The request transmits technical access data from our server to the website operator. Manual setup is possible without this option.

For purchases, we process modules, prices, access period, billing address, contract version, customer identifier and payment evidence. PayPal (Europe) S.à r.l. et Cie, S.C.A., 22–24 Boulevard Royal, L-2449 Luxembourg, receives the order reference, amount, currency and merchant assignment. PayPal processes account and payment information entered into PayPal under its own responsibility. We receive order, transaction and status information for activation, accounting and reversals. We do not store PayPal passwords or complete card or bank details. PayPal privacy: https://www.paypal.com/de/legalhub/paypal/privacy-full .

For electronic withdrawal, we store your name, email address, contract description, declaration and receipt timestamp. Acknowledgement is sent to the address provided. Withdrawal does not trigger an unchecked automatic refund.

Hosting and necessary email delivery are provided through ALL-INKL.COM. Authorised RM administrators have access for operations and support; the customer preview is read-only. Optional AI and platform connections are covered by their separate privacy notices and are not activated by registration.

The legal bases are Article 6(1)(b) GDPR for requested contractual processing, Article 6(1)(f) for legitimate business contacts, secure operations and misuse prevention, and Article 6(1)(c) for legal obligations. Acknowledging this notice is not consent to advertising. Necessary session and form-protection data are stored pursuant to section 25(2)(2) TDDDG. Your DE/EN language preference is stored in the session and a necessary preference cookie for up to one year; you can change it at any time.

Unconfirmed registrations are removed at the next cleanup seven days after the last confirmation link expires. Outdated registration counters are removed 48 hours after their counting window. Confirmed accounts and content are not automatically deleted when the trial ends; they remain where needed for continuation and an existing customer relationship. Data must be deleted once there is no continuing purpose. Invoices and contractual evidence are subject to applicable statutory retention and limitation periods; further processing is restricted to those purposes.

Subject to the statutory conditions, you have rights of access, rectification, erasure, restriction, portability, withdrawal of consent and objection. Complaints may be submitted in particular to the State Commissioner for Data Protection and Freedom of Information Baden-Württemberg. Support and deletion requests: https://reichhaltigemedien.de/support/ .

Newsletter workspace: When used, the Suite processes recipient addresses, optional names, segments, exact consent wording and evidence, signup and confirmation times, unsubscribes, message content and delivery/workflow logs separately for each customer. SMTP credentials are encrypted. The mail provider configured by the customer receives recipient addresses and message content when sending. A WordPress shortcode or iframe loads the centrally hosted RM form; IP addresses are processed for the connection and hashed for request rate controls. Sender verification does not verify SPF/DKIM/DMARC or guarantee inbox delivery. Open and click tracking are not enabled.
The customer determines newsletter purposes and is responsible for permission to process data and send messages. Where RM processes personal data on behalf of a customer, an appropriate data processing agreement with RM and, where relevant, the delivery provider is required before production use. A provider API does not replace these requirements. Imported contacts are not automatically emailed; unsubscribes remain suppressed on reimport. Contacts can be exported as CSV including evidence. Contact support for rectification, deletion and retention enquiries.