

Relationship-Specific Details

Web Users

Description	Website Operations such as website front-end design and administration, cloud infrastructure support, and back-end database management.
Categories of Information	Identifiers Internet Data Geolocation Data (not precise geolocation data)
Category of Data Subjects	Web users
The Source from which this Information was Collected	This information is gathered directly from web users.
Purpose of Processing	Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing services, providing analytics services, or providing similar services.
Legal Basis for Processing	<p>Legal basis: initiation and performance of a contract (Art. 6 para. 1 lit. b GDPR)</p> <p>When a customer creates an account, the website serves as a portal for managing the user account and serves as one of the platforms for Blinkist’s services.</p> <p>Legal basis: legitimate business interest (Art. 6 para. 1 lit. f GDPR)</p> <p>While browsing the website, and before creating an account, the website helps Blinkist distribute information about its services to web users.</p> <p>If, and to the extent that, we process your Personal Data on the basis of a legitimate interest, in particular if we pursue our legitimate interest to conduct direct marketing or to apply profiling</p>

	<p>in connection with direct marketing, you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.</p> <p>Legal basis: consent (Art. 6 para. 1 lit. a GDPR)</p> <p>For cookies that are not strictly necessary for the operation of the website, Blinkist gathers your consent before enabling those cookies. Respective of whether processing is based on your consent or another legal basis, you have the option at any time to to revoke consent or to object to the processing of your data using cookie technologies. You can do so, for example, by using our Cookie Consent Manager or by using the settings of your browser.</p>		
Information Sharing	Categories of Recipients	Description of Commercial or Business Purpose	Is this Information Sold or Shared
	<p>This information may be provided to cloud service providers, customer relationship management tools, email marketing platforms, IT infrastructure services, web analytics tools, and Blinkist customer service centers.</p>	<p>This information is provided to these third parties to implement, manage, and maintain Blinkist's website, and to distribute information about its services to web users.</p>	<p>Shared</p> <p>Blinkist shares this information with service providers for a business purpose, or based on your consent.</p>
Sensitive Personal Information	Category of Sensitive Personal Information Collected		Retention Period
	<p>N/A</p>		<p>N/A</p>
Whether Personal Information is Transferred Internationally	<p>EEA, USA and Australia.</p>		
Retention Period	<p>Blinkist retains this information pursuant to the timeframe allowed by applicable law.</p>		

End Users of the Blinkist Service (“Platform”)

Description	Our service is a learning tool that provides you with condensed audio and text of the key ideas from bestselling nonfiction. The Platform includes Blinkist’s web and mobile applications.
Categories of Information	Identifiers Internet Data Activity information on mobile applications Commercial information Geolocation Data (not precise geolocation data) Inferences
Category of Data Subjects	Users of the Platform.
The Source from which this Information was Collected	The Platform via the web or mobile application.
Purpose of Processing	<p>Performing services, including maintaining or servicing accounts, providing customer service, processing or fulfilling orders and transactions, verifying customer information, processing payments, providing advertising or marketing (including direct marketing), analytics, business growth, product improvement, or similar business purposes.</p> <p>In certain instances, we provide information from customers to sub-processors to help identify growth opportunities regarding our B2B product with those customers’ employers.</p>
Legal Basis for Processing	<p>Legal basis: initiation and performance of a contract (Art. 6 para. 1 lit. b GDPR)</p> <p>Providing services and support to customers</p> <p>Legal basis: legitimate business interest (Art. 6 para. 1 lit. f GDPR)</p>

	<p>To identify growth potential, Blinkist may analyze user data to determine their employer, and to identify growth opportunities with those customers' employers.</p> <p>If, and to the extent that, we process your Personal Data on the basis of a legitimate interest, in particular if we pursue our legitimate interest to conduct direct marketing or to apply profiling in connection with direct marketing, you have the right to object to such use of your Personal Data at any time. To object, please contact us at privacy@blinkist.com.</p>		
Information Sharing	Categories of Recipients	Description of Business Purpose	Is this Information Sold or Shared
	The information may be provided to cloud service providers, customer relationship management tools, email marketing platforms, IT infrastructure services, web analytics tools, and Blinkist customer service centers. It may also be shared with other companies within our group of companies.	This information is provided to these third parties to implement, manage, and maintain the Platform and provide Blinkist's services to users.	Shared Blinkist shares this information with service providers and other companies within the group of companies for a legitimate business purpose.
Sensitive Personal Information	Category of Sensitive Personal Information Collected		Retention Period
	N/A		N/A
Whether Personal Information is Transferred Internationally	EEA, USA and Australia.		
Retention Period	Blinkist retains this information pursuant to the timeframe allowed by applicable law or regulations.		

Employee/Recruit/Prospect/Candidate

Description	Personal Data gathered through the recruitment, employment, or contracting process.		
Categories of Information	Identifiers Commercial information Characteristics of protected class information (special categories of personal data, Art. 9 GDPR) Professional or employment related information Education information Internet Data		
Category of Data Subjects	Blinkist gathers this data directly from employees, candidates, prospects, and recruits.		
Purpose of Processing	Blinkist processes this information to recruit and hire prospective employees, distribute benefits to those employees, manage payroll, and manage other HR tasks or administrative tasks pertaining to perspective, current, and past employees.		
Legal Basis for Processing	<p>Legal basis: initiation and performance of a contract (Art. 6 para. 1 lit. b GDPR)</p> <p>Blinkist gathers this information to recruit, evaluate prospective employee candidates, and manage the employee/employer relationship.</p> <p>Legal basis: Compliance with a legal obligation (Art. 6 para. 1 lit. c GDPR, Art. 9 para 2 lit. b GDPR)</p> <p>Blinkist has certain legal obligations under, amongst others, employment and tax law that need to be complied with.</p>		
Information Sharing	Categories of Recipients	Description of Commercial or Business Purpose	Is this Information Sold or Shared
	Cloud infrastructure Employment benefits providers	Blinkist's business purpose for sharing this information is to support the employment relationship and/or recruitment process.	Shared Blinkist shares this information with service providers and other companies

	Payroll management and processing entities Office management software IT/Security services Other companies within our group of companies		within the group of companies for a business purpose.
Sensitive Personal Information	Category of Sensitive Personal Information Collected	Retention Period	
	<ul style="list-style-type: none"> - Social security, driver's license, state identification card, or passport number. - Racial or ethnic origin, religious or philosophical beliefs, or union membership. Blinkist will only ask for this information if required by law. - Account log-in, financial account, debit card, or credit card number. - Personal information collected and analyzed concerning an individual's health. <p>Blinkist only collects sensitive personal information, as required in the applicable state privacy, employment, social security and social protection laws, or with your explicit consent, and does not use sensitive personal information for commercial purposes.</p>	<p>This information is retained throughout the term of the employment relationship and then as required or allowed by law. Alternatively, Blinkist deletes this information if an employment relationship does not form between a candidate and Blinkist.</p>	
Whether Personal Information is Transferred Internationally	EEA, USA and Australia.		
Retention Period	This information is retained throughout the term of the employment relationship and then as required or allowed by law.		

	Data about candidates is deleted after 6 months if the candidate does not consent to remain in Blinkist's talent pool for future employment with Blinkist.
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Trade Shows

Description	Personal Data gathered from individuals at trade shows.		
Categories of Information	Personal Identifiers		
Category of Data Subjects	Individuals participating at trade shows.		
The Source from which this Information was Collected	This information is provided by individuals directly to Blinkist.		
Purpose of Processing	Blinkist uses this information to provide marketing information to individuals who have expressed an interest in Blinkist's B2B products or services.		
Legal Basis for Processing	<p>Legal basis: initiation and performance of a contract (Art. 6 para. 1 lit. b GDPR), legitimate business interest (Art. 6 para. 1 lit. f GDPR), consent (Art. 6 para. 1 lit. a GDPR)</p> <p>Blinkist gathers this information so it can pursue a commercial relationship with contacts who have expressed an interest in Blinkist's B2B products or services.</p>		
Information Sharing	Categories of Recipients	Description of Commercial or Business Purpose	Is this Information Sold or Shared
	Limited third parties who provide CRM and operational support services to Blinkist	Performing services on behalf of the business, including maintaining or servicing accounts, providing customer service, processing, or fulfilling orders and transactions, verifying customer information,	<p>Shared</p> <p>Blinkist shares this information with service providers for a business purpose.</p>



		processing payments, providing financing, providing analytic services, providing storage, or providing similar services on behalf of the business.	
Sensitive Personal Information	Category of Sensitive Personal Information Collected	Retention Period	
	N/A	N/A	
Whether Personal Information is Transferred Internationally	EEA, USA and Australia.		
Retention Period	Blinkist retains this information pursuant to the timeframe allowed by applicable law, unless an individual opts out of future marketing messages.		

This policy was last updated on: October 11, 2023.