Appendix - Details of joint processing - Pseudonymous data transfer in marketing and analysis on the Mercedes-Benz Community webpages in case of given consent.		
Responsibles	Mercedes-Benz AG Mercedesstraße 120 70372 Stuttgart DEUTSCHLAND community_support@mercedes-benz.com ("MBAG")	Mercedes-Benz Heritage GmbH Mercedesstraße 100 70372 Stuttgart DEUTSCHLAND classic@mercedes-benz.com ("MB Heritage")
Purpose of joint processing	The purpose of the exchange and other processing of personal data in marketing and analysis on the Mercedes-Benz Community webpages if consent has been given is to carry out analysis measures on a pseudonymous basis (i.e. not in connection with your login to the Mercedes-Benz Community) to identify webpage user behavior and to improve the user-friendliness of these webpages. In addition, the purpose is to personalize online marketing measures (so-called (re-)targeting) and to provide target achievement reports for internal control of marketing activities (e.g. generated leads).	
Legal basis for the processing of personal data	Art. 6 para. 1 S.1 lit. a GDPR, insofar as the persons concerned have given their consent to the processing of their personal data by both MBAG and MB Heritage for one or more specific purposes.	
Responsibilities	**Duty to provide information:** As data processors, MBAG and MB Heritage are required to provide data subjects with information about the processing in accordance with Art. 13 and 14 GDPR. This includes, among other things, the purposes and legal bases of the processing of personal data, recipients of personal data, the duration of processing and third country transfers. The controllers support each other in fulfilling the information obligations and provide each other with the necessary information on the relevant data processing activities. **Rights of data subjects:** In the relationship between MBAG and MB Heritage, MBAG is responsible for providing the persons concerned with information on the essential content of the joint processing and on the rights of the persons concerned in accordance with Art. 12 - 22 GDPR (e.g. information, correction, deletion).	
Categories of persons concerned	Visitors to the Mercedes-Benz Community webpages	
Types of personal data	- IT data, among other things (e.g. IP address - only for a short time for approximate localization, cookie ID) - Addresses of the webpages visited (so-called URLs) - Usage behavior on the webpages (e.g. sequence, length of stay on the individual webpages)	

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