

# Imprint

## Bitwala GmbH

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12435 Berlin

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## PR

For press & media requests, you can contact us at [media@bitwala.com](mailto:media@bitwala.com).

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# Privacy Policy

## 1. The Identity of the Controllers

For the use of bitwala.com, Bitwala GmbH ("**Bitwala**" or "**we**") are the controller, within the meaning of Art. 26 of General Data Protection Regulation.

We are the controller of your data within the meaning of Art. 4 para 7 of GDPR.

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## 2. AWeber

### Description and Scope of Data Processing

We use the email sign-up form as well as the landing page provided by [Aweber.com](https://www.aweber.com), a registered trademark of AWeber Communications Inc., 1100 Manor Dr. Chalfont, Pennsylvania, 18914 USA ("**AWeber**").

AWeber processes the your data as mentioned in the categories below:

- First name
- Email address
- Interaction with our landing page

Your personal data provided upon the signup for our marketing communications will be transmitted to a server of the company AWeber Communications Inc. in the USA and stored there.

Please visit [AWeber's Privacy Policy](#) and [Data Processing Addendum](#) for further information.

### **Legal Basis for Data Processing**

The legal basis for the data processing is Art. 6 (1) lit. a of the GDPR, based on your consent to receive marketing-related communications.

### **Purpose of the Data Processing**

The purpose of data processing is to send contextual and marketing emails.

### **Description and Scope of Data Processing**

We delete your personal data when they are no longer necessary to achieve the purpose of their processing. This is usually the case after 3 years or if you have revoked your consent. We explain how you can revoke your consent in the following point.

### **Possibility of revocation according to Art. 7 GDPR**

You can unsubscribe from the emailing at any time later and revoke your consent by clicking the *Unsubscribe* button at the bottom of a marketing email. When you unsubscribe from the emailing, the personal data that was transmitted for the purpose of providing the emailing will be blocked. This will not affect the lawfulness of the processing carried out until then on the basis of the consent. In the event of withdrawal, your personal data will no longer be processed and will be deleted.

## **3. Customer.io**

### **Description and Scope of Data Processing**

We use the marketing tool for contextual emailing provided by [Customer.io](#), Peaberry Software Inc. d / b / a Customer.io, 921 SW Washington Street, Suite 820, Portland, Ore., 97205, USA ("**Customer.io**").

Customer.io processes the your data as mentioned in the categories below:

- First name

- Email address
- Language settings
- Interaction with our emails and newsletters
- Device model

Your personal data provided upon the signup for our marketing communications will be transmitted to a server of the company Peaberry Software Inc. in the USA and stored there.

Customer.io has renewed its data processing agreement with Schrems II C-311/18 decision of the Court of Justice of the European Union in mind. It is subject to its renewed data processing agreement, incorporating [Standard Contractual Clauses](#). Please visit [Customer.io's Privacy Policy](#) for further information and its [Warrant Canary](#) for further information on the requests from law enforcement they get regarding customer data.

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