

Procedure	ZV	CUW	INT	WKV	ZON	DIG	ZTT	ACA	TC	AKA	CON	SPO	EPO
E-mail newsletter	X	X		X	X	X	X	X		X	X		
Personalised tracking (social media)	X	X		X	X	X				X		X	
Customer care, service center	X	X		X	X	X				X	X	X	X
Distribution, subscription management	X				X	X				X	X	X	X
SSO	X				X	X					X		X
ZEIT Premium	X				X	X							X
Customer retention ("Freunde der Zeit")	X								X				
Data Warehouse	X	X		X	X	X		X		X	X	X	X

Procedure	Collection and storage	TOMs	AVV	Directory of procedures	Information duty	Execution of rights of affected persons	Duty to inform and notify	Privacy impact assessment
E-mail newsletter	ZV, ZON, ACA	ZV, ZON	ZV, ZON	ZV, ZON	ZV, ZON, ACA, ZTT	ZV, ZON, ACA, ZTT	ZV, ZON	ZV, ZON
Personalised tracking (social media)	ZV, ZON	ZV, ZON	ZV, ZON	ZV, ZON	ZV (,ZON)	ZV, ZON	ZV, ZON	ZV, ZON
Customer care, service center	ZV, ZON, SPO, CON, EPO	ZV, ZON	ZV, ZON	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO
Distribution, subscription management	ZV, ZON, SPO, CON, EPO	ZV, ZON	ZV, ZON	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO	ZV, ZON, SPO, CON, EPO
SSO	ZV, ZON	ZV, ZON	ZON	ZON	ZV, ZON	ZV, ZON	ZV, ZON	ZV, ZON
ZEIT Premium	ZV, ZON	ZV, ZON	ZON	ZON	ZV, ZON	ZV, ZON	ZV, ZON	ZV, ZON
Customer retention ("Freunde der Zeit")	ZV, TC	ZV	ZV, TC	ZV	ZV	ZV	ZV	ZV
Data Warehouse	ZV, ZON, ACA, SPO, CON, EPO	ZV, ZON	ZV, ZON	ZV	ZV, ZON	ZV, ZON	ZV, ZON	ZV, ZON