

Privacy Policy — Marque Intelligence Supplement

Membership, seller mandates and private brokerage — Provisional version v1.1 · June 2026

PROVISIONAL VERSION — NOT LEGAL ADVICE — UNDER LEGAL REVIEW. This English text is a convenience translation; in case of discrepancy the German-language version is authoritative and prevails. Placeholders in square brackets [] are to be completed before use.

1 · Controller

IMP InterMediaPartners GmbH, [Street No.], [Postcode] Wuppertal, Germany, represented by its Managing Director Uwe Riemeyer. Contact for data protection enquiries: [email address].

2 · Membership Application

When you apply for membership, we process the data provided in the form: name, email, telephone, place of residence/country, details of vehicles and collecting focus, the optionally named reference, and the information on motivation.

The purpose is the personal review of the application and the decision on admission. Legal basis: Art. 6(1)(b) GDPR (pre-contractual measures at the data subject's request).

As part of the review we examine publicly available sources (e.g. professional networks, public posts). Legal basis: Art. 6(1)(f) GDPR; the legitimate interest lies in protecting a confidential, personally vetted membership.

A reference named by the applicant is contacted only if provided by the applicant themselves; the reference is informed of the origin of their data (Art. 14 GDPR).

The admission decision is made exclusively by a human. There is no automated decision-making within Art. 22 GDPR. No profiling or scoring takes place.

3 · Retention Period for Applications

Data of rejected applications is deleted at the latest six months after notification, unless the data subject expressly requests to remain on file (waiting list; consent revocable at any time). Data of admitted members is stored for the duration of membership and beyond only where statutory retention obligations exist.

4 · Seller Mandates and Vehicle Documentation

If a member offers a vehicle for discreet brokerage, we process: vehicle data (incl. chassis number, equipment, mileage), history and service documents, photographs, and the seller's contact and contract data. Purpose: anonymised offer, dossier preparation, conduct of brokerage. Legal basis: Art. 6(1)(b) GDPR.

Offers are presented anonymously (no chassis number, registration, location or identifying images). Full details are disclosed only after the seller's release in an introduction. Vehicle photographs are deleted after the mandate ends unless a statutory retention obligation prevents this.

5 · Dossier Requests, Logging and Personalised Marking

If a member requests a dossier, we log the request (member, offer, time, stated interest). The dossier is issued exclusively in personalised form and bears the member's name on every page (watermark). Purpose: protection of seller confidentiality, traceability, documentation of brokerage. Legal basis: Art. 6(1)(b) and (f) GDPR.

6 · Channels of Communication

Communication takes place via email, telephone and, where applicable, messenger services and video calls. Content and connection data is used only to conduct the respective communication.

Where member events take place, we give separate notice of any photography and process images only on a separately stated legal basis (consent or legitimate interest).

7 · Disclosure to Third Parties

Disclosure between buyer and seller takes place exclusively in an introduction and only with both parties' consent. No disclosure for advertising purposes takes place.

8 · Processors and Third-Country Transfer

For the website, forms, contact management and members' area we use Wix.com Ltd. as a processor (Art. 28 GDPR). Wix processes data in data centres in the EU and Israel. For transfers to Israel an EU Commission adequacy decision exists. Where Wix uses sub-processors in third countries (in particular the USA), this is based on the EU Standard Contractual Clauses under Art. 46 GDPR.

9 · Retention Periods

Documents relating to brokerage and accounting are retained in accordance with § 257 HGB and § 147 AO for six and ten years respectively. Otherwise we delete personal data once the purpose has ceased and no statutory retention obligation remains.

10 · Technical and Organisational Measures; Log Data

We take measures pursuant to Art. 32 GDPR to protect personal data against loss, misuse and unauthorised access. When accessing the members' area, technical access data (e.g. IP address, time, access logs) may be processed where necessary for secure provision and the prevention of misuse.

11 · Rights of Data Subjects

Data subjects have the right to access (Art. 15), rectification (Art. 16), erasure (Art. 17), restriction (Art. 18), data portability (Art. 20), and to object to processing based on Art. 6(1)(f) GDPR (Art. 21). There is a right to lodge a complaint with a supervisory authority; the authority responsible for us is the State Commissioner for Data Protection and Freedom of Information of North Rhine-Westphalia.