

PRIVACY NOTICE – DHL Freight Virtual Assistant chatbot (“Viva”)

1. Responsible Controller and Data Protection Officer

DHL Freight GmbH is the responsible controller of the AI-powered DHL Freight Virtual Assistant chatbot (“Viva”).

DHL Freight GmbH
Godesberger Allee 102-104
53175 Bonn
Germany

Data Protection Officer of Controller; contact details:

Deutsche Post AG
Global Data Protection
53250 Bonn

If you have queries with regard to the processing of your personal data, please contact:

dataprotectionDGFF@dhl.com.

2. Purpose of the processing

“Viva”, is an AI-powered chatbot, developed to effectively address frequent and recurring questions of customers without human involvement. It is designed to provide accurate responses and logically organize everyday customer service requests including status of your shipment, drawing from a FAQ knowledge base. Viva uses Microsoft’s OpenAI Azure service to access OpenAI’s GPT-4 technology and to provide you with the most suitable answer. The utilization of Viva is entirely voluntary. Your access to information that might be provided by “Viva” won’t be restricted if you choose not to use it. If “Viva” is unable to provide an answer to the request, the question can also be addressed to a customer service person.

3. Categories of personal data that are collected

By default, no personal data is collected when using Viva and you do not need to register any personal data. We discourage you from including personal data in the conversation voluntarily. However, in case you want to track your shipment we will process your shipment ID. Any personal data which you choose to include in the conversation will be stored. Personal data in the context of the conversation are provided voluntarily to the controller.

4. Legal basis of the processing

Your personal data are processed by Viva because you consented to this processing by using Viva (Art. 6 (1) a) GDPR). You may withdraw your consent at any time by contacting dataprotectionDGFF@dhl.com. All processing of your personal information will stop once you have withdrawn your consent. However, any processing that has already taken place remains lawful.

5. Automated decision-making

No automated decision-making takes place in connection with the use of “Viva”.

6. Will my data be passed on

We do not share, sell, transfer, or otherwise disseminate your personal data to third parties and will not do so in future, unless required by law, unless required for the purpose of the contract or unless you have given explicit consent to do so. For instance, it may be necessary to pass on your address and order data to our contractors when you order products.

External service providers that process data on our behalf are contractually obliged to maintain strict confidentiality as per Art. 28 GDPR. We retain responsibility for safeguarding your information in such circumstances. The service providers adhere to given instructions, which is ensured by technical and organizational measures, as well as by regular checks and controls.

6. How long will we keep your data

We delete your personal data as soon as the purpose for which we have collected and processed the data ceases to apply. Beyond this time period, data storage only takes place to the extent made necessary by the legislation, regulations or other legal provisions which we are subject to. Any personal data which you choose to include in the conversation and which is not further addressed to a customer service person will be stored for 30days before it is deleted.

7. What are my rights

You have the following data subject rights:

- The right to obtain information about data processing as well as a copy of the processed data (right to information, Art 15 GDPR).
- The right to request the correction of incorrect data or the completion of incomplete data (right to rectification, Art 16 GDPR).
- The right to request the erasure of personal data and, if the personal data has been disclosed, to inform other controllers about the request for erasure (right to erasure, Art 17 GDPR);
- The right to request the restriction of data processing (right to restriction of processing, Art 18 GDPR).
- The right to receive the personal data of the data subject in a structured, commonly used, and machine-readable format and to request the transmission of this data to another controller (right to data portability, Art 20 GDPR).
- The right to object to data processing in order to prevent it (right to object, Art 21 GDPR);
- The right to revoke consent at any time in order to prevent data processing based on your consent. The revocation does not affect the lawfulness of processing based on consent before its withdrawal (right to withdraw consent, Art 7 GDPR).

If you believe that the processing of your personal data violates data protection law, you have the right to file a complaint with the responsible Data Protection Supervisory Authority.

The State Commissioner for Data Protection and Freedom of Information for North Rhine-Westphalia

Kavalleriestraße 2-4

40213 Düsseldorf

Germany

6. DHL Group Privacy Policy

The DHL Group Data Privacy Policy regulates the Group-wide standards for data processing with a special focus on so-called third country transfers, meaning transfers of personal data to countries outside the EU, which do not have an adequate level of data protection. If you are interested in learning more about the "DHL Group Data Privacy Policy", please use the following link:

[DHL Group Data Privacy Policy](#)

7. Changes to this Privacy Notice

DHL Freight GmbH reserves the right to review this Privacy Notice regularly and to amend it as necessary. We therefore request that you inform yourself regularly of the content of this Privacy Notice.

Status as of July 12th, 2024