

## Privacy policy for the provision of MAXQDA

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Last change: June 2025

### § 1 Introduction

The following provisions apply to VERBI GmbH and the provision of the MAXQDA software ("the Software"). If you have any questions about this privacy policy, please contact us:

VERBI GmbH

Invalidenstr. 74

10557 Berlin

Tel.: +49 (0)30 206 33 59 22

E-Mail: [cs@maxqda.com](mailto:cs@maxqda.com)

The data protection officer of VERBI GmbH can be contacted at [kontakt@datenschutzrechte.de](mailto:kontakt@datenschutzrechte.de)

### § 2 Transfer of data

Your personal data will not be transferred to third parties for purposes other than those listed below. We only pass on your personal data that we have collected to third parties if:

- you have given your express consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR,
- this is legally permissible and necessary for the processing of contractual relationships with you in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR
- in the event that there is a legal obligation for disclosure pursuant to Art. 6 para. 1 sentence 1 lit. c GDPR, or
- the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR is necessary for the assertion, exercise or defense of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data.

### § 3 Activation and provision of the software

1. When you purchase a MAXQDA license, you will receive a serial number. This is the key to using the software in accordance with the license rights acquired.
2. In order to use the software, you must activate it with your serial number. VERBI expressly points out that an Internet connection is mandatory for activating the software; if you do not have an Internet connection, VERBI will work with you to find an alternative means of activating the software. Activation requires the transmission of various information about the computer you are using and the system environment in which the software is to be operated. This information may also contain personal data, as described in detail below.
3. during the online activation process, the following data is automatically collected by VERBI for the purpose of verification and system-compatible activation of the license and then stored for the duration of the license: the serial number entered, the name entered by you, if applicable, the e-mail address entered by you, if applicable, the date of the activation process, the MAXQDA version used, the name and host name of the computer, the user name, the installation code, the operating system used and the serial number and IP address of the computer. The date of the activation process, the MAXQDA version used, the name and host name of the computer, the user name, the installation code, the operating system used and the serial number and IP address of the computer. For portable licenses, the USB serial number, USB vendor ID and USB product ID are stored. The IP address is not collected here.

When using the demo license, an Internet connection is required once during the activation process. The following data is collected and stored by VERBI: computer name, user name, MAC address, UUID, AppleSerial, machine GUID, hard disk ID, the operating system and the date of activation.

VERBI stores and uses the information for the purpose of providing MAXQDA during the term of the contract and for processing support requests. This data processing is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the processing of contractual relationships with you. As part of support services and licence management tasks, it may be necessary to pass on computer names to the respective licence holder or their administrators. This transmission is used to identify and manage the licenced devices and to resolve technical problems. The data will not be passed on to third parties. The data is stored for the duration of the contract. If a demo license is used, the data will be stored until a new license version is released (approx. every 2 years).

4. In addition, VERBI processes the aforementioned information for the purpose of verifying compliance with the license terms. VERBI will check the legality of the license at regular intervals using online checks on the VERBI activation server. This process is automated and the same information is transmitted as during activation. If an online check shows that there is no legitimate license, VERBI will exercise its rights in accordance with the applicable license terms. With regard to this data processing, VERBI has an overriding, legitimate interest in verifying compliance with the license terms to prevent misuse and conduct in breach of contract. This data processing is therefore justified in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR. The data will not be passed on to third parties.
5. If you wish to transfer the software to a new computer, you must first deactivate the installation on the old computer for the single user license. During this process, the above-mentioned data will be transmitted again and processed for the above-mentioned purposes. You can then start the activation process on your new hardware. The data will be stored for the duration of the contract term.

#### § 4 Feedback function

When you use the feedback function in MAXQDA, the following information is transmitted:

- Information about your MAXQDA license type
- Information about the MAXQDA version you are using
- Information about your operating system

The feedback is anonymous. In the feedback form, you have the option of entering your e-mail address and uploading an image file.

This data will be sent to the VERBI team by e-mail and stored on our server so that your feedback can be forwarded to the appropriate department and, if necessary, answered.

This data processing is carried out in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR and is necessary to be able to answer your request via the feedback function.

#### § 5 Crash Report

If the software crashes, you can send us a crash report. A crash report is a text file that describes where the software crashed.

The following data is also sent there:

- Information on the MAXQDA version used
- computer name

- Username

This data is collected, sent by e-mail to the VERBI IT team, stored on our server and used exclusively for the purposes of quality control and further development of the software.

This data processing is carried out in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR. We have a legitimate interest in analyzing and resolving problems with the use of the software and improving the software.

### § 5a Feature Tracking

We are constantly striving to improve our software and further develop its functions. In order to determine as accurately as possible which areas are particularly useful for further development, we process information on how often our users access individual functions. Specifically, the following personal data is processed:

- Name of the function
- Number of times a function is called up
- Settings made (during import)
- License type used
- Operating system used
- Timestamp of the usage processes
- Country
- UUID (Universally Unique Identifier - randomly generated, pseudonymous character string that does not allow any direct conclusions to be drawn about a specific person. The UUID is used exclusively for technical identification (e.g. of sessions or devices) and does not contain any personal data).

We do not use any information on content data for the evaluation, i.e. which content is analyzed with the respective functions. It is not possible to identify a specific user on the basis of the available data. We do not pass the data on to third parties and use it exclusively for the further development of the software.

We store the data for the duration of the evaluations and analyses for use. The information is then deleted.

The legal basis is Art. 6 para. 1 sentence 1 lit. f GDPR. Our legitimate interest lies in the continuous improvement and further development of our software. The data on how frequently certain functions are used by our users helps us to identify which areas of the application are particularly relevant and where there is potential for optimization. We take care to evaluate the data only in aggregated or pseudonymized form in order to protect the interests and rights of the data subjects.

### § 6 Webshop

The webshop of our e-sales partner cleverbridge GmbH, Gereonstr. 43-65, 50670 Cologne, Germany (cleverbridge) is accessible via our website. You can purchase MAXQDA products via the webshop. Data processing in connection with the webshop is carried out by cleverbridge as its own controller. Information on data processing by cleverbridge can be found in [cleverbridge's privacy policy](#).

## § 7 Payment and invoice

If you have acquired usage rights via the web store (Section 6), payments are processed by our e-sales partner cleverbridge as the responsible party. In this case, cleverbridge transmits the following data to us:

- Last name
- First name
- E-mail address
- Postal address
- Institution, if applicable
- Selected MAXQDA product(s)
- Postal address

If the payment is processed directly by VERBI (outside of the web store), we process the following payment data for billing the provision of the service and invoicing:

- Last name
- First name
- E-mail address
- Postal address
- Institution, if applicable
- Selected MAXQDA product(s)
- E-mail address

This data processing is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the processing of the contractual relationship with you. When paying by credit card, your data will be transmitted to PAYONE GmbH, Lyoner Straße 9, 60528 Frankfurt am Main, Germany, which processes the corresponding payment. This is done on the basis of Art. 6 para. 1 sentence 1 lit. f GDPR, as we have an overriding legitimate interest in providing you with extended payment options through the integration of external providers. The data will not be passed on to third parties in other cases.

## § 8 Use of MAXQDA TeamCloud

You have the option of using MAXQDA TeamCloud in addition to the software. This allows you to save projects in the cloud rather than locally, in order to simplify collaboration within the project by inviting other participants to work on it.

### 8.1 Creating an account

To use MAXQDA TeamCloud, you must create an online account. The following personal data is required to create the account:

- First name and last name
- e-mail address
- password
- Optional: Phone number for 2-factor authentication
- Optional: Photo

This data processing is necessary for the creation of the account in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. The aforementioned data and the creation date of the account will be forwarded to AWS (see § 8.6 below).

### 8.2 Provision of MAXQDA TeamCloud

When you use our MAXQDA TeamCloud, we process your personal data to enable the processing of projects in the TeamCloud. This includes the following data categories:

- Account data (see § 8.1)
- Information on the operating system

This data processing is necessary for the provision of TeamCloud in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. The data is transferred to AWS (see § 8.6 below). The information in § 8.5 applies to the processing of project data.

### 8.3 Inviting additional members

You have the option of inviting other members to work on projects stored in the TeamCloud. The invitation is sent by email. The following personal data of the members will be processed:

- Name of the member
- E-Mail address
- Name and, if applicable, description of the project to which the invitation refers
- Your Name

This data processing is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the provision of the service, including the corresponding access by members. The data is forwarded to our mail provider BREVO, Sendinblue GmbH, Köpenicker Str. 126, 10179 Berlin and to AWS (see 8.5 below). If you invite other members to process the projects, you remain solely responsible for the processing of personal data as the controller within the meaning of the GDPR and our order processing contract applies to the provision of the MAXQDA TeamCloud. We have concluded a subcontract processing agreement with BREVO, Sendinblue.

## 8.4 Storage of the data

The data that we process for the use of MAXQDA TeamCloud will be deleted as soon as there is no further obligation to store it and there is no legal basis for further processing. Project data will be deleted within 3 months after the license expires.

## 8.5 Processing the project data

If you upload projects to MAXQDA TeamCloud that contain personal data, you remain solely responsible for the processing of the personal data as the controller within the meaning of the GDPR. In particular, you are obliged to ensure that there is a legal basis for the processing of the data and that the data subjects are informed about the data processing in an appropriate form. In this respect, our order processing contract applies to the provision of MAXQDA TeamCloud by us.

The TeamCloud is hosted by Amazon Web Services, 38 Avenue John F. Kennedy, L-1855, Luxembourg ("AWS"). We have concluded a corresponding subcontracting agreement with AWS. The data is stored by AWS exclusively on servers within the EEA. If AWS processes personal data in countries outside the EEA for which the European Commission has not issued an adequacy decision, we will conclude the standard contractual clauses with AWS.

## 8.6 Processing of usage data

During the term of the contract, we process data about your use of MAXQDA TeamCloud (time of login, IP address, e-mail address). We need this data to be able to provide you with MAXQDA TeamCloud, in particular to provide support in the event of problems with the use of MAXQDA TeamCloud. We therefore only access the data if problems occur during use. The legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR. The data processing is necessary for the execution of the contractual relationship, in particular the trouble-free use of MAXQDA TeamCloud.

In addition, we process data generated by your use of MAXQDA TeamCloud in aggregated form as part of reports on the use of MAXQDA TeamCloud for product development. The legal basis for the processing of usage data is Art. 6 para. 1 sentence 1 lit. f GDPR, as we have an overriding, legitimate interest in obtaining aggregated data for the aforementioned purposes.

This data is not passed on to third parties apart from AWS (see § 8.5 above). AWS processes this data on our behalf and on the basis of the data processing agreement concluded between AWS and us.

## § 9 Use of MAXQDA AI Assist

VERBI offers customers the option of supplementing the standard "MAXQDA" software with additional functions using MAXQDA AI Assist. MAXQDA AI Assist offers the customer the option of text revision and analysis as well as automatic transcription.

### 9.1 Creating an account

To use MAXQDA AI Assist, customers must create an account in MAXQDA. The following personal data is required for registration:

- First name, last name
- E-Mail address

This data processing is required in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR for the creation of the account and thus the implementation of the user relationship.

## 9.2 Using MAXQDA AI Assist

When you use MAXQDA AI Assist, we process your personal data in order to provide AI Assist. The specific data categories vary according to the individual modules. The following data categories are processed for all modules:

- Account data
- Information about the operating system and the hardware used
- UserID
- Information about the version of the MAXQDA standard
- Date and time of use
- Selected language

When using data analysis with the integration of AI, the following categories of data are also processed with each use:

- AI Assist function and options
- Text length
- Tokens used
- OS version

When using MAXQDA Transcription, the following data categories are also processed for each file:

- Length of the audio file Volume
- File name (shortened to the first three letters)
- File type
- Own vocabulary (yes/no)
- Date and time of the finished transcript
- Date and time of download or provision of the audio file in the MAXQDA desktop application

This data processing is necessary for the provision of MAXQDA AI Assist, including the display of the usage volume and the provision of support, in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. The information in § 9.3 applies to the processing of project data.

## 9.3 Processing of project data

With regard to the content of the transmitted files (in particular texts and audio files) that contain personal data, you as the controller within the meaning of the GDPR remain solely responsible for the processing of the personal data. In particular, you are obliged to ensure that there is a legal basis for the processing of the data and that the data subjects are informed about the data processing in an appropriate form. In this respect, our order processing contract applies to the processing of this project data when MAXQDA AI Assist is provided by us.

## 9.4 Processing of usage data

We process data about your use of MAXQDA AI Assist (time of login, IP address, e-mail address) in basically aggregated form as part of reports on the use of MAXQDA AI Assist for product development.

The legal basis for the processing of usage data is Art. 6 para. 1 sentence 1 lit. f GDPR, as we have an overriding, legitimate interest in obtaining aggregated data for the aforementioned purposes.

## 9.5 Storage of the data

The data required to provide you with the use of MAXQDA AI Assist will be stored for the entire duration of the user relationship and then deleted, unless there are obligations or authorizations for further processing.

The data uploaded in connection with the use of MAXQDA AI Assist will be deleted as soon as the result has been made available to the customer. The specific deletion periods vary between the individual modules of MAXQDA AI Assist. Deletion generally takes place after 30 days at the latest.

## 9.6 Forwarding of data

We use third-party services for the individual modules within MAXQDA AI Assist. Your data will therefore be passed on to service providers, depending on which module within MAXQDA AI Assist you use. A current list of the service providers used can be found on our website at <https://www.maxqda.com/subprocessors>.

The service providers process your data as processors on our behalf. We have concluded an order processing contract with the service providers for this purpose. If the service providers process personal data in a third country for which the EU Commission has not issued an adequacy decision, we conclude standard contractual clauses with the respective service provider.

## § 10 Use of MAXQDA Tailwind

VERBI offers customers the option of using MAXQDA Tailwind in addition to AI Assist. MAXQDA Tailwind offers the customer the option of having uploaded files automatically analyzed and summarized based on various criteria.

### 10.1 Creating an account

To use MAXQDA Tailwind, the customer must create an account in MAXQDA. The information in § 9.1 applies to registration.

### 10.2 Using MAXQDA Tailwind

When you use MAXQDA Tailwind, we process your personal data in order to provide MAXQDA Tailwind. The following data categories are processed:

- Account data
- Information about the operating system and the hardware used
- UserID
- Information about the version of the MAXQDA standard
- Date and time of use
- Selected language
- MAXQDA Tailwind function and options
- Text length

This data processing is necessary for the provision of MAXQDA Tailwind, including the provision of support, in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR. The information in § 10.3 applies to the processing of project data.

### 10.3 Processing of project data

With regard to the content of the transmitted files that contain personal data, you as the controller within the meaning of the GDPR remain solely responsible for the processing of the personal data. In particular, you are obliged to ensure that there is a legal basis for the processing of the data and that the data subjects are informed about the data processing in an appropriate form. In this respect, our order processing contract applies to the processing of this project data when MAXQDA Tailwind is provided by us.

### 10.4 Processing of usage data



We process data about your use of MAXQDA Tailwind (e.g. time of login, IP address, e-mail address) in generally aggregated form as part of reports on the use of MAXQDA Tailwind for product development.

The legal basis for the processing of usage data is Art. 6 para. 1 sentence 1 lit. f GDPR, as we have an overriding, legitimate interest in obtaining aggregated data for the aforementioned purposes.

#### 10.5 Storage of the data

The data required to provide you with the use of MAXQDA Tailwind will be stored for the entire duration of our contractual relationship and then deleted, unless there are obligations or authorizations for further processing.

The project data uploaded in connection with the use of MAXQDA Tailwind will be processed for no longer than the duration of our contractual relationship and then deleted, provided that you have not previously initiated deletion via your account.

#### 10.6 Forwarding of data

We use third-party services for providing MAXQDA Tailwind. Your data will therefore be passed on to service providers. A current list of the service providers used can be found on our website at <https://www.maxqda.com/subprocessors>

The service providers process your data as processors on our behalf. We have concluded an order processing contract with the service providers for this purpose. If the service providers process personal data in a third country for which the EU Commission has not issued an adequacy decision, we conclude standard contractual clauses with the respective service provider.

### § 11 Storage periods

Unless otherwise stated in this privacy policy, we store your personal data for as long as is necessary for the purpose for which it was collected. Your personal data will then be deleted unless we are obliged or entitled to retain it for a longer period.

### § 12 Data transfer in the event of a legal order

Apart from the cases mentioned here, we only pass on your personal data to recipients if we are legally obliged to do so (e.g. to authorities). The legal basis in these cases is Art. 6 para. 1 sentence 1 lit. c GDPR.

### § 13 Transfer of personal data to third countries

It is possible that some of your personal data may be transferred to recipients in third countries, i.e. countries outside the EU/EEA. Please note that data processed in other countries may be subject to foreign laws and accessible to local governments, courts and law enforcement and supervisory authorities. However, when transferring your personal data to third countries, we will take appropriate measures to adequately secure your data.

If there is no adequacy decision by the EU Commission for the recipient country, the transfer of your data to a third country is protected by the fact that EU standard contractual clauses ([https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en)) have been concluded with the recipient or binding internal data protection guidelines are in place. Otherwise, data will only be transferred if an exception under Art. 49 GDPR is met.

## § 14 Rights of data subject

You have the right:

- in accordance with Art. 15 GDPR, to request information about your personal data processed by us. In particular, you can request information about the purposes of processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the origin of your data if it was not collected by us, and the existence of automated decision-making including profiling and, if applicable, meaningful information about its details;

We may only refuse to provide you with information if and insofar as the information would reveal information that must be kept secret in accordance with a legal provision or by its nature, in particular due to the overriding legitimate interests of a third party (Section 29 (1) sentence 2 BDSG), the competent public authority has determined to us that the disclosure of the data would jeopardize public security or order or otherwise be detrimental to the welfare of the federal government or a state (Section 34 (1) no. 1 BDSG in conjunction with Section 33 (1) no. 2 lit. b BDSG), or the data is only stored because it is not required to be stored due to legal or statutory storage regulations. 1 no. 1 BDSG in conjunction with § 33 para. 1 no. 2 lit. b BDSG), or the data are only stored because they may not be deleted due to legal or statutory retention regulations, or serve exclusively for the purposes of data backup or data protection control and the provision of information would require a disproportionate effort and processing for other purposes is excluded by appropriate technical and organizational measures (§ 34 para. 1 no. 2 BDSG).

- in accordance with Art. 16 GDPR, to demand the immediate correction of incorrect or incomplete personal data stored by us
- in accordance with Art. 17 GDPR, to demand the erasure of your personal data stored by us, unless the processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defense of legal claims;
- in accordance with Art. 18 GDPR, to demand the restriction of the processing of your personal data if the accuracy of the data is disputed by you, the processing is unlawful, but you refuse to delete it and we no longer need the data, but you need it to assert, exercise or defend legal claims or you have lodged an objection to the processing in accordance with Art. 21 GDPR;
- in accordance with Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller;
- in accordance with Art. 7 para. 3 GDPR, to revoke your consent to us at any time. As a result, we may no longer continue the data processing that was based on this consent in the future,
- if your personal data are processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR, to object to the processing of your personal data pursuant to Art. 21 GDPR, provided that there are reasons for this arising from your particular situation or the objection is directed against direct advertising. In the latter case, you have a general right to object, which will be implemented by us without specifying a particular situation.

In addition, you have a general right to lodge a complaint with the data protection supervisory authority responsible for you. The authority responsible for VERBI GmbH is the "Berlin Commissioner for Data Protection and Freedom of Information".

If you wish to exercise your right of revocation or objection, simply send an e-mail to [kontakt@datenschutzrechte.de](mailto:kontakt@datenschutzrechte.de)

## § 15 Changes to the data protection declaration

We reserve the right to change this privacy policy.