STATISTA

Privacy Policy

Last updated: July 2026

Data protection is of the utmost importance to Statista (hereinafter: “we,” “us”). We consider it our primary responsibility to maintain the confidentiality of the personal data you provide and to protect it from unauthorized access. Therefore, we exercise the utmost care and apply state-of-the-art security standards to ensure maximum protection of your personal data.

With the following Privacy Policy, we would like to inform you about how we process your personal data in accordance with the European General Data Protection Regulation (GDPR). This Privacy Policy applies to all processing of personal data carried out by us, both in the context of providing our services and, in particular, on our websites, as well as within external online presences, such as our social media profiles (hereinafter collectively referred to as the “Online Offer”).

We will update this Privacy Policy as soon as changes to our data processing activities make it necessary. We will notify you as soon as the changes require action on your part (e.g., consent) or any other individual notification.

If we further develop our website and our services, or if legal or regulatory requirements change, it may be necessary to amend this Privacy Policy.

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1. Data Controller

The data controller in the legal sense is Statista GmbH, Johannes-Brahms-Platz 1, 20355 Hamburg, Germany. If you have any questions regarding data protection, you can contact us at any time at dataprotection@statista.com or reach out to the management team listed in the legal notice.

2. Data Protection Officer

You can contact our Data Protection Officer as follows:

Eagle Isp GmbH

Neustädter Neuer Weg 22

20459 Hamburg / Germany

E-Mail: privacy@eagle-lsp.com

You may contact our Data Protection Officer directly at any time with any questions or suggestions regarding data protection or the exercise of your rights.

3. Definitions

This Privacy Policy is based on the terminology of the GDPR. For simplicity, we would like to explain a few important terms in this context in more detail:

- **Personal data** refers to any information relating to an identified or identifiable natural person. A natural person is considered identifiable if they can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.
- A **data subject** is any identified or identifiable natural person whose personal data is processed by the controller.
- **Processing** means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, distribution, or any other form of making available, alignment or combination, restriction, erasure, or destruction.
- A **recipient** is a natural or legal person, public authority, agency, or other body to whom personal data is disclosed, regardless of whether or not that body is a third party. However, public authorities that may receive personal data in the course of a specific investigative mandate under Union law or the law of the Member States are not considered recipients.
- A **third party** is a natural or legal person, public authority, agency, or other body other than the data subject, the controller, the processor, and the persons who, under the direct authority of the controller or the processor, are authorized to process the personal data.

4. Use of Cookies

4.1. General Information

We use cookies on our website. These are text files that your browser automatically creates and that are stored on your IT system when you visit our site. Cookies transmit certain information to the entity that sets the cookie. The use of cookies does not allow programs to be executed or viruses to be transmitted to your device.

If you do not wish to use cookies, you can disable them in your settings.

From a legal perspective, a distinction must be made between necessary and non-necessary cookies.

a) Necessary cookies

We use necessary cookies. These are cookies that are technically necessary to provide all the functions of our website. The legal basis for data processing is our legitimate interest within the meaning of Art. 6(1)(f) GDPR. We have an overriding legitimate interest in being able to provide our services in a technically flawless manner. The legal basis for the use of cookies with respect to our contractual partners who utilize services contractually owed by us via our website is Art. 6(1)(b) GDPR, namely the performance of our contractual obligations.

b) Non-essential cookies

We also use non-essential cookies (e.g., analytics and marketing cookies). These are cookies that are not technically necessary. We use these to understand your behavior on our website and to improve our offering. The legal basis for data processing is your consent pursuant to Art. 6(1)(a) GDPR. The cookies are only set after you have given your consent via our “cookie banner.”

4.2. Storage Duration

With regard to storage duration, the following types of cookies are distinguished:

- **Temporary cookies** (also known as **session cookies**): Temporary cookies are deleted at the latest after a user leaves an online service and closes their device (e.g., browser or mobile application).
- **Persistent cookies:** Persistent cookies remain stored even after the device is closed. For example, this allows the login status to be saved or preferred content to be displayed directly when the user visits a website again. Likewise, user data collected via cookies may be used for audience measurement. Unless we provide users with explicit information regarding the type and storage duration of cookies (e.g., when obtaining consent), users should assume that cookies are permanent and may be stored for up to two years.

For further information, please refer to the details provided in our cookie banner.

5. Transfer of Personal Data

As part of our processing of personal data, it may occur that such data is transferred to or disclosed to other recipients. These are primarily providers who assist us in operating our website and our services.

We also use external service providers for hosting and IT infrastructure (e.g., cloud providers). In this context, personal data is processed in various regions, including third countries such as the U.S. and Singapore.

Where required by law, we enter into data processing agreements or comparable arrangements with the service providers we use to ensure that personal data is processed exclusively in accordance with applicable data protection regulations.

If personal data is transferred to third countries, this is done only in compliance with legal requirements. This may occur, in particular, on the basis of adequacy decisions (e.g., under the EU-U.S. Data Privacy Framework) or appropriate safeguards such as Standard Contractual Clauses (SCCs) or Binding Corporate Rules (BCRs).

Further information on the service providers used, the respective processing purposes, and possible transfers to third countries can be found in the overview of the tools we use: https://www.statista.com/download/Subcontractor.pdf.

6. Deletion of Data

The personal data we process is deleted in accordance with legal requirements as soon as the consent granted for processing is revoked or other permissions no longer apply (e.g., if the purpose of processing this personal data no longer applies or it is no longer necessary for that purpose). If the personal data is not deleted because it is required for other legally permissible purposes, its processing is limited to those purposes. This means that the personal data is blocked and not processed for other purposes. This applies, for example, to personal data that must be retained for commercial or tax law reasons, or whose storage is necessary to assert, exercise, or defend legal claims, or to protect the rights of another natural or legal person.

Our Privacy Policy also contains further information on the retention and deletion of personal data, which takes precedence for the respective processing activities.

7. Data for the Provision of the Website and the Creation of Log Files

If you use this website for purely informational purposes without otherwise transmitting data to us (e.g., through registration or use of the contact form), we collect technically necessary data via server log files that are automatically transmitted to our server, including:

- Date and time of access
- IP address
- Pages/paths accessed
- Amount of data transferred and status codes
- Information about the browser, operating system, and device
- Referrer URL (previously visited page)
- Geographic information (e.g., country, region, city if applicable)
- Use of website features
- Search terms entered (if applicable)

The temporary storage of this data is necessary for the duration of a website visit in order to display our website to you. This processing is technically necessary to ensure the functionality of the website and the security of our IT systems. The legal basis for this processing is therefore Art. 6(1)(f) GDPR, to guarantee the provision, security, and stability of our website.

The data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In the case of website provision, this is the case when the respective session ends. The log data is stored for a limited period (typically up to 30 days) and subsequently deleted or anonymized, unless longer retention is necessary for the purposes of IT security, error analysis, or to assert, exercise, or defend legal claims.

8. Registration, Login, and Customer Account

You may create a customer account upon request so that we can provide you with our services. When you register a customer account under “Register now,” the personal data you provide—such as your email address and the password you choose—as well as other information provided during registration or use of the customer account depending on your use of our services (e.g., contact details, company information, billing and payment information, and settings and preferences) will be stored. As part of the registration process, as well as subsequent logins and use of the customer account, we also store your IP address along with the times of access in order to verify the registration and prevent any misuse of the customer account.

The legal basis is Art. 6(1)(b) GDPR, as the aforementioned processing is necessary to provide you with a customer account through which you can receive the services you have ordered or subscribed to. Data processing is limited to the personal data necessary to fulfill the scope of services agreed upon in our Terms and Conditions—in particular, the provision of the customer account.

You can delete your data, including your customer account, in the customer area at any time. If you have closed your customer accou nt, the data relating to the customer account will be deleted, subject to order data that must be retained for legal reasons.

9. Contact Options / Inquiries via Email, Phone, Fax, or Contact Form

If you contact us via email, phone, or fax, your inquiry, including all personal data contained therein (name, inquiry), will be stored and processed by us for the purpose of handling your request. We will not disclose this data without your consent.

When you contact us and we respond to your inquiry, we process the following personal data from you:

- Name
- Email
- Date and time of the inquiry
- Email metadata
- Additional personal data that you provide to us when contacting us

We process your data to respond to your inquiry and to address any related matters.

The processing of this data is based on Art. 6(1)(b) GDPR, provided that your inquiry is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, processing is based on our legitimate interest in the effective handling of inquiries directed to us (Art. 6(1)(f) GDPR) or on your consent—which may be revoked at any time— (Art. 6(1)(a) GDPR).

The data you send to us via contact requests will remain with us until you request its deletion, revoke your consent to its storage, or the purpose for data storage no longer applies (e.g., after your request has been processed). Mandatory legal provisions—in particular statutory retention periods—remain unaffected.

10. Surveys

From time to time, we conduct customer surveys. If you are asked for personal data in a survey, it is your decision whether you wish to provide it and share your answers with us. In this case, we process a wide variety of data types. The scope of the data depends on the questions asked and answered. In principle, all information you provide as part of the respective survey is voluntary. The following categories of data are regularly processed as part of the survey preparation:

- First name, last name, email address, to be able to invite you to the survey via email
- During the survey, the following data categories are regularly processed:
- Date and time the questionnaire was opened and submitted
- Metadata
- If applicable, first name, last name, form content

The personal data collected as part of customer surveys is used to conduct and evaluate the surveys.

Data processing in the context of surveys, polls, and feedback is an important method of information gathering that enables us to gain valuable insights. It can therefore serve the purpose of decision-making, adaptation, and process improvement.

Participation in surveys is generally voluntary. The legal basis for sending an email invitation to the survey is the protection of our legitimate interests (Art. 6(1)(f) GDPR). If you decide to participate in the survey, the legal basis—to the extent that personal data is processed—is your consent (Art. 6(1)(a), Art. 9(2)(a) GDPR). Consent that has been given may be revoked at any time with future effect. You will not suffer any disadvantages as a result of non-participation, revocation, or failure to grant consent.

Personal data collected in surveys will be deleted or anonymized once the purpose of data processing no longer applies.

This generally occurs after the necessary evaluation or use of the information. Exceptions to this apply only if we require the information to defend against or assert legal claims.

11. Job Applications

If you apply to us electronically, i.e., via email or through our web form on our recruiting page, we will collect and process your personal data for the purpose of handling the application process and carrying out pre-contractual measures.

By submitting an application on our recruiting page, you express your interest in seeking employment with us. In this context, you provide us with personal data, which we use and store exclusively for the purpose of your job search/application. In particular, the following data is collected:

- Name
- Email address
- Residence information
- Salary expectations
- Availability
- Phone number

You also have the option to upload relevant documents such as a cover letter, your resume, and references. These may contain additional personal data such as your date of birth, address, etc.

Only authorized employees from the HR department or those involved in the application process have access to your data.

In addition, we offer you the option of being added to our “applicant pool.” You must give your prior consent to this. With your consent, we will store your data for inclusion in our applicant pool for two years after the application process has ended in order to identify any other positions that may be of interest to you. This also applies, for example, to applications for an apprenticeship or internship.

The legal basis for processing your data is the initiation of a contract pursuant to Art. 6(1)(b) GDPR, which occurs at your request. If we obtain your consent (e.g., for inclusion in our applicant pool), this constitutes the legal basis for data processing pursuant to Art. 6(1)(a) GDPR. After the application process is completed, the data will be stored for up to six months. At the latest after the six-month period has expired, your data will be deleted or anonymized. In this case, the data will only be available to us as so-called metadata without direct personal reference for statistical analysis.

If, as part of the application process, you receive an offer of employment from us and accept it, we will store the personal data collected during the application process for at least the duration of the employment relationship.

In the event of a legal obligation, the data will be stored in accordance with applicable regulations. Longer storage is only possible if we include the personal data in our applicant pool as described after obtaining your consent.

12. AI Features

We provide certain AI Features on our platform to give our customers better research capabilities. These features do not inherently aim to process personal data; rather, they allow you to conduct analyses in our database.

However, some data that can be linked to you, such as customer ID, session ID or prompts you enter in the relevant tools, will be processed in order to provide you with our services, maintain the security of our systems, monitor for misuse in the form of licence violations and incidents, and evaluate the performance of our services.

The data will be retained for as long as you wish to keep the chat history in your account and will be automatically deleted from the backups upon your manual request. This data will not be used as input for training AI models. Furthermore, where possible, we use third-party service providers to host selected AI models on European servers.

The relevant third-party service providers are listed at the following link:

https://www.statista.com/download/Subcontractor.pdf

13. Social Media

We maintain publicly accessible profiles on social media platforms. When you visit one of our social media profiles, personal data is processed. This processing is carried out not only by us but also by the respective operator of the social media platform.

Please note that we do not have complete control over the data processing carried out by the platform operators. The nature, scope, and purposes of data processing are largely determined by the respective social network provider and may occur even if you do not have a user account with the respective service or are not logged in.

Social network operators process personal data in particular to provide their services, to analyze user behavior, for security and analytical purposes, as well as for advertising and market research purposes. We generally do not have full insight into these processing activities.

To the extent that we process personal data in connection with the operation of our social media profiles (e.g., by responding to messages or comments, interacting with users, or analyzing anonymized usage statistics), we do so to provide information, facilitate communication, and improve our public presence.

For certain processing operations, particularly so-called page or profile insights, there may be joint responsibility between us and the respective platform operator. In these cases, corresponding agreements on joint responsibility govern the distribution of data protection obligations. Regardless of this, you may exercise your data subject rights both against us and against the respective platform operator. Please note that these rights can generally be exercised most effectively directly with the platform operator, as they have access to the processed data.

The processing of personal data in connection with our social media presence is based on different legal grounds, depending on the nature and purpose of the respective use. Typically, the processing is based on our legitimate interest in providing you with up-to-date information, enabling modern communication, and maintaining our public presence. If your contact or interaction is aimed at concluding or performing a contract, the processing is carried out for the purpose of contract fulfillment or as part of pre-contractual measures. To the extent that platform operators also process personal data for their own purposes (e.g., personalized advertising or reach measurement), this is done under the respective provider's own responsibility and, in part, based on the consent you have provided there.

A clear overview of the social media platforms we use, as well as further information, can be found in the table below.

Name	Purpose	Data Categories	Legal basis	Retention period	Transfers to third countries	Privacy Policy
Facebook – Meta Platforms Ireland Limited	Company presentation, communication, analysis of Page Insights	Profile information, interactions (likes, comments), usage and statistical data	Legitimate interest / Performance of a contract	Determined by Meta	USA; EU-U.S. Data Privacy Framework	https://www.facebook.com/privacy/policy
Instagram – Meta Platforms Ireland Limited	Company presentation, communication, reach analysis	Profile information, interactions, page insights	Legitimate interest / Performance of a contract	Determined by Meta	USA; EU-U.S. Data Privacy Framework	https://www.facebook.com/privacy/policy
LinkedIn – LinkedIn Ireland Unlimited Company	Company profile, B2B communication, page insights	Profile information, interactions, aggregated statistical and usage data	Legitimate interest / Performance of a contract	As defined by LinkedIn	USA; EU-U.S. Data Privacy Framework	https://www.linkedin.com/legal/privacy-policy

14. Third-party tools

We use various third-party tools as part of our Online Offer. These are technical, analytical, functional, or marketing-related services provided by external vendors that assist us in the operation, analysis, optimization, and marketing of our website and services.

Depending on the type of tool used, the following categories of personal data may be processed in particular:

- IP address (possibly in truncated or pseudonymized form)
- Device and browser information
- Usage and interaction data
- Content and communication data (e.g., for forms, newsletter subscriptions, or appointment bookings)
- Meta and log data

The use of third-party tools is carried out exclusively in compliance with applicable data protection regulations, in particular the GDPR and —where applicable— the TDDDG. To the extent that we use service providers in this context, this is generally done within the framework of data processing on behalf of the controller pursuant to Art. 28 GDPR or—where legally required—under joint controllership pursuant to Art. 26 GDPR.

If the use of a tool requires the storage of information on your device or access to information already stored, this is done exclusively with your prior consent, unless a legal exception (e.g., technical necessity) applies.

The tools we use are listed at the following link:

https://www.statista.com/download/Subcontractor.pdf

14.1. Essential Tools

Essential third-party tools are those that are technically necessary to ensure the secure and functional operation of our website.

These include, in particular:

- Hosting and server services
- Content Delivery Networks (CDN)
- Security, stability, and error analysis services
- Consent and cookie management platforms

The use of these tools is necessary to properly provide you with our website, ensure system security, detect technical attacks, and comply with legal obligations.

The legal basis for the processing of personal data is generally Art. 6(1)(f) GDPR. Our legitimate interest lies in providing a technically sound, secure, and legally compliant online service. Where contractual services are involved, the legal basis is Art. 6(1)(b) GDPR. To the extent that necessary tools store or read information on your device, this is done in accordance with § 25(2) TDDDG, as these processes are strictly necessary for the operation of the online service.

14.2. Analytics Tools

We use third-party analytics tools to gather information about the use of our website. These insights help us continuously improve content, structure, functionality, and user guidance.

Typical processing purposes include:

- Reach and usage analysis
- Analysis of user interactions (e.g., click paths, dwell time)
- Error detection and performance optimization
- Statistical analysis of aggregated data

The processed data does not allow us to draw direct conclusions about individual persons, unless expressly stated otherwise and technically necessary.

The legal basis for the use of analytical tools is generally Art. 6(1)(a) GDPR in conjunction with § 25(1) TDDDG, i.e., your voluntary consent. You may revoke your consent at any time via the cookie banner or the settings offered there. Alternatively, you may also contact us directly.

If processing by analytical tools is carried out with anonymization or pseudonymization, the legal basis for the processing is our legitimate interest pursuant to Art. 6(1)(f) GDPR. We have a legitimate interest in analyzing user behavior in order to optimize both our website and our advertising.

14.3. Advertising and Marketing Tools

We use third-party advertising tools to:

- draw attention to external offers,
- measure the success of advertising campaigns,
- display personalized or interest-based advertising,
- optimize and manage marketing campaigns.

In doing so, pseudonymized usage profiles may be created and cookies or similar technologies may be used. This data is only combined with other data sets within the framework of legal requirements.

The legal basis for the use of advertising and marketing tools is generally Art. 6(1)(a) GDPR in conjunction with § 25(1) TDDDG, i.e., your voluntary consent. You may revoke your consent at any time via the cookie banner or the settings offered there. Alternatively, you may also contact us directly.

14.4. Functional Tools

Functional third-party tools are used to provide additional convenience or service features that go beyond the purely technical operation of the website.

These include, in particular:

- CRM and customer management systems
- Newsletter, contact, and form services
- Appointment booking or support tools
- Translation or localization services
- In certain cases, locally operated analytics or service tools

The processing of personal data in this context is carried out to fulfill your request, to implement pre-contractual measures, or based on your consent, depending on the specific tool and context of use.

The legal basis for the use of third-party functional tools is generally Art. 6(1)(b) GDPR, depending on the specific purpose, provided that the processing is carried out for the performance of a contract or pre-contractual measures, Art. 6(1)(a) GDPR, if certain functions are only provided with your voluntary consent, or Art. 6(1)(f) GDPR, if the use of the tools serves the purpose of efficient communication, service provision, or organizational optimization and no overriding interests of the data subjects stand in the way. You may revoke your consent at any time via the cookie banner, or the settings offered there. Alternatively, you may also contact us directly.

15. Your Rights as a Data Subject

As a data subject under the GDPR, you are entitled to various rights, which arise in particular from Art.15 through 21 of the GDPR. If you wish to exercise any of your rights, please contact us via the contact addresses provided above or our Data Protection Officer.

15.1. RIGHT TO OBJECT

YOU HAVE THE RIGHT TO OBJECT AT ANY TIME, ON GROUNDS RELATING TO YOUR PARTICULAR SITUATION, TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU THAT IS BASED ON ART. 6(1)(E) OR (F) GDPR; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. IF PERSONAL DATA CONCERNING YOU IS PROCESSED FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSES OF SUCH MARKETING; THIS ALSO APPLIES TO PROFILING, TO THE EXTENT THAT IT IS RELATED TO SUCH DIRECT MARKETING. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR PERSONAL DATA, UNLESS WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OVERRIDE YOUR INTERESTS, RIGHTS, AND FREEDOMS, OR THE PROCESSING IS NECESSARY FOR THE ESTABLISHMENT, EXERCISE, OR DEFENSE OF LEGAL CLAIMS.

15.2. Right of Access

You have the right to request confirmation as to whether your personal data is being processed, as well as access to this personal data, further information, and a copy of the personal data in accordance with legal requirements.

15.3. Right of Rectification

In accordance with legal requirements, you have the right to request the completion of your personal data or the correction of any inaccurate personal data concerning you.

15.4. Right to Erasure and Restriction of Processing

You have the right to request that we erase personal data concerning you without undue delay if one of the grounds provided for by law applies and provided that the processing or storage is not necessary.

15.5. Restriction of Processing

You have the right to request that we restrict processing if one of the legal requirements is met.

15.6. Right to Data portability

You have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used, and machine-readable format in accordance with legal requirements, or to request that it be transmitted to another controller.

15.7. Right to Withdraw Consent

You have the right to withdraw your consent at any time.

15.8. Complaint to a Supervisory Authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, your workplace, or the place of the alleged infringement, if you believe that the processing of your personal data violates the provisions of the GDPR.

End of the Privacy Policy