

Household Survey on Social Preservation Regulations (Soziales Erhaltungsrecht) in the Barocke Stadterweiterung Area and Invitation to an Information Event on 24 June 2026

(Translation by asum GmbH)

Dear Residents,

The **Landeshauptstadt Potsdam, Bereich Wohnraumschutz**, is currently examining whether a Social Preservation Ordinance pursuant to Section 172 (1), Sentence 1, No. 2 of the German Building Code (*Baugesetzbuch*) can be enacted for your residential area, **Barocke Stadterweiterung** (see the overview map in question 1 of the online questionnaire and in this document).

The purpose of a Social Preservation Ordinance is to preserve the social composition of the population in your residential area. It is intended to provide better protection for tenants against displacement resulting from costly modernization measures or the loss of housing through demolition or changes of use.

To carry out this assessment, up-to-date information on the housing stock and resident population within the area is required. To obtain this information, an anonymous household survey is being conducted. The **Landeshauptstadt Potsdam** has commissioned the external consultancy **Angewandte Stadtforschung und Mieter*innenberatung (asum GmbH)** to conduct the survey and prepare an expert assessment based on the collected data.

You are receiving this letter because you are registered at an address located within the study area. We kindly ask you to complete the enclosed questionnaire and return it by **12 July 2026** using the enclosed prepaid return envelope. Return postage is free of charge.

Alternatively, you may participate in the survey online in either German or English by using the personal access code printed on the first page of the questionnaire.

The more people who participate, the more meaningful the survey results will be. Therefore, I would sincerely encourage you to take part in this voluntary survey and, if possible, to promote participation among people in your neighborhood and community.

All residents are also warmly invited to attend the following:

Information Event

Wednesday, 24 June 2026

7:30 p.m. – 9:00 p.m. (admission from 7:00 p.m.)

Room 405, Building 1

Verwaltungscampus der Landeshauptstadt Potsdam

Hegelallee 6–10

14467 Potsdam

Please note that the information event will only be held in German!

During the event, the City will explain the procedure and answer any questions regarding social preservation regulations and the household survey. We will also be happy to assist you in completing the questionnaire, which may of course be submitted during the event as well.

Further information on the Social Preservation Ordinance, the designated preservation areas, and the procedure for establishing such an ordinance can also be found on our website:

<https://www.potsdam.de/de/soziale-erhaltungssatzungen>

If you have any questions regarding the study or the questionnaire, please feel free to contact either the **Landeshauptstadt Potsdam** or **asum GmbH** directly:

Landeshauptstadt Potsdam

Ms. Walk

Tel.: +49 331 289 2650

E-mail: soziale-erhaltungssatzung@rathaus.potsdam.de

asum GmbH

Ms. Selmar

Tel.: +49 177 288 79 65

E-mail: selmar@asum-berlin.de

(Office hours during the survey period: Monday to Thursday, 10:00 a.m. – 1:00 p.m. and 2:00 p.m. – 5:00 p.m.)

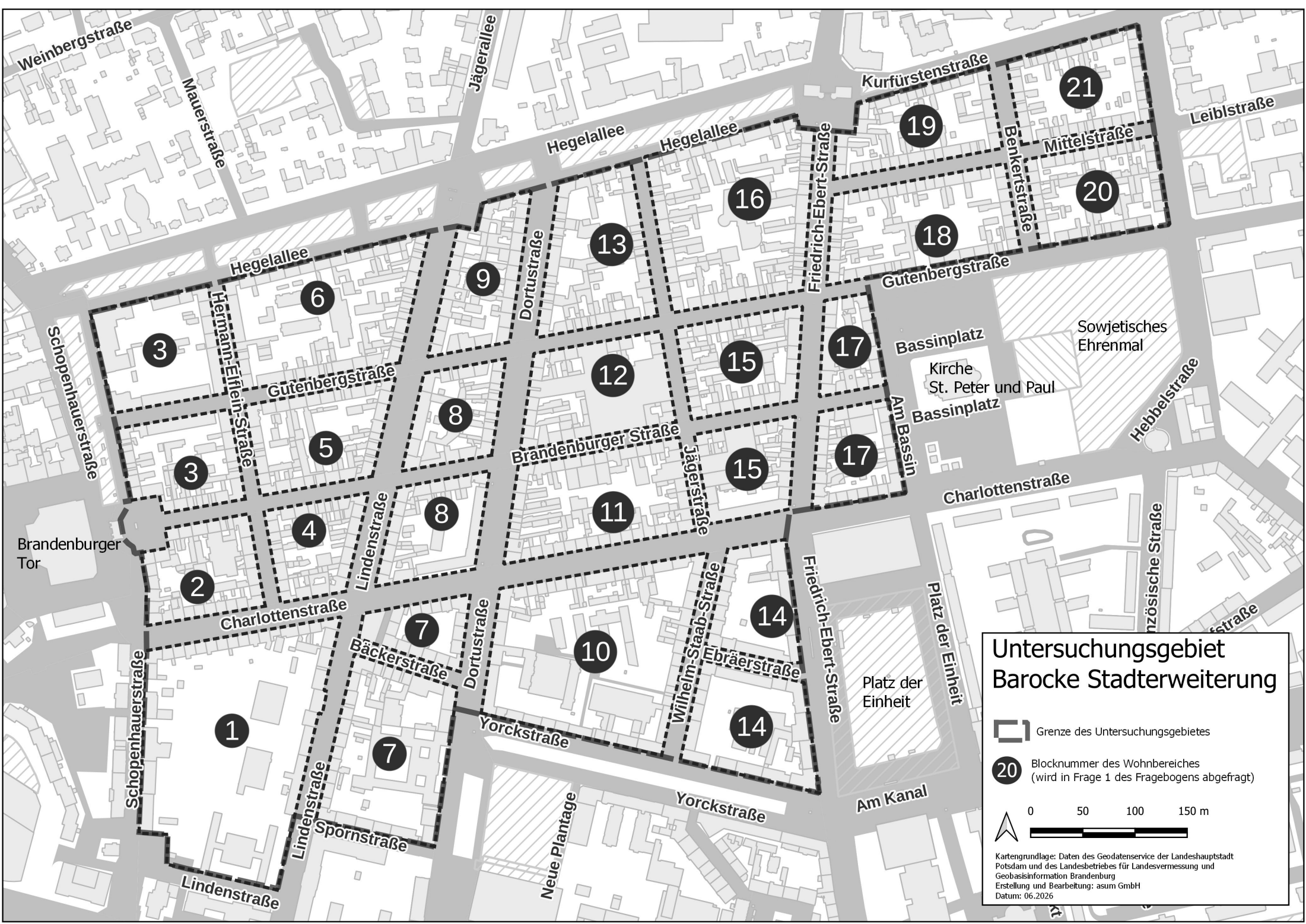
Thank you very much for your time and effort.

Yours sincerely,

On behalf of

Brigitte Meier

Beigeordnete für Ordnung, Sicherheit, Soziales und Gesundheit



Untersuchungsgebiet Barocke Stadterweiterung

 Grenze des Untersuchungsgebietes

 Blocknummer des Wohnbereiches
(wird in Frage 1 des Fragebogens abgefragt)

0 50 100 150 m

Kartengrundlage: Daten des Geodatenervice der Landeshauptstadt
Potsdam und des Landesbetriebes für Landesvermessung und
Geobasisinformation Brandenburg
Erstellung und Bearbeitung: asum GmbH
Datum: 06.2026

Privacy Notice pursuant to Articles 13 and 14 of the General Data Protection Regulation (DSGVO)

With this notice, we inform you which personal data we collect from you, what it is needed for, how it is processed, and about your rights under applicable data protection law.

Controller

Postal address:

Landeshauptstadt Potsdam, Bereich Wohnraumschutz

Friedrich-Ebert-Str. 79/81

14469 Potsdam

Email: Soziale-Erhaltungssatzung@rathaus.potsdam.de

Data Protection Officer of the Landeshauptstadt Potsdam

Postal address:

Friedrich-Ebert-Str. 79/81

14469 Potsdam

Email: datenschutz@rathaus.potsdam.de

Legal Basis of the Survey

Your data is processed for the performance of statutory tasks carried out in the public interest pursuant to Article 6(1)(e) DSGVO in conjunction with § 5 Brandenburgisches Datenschutzgesetz (BbgDSG) and § 172 Baugesetzbuch (BauGB).

Legal Basis for the Transfer of Your Address Data by the Registration Authority (“Meldebehörde”) pursuant to Articles 13 and 14 DSGVO

Under § 37 Bundesmeldegesetz (BMG), the following address data is transferred: surname and first name, gender (for salutation purposes), your address (street and house number, including any address suffix where applicable), and age. The characteristics of age and gender are required for weighting during sample selection. The registration authority is not connected with the content of this study.

Purpose of Processing

The household survey is conducted to determine whether the conditions for issuing a bylaw to preserve the composition of the residential population for urban planning reasons pursuant to § 172 paragraph 1 sentence 1 no. 2 BauGB are met within the study area. The collected and processed data serves to identify the existing population structure and structural conditions in order to assess the need for protection, the potential for structural upgrading, and the risk of displacement of the population.

Duration of Storage of Your Personal Data

Immediately after completion of the household survey, the address data of all respondents will be deleted. Technical and organizational measures ensure that it is impossible to trace the questionnaire back to your person.

Participation in the survey is voluntary. If you have concerns, you may also skip individual questions in the questionnaire. You have the right to obtain information from the controller regarding your personal data. You also have the right to lodge a complaint with the supervisory

authority (Die Landesbeauftragte für den Datenschutz und für das Recht auf Akteneinsicht, Stahnsdorfer Damm 77, 14532 Kleinmachnow).

Online Survey

The survey is conducted using the open-source platform LimeSurvey (LimeSurvey GmbH, Papenreye 63, 22453 Hamburg). Only servers located in Germany are used. Therefore, the data protection provisions of this online survey platform also apply. LimeSurvey's privacy policy can be found at the following link:

<https://www.limesurvey.org/de/datenschutzhinweise>

When participating in the online survey, IP addresses are technically stored by the LimeSurvey provider for the duration of questionnaire completion and are automatically deleted afterward. Usage data is not linked to the survey data; any connection between the IP address and the survey responses is prevented. Consequently, it is impossible to draw conclusions about your responses or create personal profiles. The data is not shared with third parties. No automated decision-making takes place.

Storage of Survey Data and Publication of Results

Your information will be treated with strict confidentiality. The survey data (without personal identifiers) will be analyzed by asum GmbH, Thaerstraße 30D, 10249 Berlin, in order to prepare the results report for the above-mentioned processing purpose. The published results report will not contain any individual data, but only anonymous data aggregated into groups. Following adoption of the resolution, the results report will be available in the council information system of the Landeshauptstadt Potsdam.