

Privacy Policy

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Privacy Policy Introduction and Overview

We have written this privacy policy (version 12.09.2022-112119624) in order to explain to you, in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller – and the processors commissioned by us (e.g. providers) – process, will process in the future and what legal

options you have. The terms used are to be considered gender-neutral.

In short: We provide you with comprehensive information about any of your personal data we process.

Privacy policies usually sound very technical and use legal terminology. However, this privacy policy is intended to describe the most important things to you as simply and transparently as possible. So long as it aids transparency, technical **terms are explained in a reader-friendly manner, links** to further information are provided and **graphics** are used. We are thus informing in clear and simple language that we only process personal data in the context of our business activities if there is a legal basis for it. This is certainly not possible with brief, unclear and legal-technical statements, as is often standard on the internet when it comes to data protection. I hope you find the following explanations interesting and informative. Maybe you will also find some information that you have not been familiar with.

If you still have questions, we kindly ask you to contact the responsible body named below or in the imprint, follow the existing links and look at further information on third-party sites. You can of course also find our contact details in the imprint.

Scope

This privacy policy applies to all personal data processed by our company and to all personal data processed by companies commissioned by us (processors). With the term personal data, we refer to information within the meaning of Article 4 No. 1 GDPR, such as the name, email address and postal address of a person. The processing of personal data ensures that we can offer and invoice our services and products, be it online or offline. The scope of this privacy policy includes:

- all online presences (websites, online shops) that we operate
- Social media presences and email communication
- mobile apps for smartphones and other devices

In short: This privacy policy applies to all areas in which personal data is processed in a structured manner by the company via the channels mentioned. Should we enter into legal relations with you outside of these channels, we will inform you separately if necessary.

Legal bases

In the following privacy policy, we provide you with transparent information on the legal principles and regulations, i.e. the legal bases of the General Data Protection Regulation, which enable us to process personal data.

Whenever EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27, 2016. You can of course access the General Data Protection Regulation of the EU online at EUR-Lex, the gateway to EU law, at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32016R0679>.

We only process your data if at least one of the following conditions applies:

1. **Consent** (Article 6 Paragraph 1 lit. a GDPR): You have given us your consent to process data

for a specific purpose. An example would be the storage of data you entered into a contact form.

2. **Contract** (Article 6 Paragraph 1 lit. b GDPR): We process your data in order to fulfill a contract or pre-contractual obligations with you. For example, if we conclude a sales contract with you, we need personal information in advance.
3. **Legal obligation** (Article 6 Paragraph 1 lit. c GDPR): If we are subject to a legal obligation, we will process your data. For example, we are legally required to keep invoices for our bookkeeping. These usually contain personal data.
4. **Legitimate interests** (Article 6 Paragraph 1 lit. f GDPR): In the case of legitimate interests that do not restrict your basic rights, we reserve the right to process personal data. For example, we have to process certain data in order to be able to operate our website securely and economically. Therefore, the processing is a legitimate interest.

Other conditions such as making recordings in the interest of the public, the exercise of official authority as well as the protection of vital interests do not usually occur with us. Should such a legal basis be relevant, it will be disclosed in the appropriate place.

In addition to the EU regulation, national laws also apply:

- In **Austria** this is the Austrian Data Protection Act (**Datenschutzgesetz**), in short **DSG**.
- In **Germany** this is the Federal Data Protection Act (**Bundesdatenschutzgesetz**), in short **BDSG**.

Should other regional or national laws apply, we will inform you about them in the following sections.

Contact details of the data protection controller

If you have any questions about data protection, you will find the contact details of the responsible person or controller below:

Apotheke Kirchberg Dr. Deak KG

Dorfstr. 4

6365 Kirchberg

Authorised to represent: Dr. Peter Deak

E-Mail: dr.deak.peter.andras@gmail.com

Phone: [+43 69917414741](tel:+4369917414741)

Company details: <https://www.restaureum.at/impressum/>

Storage Period

It is a general criterion for us to store personal data only for as long as is absolutely necessary for the provision of our services and products. This means that we delete personal data as soon as any reason for the data processing no longer exists. In some cases, we are legally obliged to keep certain data stored even after the original purpose no longer exists, such as for accounting purposes.

If you want your data to be deleted or if you want to revoke your consent to data processing, the data will be deleted as soon as possible, provided there is no obligation to continue its storage.

We will inform you below about the specific duration of the respective data processing, provided we have further information.

Rights in accordance with the General Data Protection Regulation

In accordance with Articles 13, 14 of the GDPR, we inform you about the following rights you have to ensure fair and transparent processing of data:

- According to Article 15 DSGVO, you have the right to information about whether we are processing data about you. If this is the case, you have the right to receive a copy of the data and to know the following information:
 - for what purpose we are processing;
 - the categories, i.e. the types of data that are processed;
 - who receives this data and if the data is transferred to third countries, how security can be guaranteed;
 - how long the data will be stored;
 - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
 - that you can lodge a complaint with a supervisory authority (links to these authorities can be found below);
 - the origin of the data if we have not collected it from you;
 - Whether profiling is carried out, i.e. whether data is automatically evaluated to arrive at a personal profile of you.
- You have a right to rectification of data according to Article 16 GDPR, which means that we must correct data if you find errors.
- You have the right to erasure (“right to be forgotten”) according to Article 17 GDPR, which specifically means that you may request the deletion of your data.
- According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it further.
- According to Article 20 of the GDPR, you have the right to data portability, which means that we will provide you with your data in a standard format upon request.
- According to Article 21 DSGVO, you have the right to object, which entails a change in processing after enforcement.
 - If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.
 - If data is used to conduct direct advertising, you may object to this type of data processing at any time. We may then no longer use your data for direct marketing.
 - If data is used to conduct profiling, you may object to this type of data processing at any time. We may no longer use your data for profiling thereafter.

- According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example, profiling).
- You have the right to lodge a complaint under Article 77 of the GDPR. This means that you can complain to the data protection authority at any time if you believe that the data processing of personal data violates the GDPR.

In short: you have rights – do not hesitate to contact the responsible party listed above with us!

If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>. In Germany, there is a data protection officer for each federal state. For more information, you can contact the Federal Commissioner for [Data Protection and Freedom of Information \(BfDI\)](#). The following local data protection authority is responsible for our company:

Austria Data protection authority

Manager: Mag. Dr. Andrea Jelinek

Address: Barichgasse 40-42, 1030 Wien

Phone number.: +43 1 52 152-0

E-mail address: dsb@dsb.gv.at

Website: <https://www.dsb.gv.at/>

Data transfer to third countries

We only transfer or process data to countries outside the EU (third countries) if you consent to this processing, if this is required by law or if it is contractually necessary. In any case, we generally only do so to the permitted extent. In most cases, your consent is the most important reason for data being processed in third countries. When personal data is being processed in third countries such as the USA, where many software manufacturers offer their services and have their servers located, your personal data may be processed and stored in unexpected ways.

We want to expressly point out, that according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. Data processing by US services (such as Google Analytics) may result in data processing and retention without the data having undergone anonymisation processes. Furthermore, US government authorities may be able to access individual data. The collected data may also get linked to data from other services of the same provider, should you have a user account with the respective provider. We try to use server locations within the EU, whenever this is offered and possible.

We will provide you with more details about data transfer to third countries in the appropriate sections of this privacy policy, whenever applicable.






Security of data processing operations

In order to protect personal data, we have implemented both technical and organisational measures. We encrypt or pseudonymise personal data wherever this is possible. Thus, we make it as difficult as we can for third parties to extract personal information from our data.

Article 25 of the GDPR refers to “data protection by technical design and by data protection-friendly default” which means that both software (e.g. forms) and hardware (e.g. access to server rooms) appropriate safeguards and security measures shall always be placed. If applicable, we will outline the specific measures below.

Communications

Communications Overview

-  Affected parties: Anyone who communicates with us via phone, email or online form
-  Processed data: e. g. telephone number, name, email address or data entered in forms. You can find more details on this under the respective form of contact
-  Purpose: handling communication with customers, business partners, etc.
-  Storage duration: for the duration of the business case and the legal requirements
-  Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (b) GDPR (contract), Article 6 (1) (f) GDPR (legitimate interests)

If you contact us and communicate with us via phone, email or online form, your personal data may be processed.

The data will be processed for handling and processing your request and for the related business transaction. The data is stored for this period of time or for as long as is legally required.

Affected persons

The above-mentioned processes affect all those who seek contact with us via the communication channels we provide.

Telephone

When you call us, the call data is stored in a pseudonymised form on the respective terminal device, as well as by the telecommunications provider that is being used. In addition, data such as your name and telephone number may be sent via email and stored for answering your inquiries. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

Email

If you communicate with us via email, your data is stored on the respective terminal device (computer, laptop, smartphone, ...) as well as on the email server. The data will be deleted as soon as the business case has ended and the legal requirements allow for its erasure.

Online forms

If you communicate with us using an online form, your data is stored on our web server and, if necessary, forwarded to our email address. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

Legal bases

Data processing is based on the following legal bases:

- Art. 6 para. 1 lit. a GDPR (consent): You give us your consent to store your data and to continue to use it for the purposes of the business case;
- Art. 6 para. 1 lit. b GDPR (contract): For the performance of a contract with you or a processor such as a telephone provider, or if we have to process the data for pre-contractual activities, such as preparing an offer;
- Art. 6 para. 1 lit. f GDPR (legitimate interests): We want to conduct our customer inquiries and business communication in a professional manner. Thus, certain technical facilities such as email programs, Exchange servers and mobile network operators are necessary to efficiently operate our communications.

Data Processing Agreement (DPA)

In this section, we would like to explain what a Data Processing Agreement is and why it is needed. As the term "Data Processing Agreement" is quite lengthy, we will often only use the acronym DPA here in this text. Like most companies, we do not work alone, but also use the services of other companies or individuals. By involving different companies or service providers, we may pass on personal data for processing. These partners then act as processors with whom we conclude a contract, the so-called Data Processing Agreement (DPA). Most importantly for you to know is that any processing of your personal data takes place exclusively according to our instructions and must be regulated by the DPA.

Who are the processors?

As a company and website owner, we are responsible for any of your data that is processed by us. In addition to the controller, there may also be so-called processors involved. This includes any company or person who processes your personal data. More precisely and according to the GDPR's definition, this means: Any natural or legal person, authority, institution or other entity that processes your personal data is considered a processor. Processors can therefore be service providers such as hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

To make the terminology easier to comprehend, here is an overview of the GDPR's three roles:

Data subject (you as a customer or interested party) □ **Controller** (we as a company and contracting entity) □ **Processors** (service providers such as web hosts or cloud providers)

Contents of a Data Processing Agreement

As mentioned above, we have concluded a DPA with our partners who act as processors. First and foremost, it states that the processor processes the data exclusively in accordance with the GDPR. The contract must be concluded in writing, although an electronic contract completion is also considered a "written contract". Any processing of personal data only takes place after this contract is concluded. The contract must contain the following:

- indication to us as the controller
- obligations and rights of the controller
- categories of data subjects
- type of personal data
- type and purpose of data processing
- subject and duration of data processing
- location of data processing

Furthermore, the contract contains all obligations of the processor. The most important obligations are:


- ensuring data security measures
- taking possible technical and organisational measures to protect the rights of the data subject
- maintaining a data processing record
- cooperation with the data protection authority upon request
- performing a risk analysis for any received personal data
- subprocessors may only be appointed with the written consent of the controller


You can see an example of what a DPA looks like at <https://gdpr.eu/data-processing-agreement/>. This link shows a sample contract.


Cookies


Cookies Overview

 Affected parties: visitors to the website

 Purpose: depending on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.

 Processed data: depends on the cookie used. More details can be found below or from the manufacturer of the software that sets the cookie.

 Storage duration: can vary from hours to years, depending on the respective cookie

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What are cookies?

Our website uses HTTP-cookies to store user-specific data.

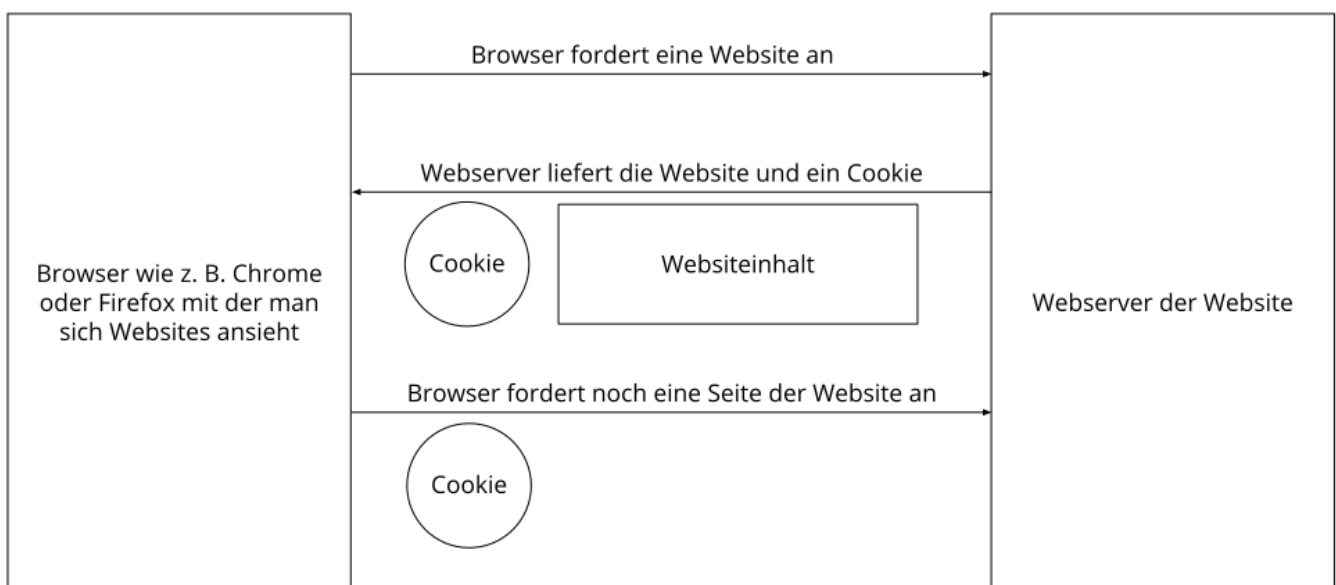
In the following we explain what cookies are and why they are used, so that you can better understand the following privacy policy.

Whenever you surf the Internet, you are using a browser. Common browsers are for example, Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

It is important to note that cookies are very useful little helpers. Almost every website uses cookies. More precisely, these are HTTP cookies, as there are also other cookies for other uses. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed into the cookie-folder, which is the “brain” of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must be specified.

Cookies store certain user data about you, such as language or personal page settings. When you re-open our website to visit again, your browser submits these “user-related” information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are familiar to. In some browsers, each cookie has its own file, while in others, such as Firefox, all cookies are stored in one single file.

The following graphic shows a possible interaction between a web browser such as Chrome and the web server. The web browser requests a website and receives a cookie back from the server. The browser then uses this again as soon as another page is requested.



There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, while third-party cookies are created by partner-websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, trojans or other malware. Cookies also cannot access your PC’s information.

This is an example of how cookie-files can look:

Name: _ga

Value: GA1.2.1326744211.152112119624-9

Purpose: Differentiation between website visitors

Expiry date: after 2 years

A browser should support these minimum sizes:

- At least 4096 bytes per cookie
- At least 50 cookies per domain
- At least 3000 cookies in total

Which types of cookies are there?

The exact cookies that we use, depend on the used services, which will be outlined in the following sections of this privacy policy. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

Essential cookies

These cookies are necessary to ensure the basic functions of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. These cookies ensure the shopping cart does not get deleted, even if the user closes their browser window.

Purposive cookies

These cookies collect information about user behaviour and whether the user receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour in different browsers.

Target-orientated cookies

These cookies ensure better user-friendliness. Thus, information such as previously entered locations, fonts sizes or data in forms stay stored.

Advertising cookies

These cookies are also known as targeting cookies. They serve the purpose of delivering customised advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be stored in a cookie.

If you want to learn more about cookies and do not mind technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called "HTTP State Management Mechanism".

Purpose of processing via cookies

The purpose ultimately depends on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.

Which data are processed?

Cookies are little helpers for a wide variety of tasks. Unfortunately, it is not possible to tell which data is generally stored in cookies, but in the privacy policy below we will inform you on what data

is processed or stored.

Storage period of cookies

The storage period depends on the respective cookie and is further specified below. Some cookies are erased after less than an hour, while others can remain on a computer for several years.

You can also influence the storage duration yourself. You can manually erase all cookies at any time in your browser (also see “Right of objection” below). Furthermore, the latest instance cookies based on consent will be erased is after you withdraw your consent. The legality of storage will remain unaffected until then.

Right of objection – how can I erase cookies?

You can decide for yourself how and whether you want to use cookies. Regardless of which service or website the cookies originate from, you always have the option of erasing, deactivating or only partially accepting cookies. You can for example block third-party cookies but allow all other cookies.

If you want to find out which cookies have been stored in your browser, or if you want to change or erase cookie settings, you can find this option in your browser settings:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want cookies, you can set up your browser in a way to notify you whenever a cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. This procedure varies depending on the browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search term “delete cookies Chrome” or “deactivate cookies Chrome” into Google.

Legal basis

The so-called “cookie directive” has existed since 2009. It states that the storage of cookies requires your **consent** (Article 6 Paragraph 1 lit. a GDPR). Within countries of the EU, however, the reactions to these guidelines still vary greatly. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG). In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG).


For absolutely necessary cookies, even if no consent has been given, there are legitimate interests (Article 6 (1) (f) GDPR), which in most cases are of an economic nature. We want to offer our visitors a pleasant user experience on our website. For this, certain cookies often are absolutely necessary.


This is exclusively done with your consent, unless absolutely necessary cookies are used. The legal basis for this is Article 6 (1) (a) of the GDPR.


In the following sections you will find more detail on the use of cookies, provided the used software does use cookies.


Registration


Registration Overview

 Affected parties: Anyone who registers to create an account with us, and logs in to use the account.

 Processed data: Personal data such as email address, name, password and other data that is collected during registration, login and account use.

 Purpose: For the provision of our services, as well as to communicate with clients or customers in the scope of our services.

 Storage period: As long as the company account associated with the texts exists, plus a period of usually 3 years.

 Legal bases: Article 6 paragraph 1 letter b GDPR (contract), Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests)

If you register with us and provide any personal data, this data may be processed, possibly along with your IP address. Below you can explore what we mean by the rather broad term “personal data”.

Please only enter the data we need for the registration. In case you are registering on behalf of a third party, please only enter data for which you have the approval of the party you are registering for. If possible, use a secure password that you don't use anywhere else and an email address that you check regularly.

In the following, we will inform you about the exact type of data processing we do. After all, we want you to feel at ease with the services we provide!

What is a registration?

When you register, we retain certain of your data in order to make it easy for you to log in with us online and use your account. An account with us has the advantage that you don't have to re-enter everything every time. It saves time and effort and ultimately prevents any issues with the provision of our services.

Why do we process personal data?

In short, we process personal data to make account registration and usage possible for you. If we didn't do this, you would have to enter all your data each time, wait for our approval and then enter

everything again. This strenuous process would probably not only irritate us a little, but also many of our dear clients and customers.

Which data is processed?

Any data that you provided during registration or login and any data that you may enter as part of managing your account data.

During registration, we process the following types of data:

- First name
- Last name
- Email address
- Company name
- Street + house number
- Residence
- Postcode
- Country

During your registration, we process any data you enter, such as your username and password, along with data that is collected in the background such as your device information and IP addresses.

When using your account, we process any data you enter while using the account, as well as any data that is created while you use our services.

Storage time

We store the entered data for at least as long as the account associated with the data exists with us and is in use – and as long as there are contractual obligations between you and us. In case the contract ends, we retain the data until the respective claims get time-barred. Moreover, we store your data as long as we are subject to legal storage obligations, if applicable. Following that, we keep any accounting records (invoices, contract documents, account statements, etc.) of the contract for 10 years (§ 147 AO) and other relevant business documents for 6 years (§ 247 HGB) after accrual.

Right to object

You have registered, entered data and want to revoke the data processing? Not a problem. As you can see above, you retain this right under the General Data Protection Regulation also at and after registration, login or account creation with us. Contact the Data Protection Officer above to exercise your rights. If you already have an account with us, you can easily view and manage your data and texts in your account.

Legal Basis

By completing the registration process, you enter into a pre-contractual agreement with us, with

the intention to conclude a contract of use for our platform (although there is no automatic payment obligation). You invest time to enter data and register and in return, we offer you our services after you log on to our system and view your customer account. We also meet our contractual obligations. Finally, we need to be able to email registered users about important changes. Article 6(1)(b) GDPR (implementation of pre-contractual measures, fulfilment of a contract) applies.

Where applicable, we will ask for your consent, e.g. in case you voluntarily provide more data than is absolutely necessary, or in case we may ask you if we may send you advertising. Article 6 paragraph 1 lit. a GDPR (consent) applies in this matter.

We also have a legitimate interest in knowing who our clients or customers are, in order to get in touch if required. We also need to know who is using our services and whether they are being used in accordance with our terms of use, i.e. Article 6(1)(f) GDPR (legitimate interests) applies in this matter.

Note: the following sections are to be ticked by users (as required):

Registration with real names

Since business operations require us to know who our clients or customers are, registration is only possible with your real name (full name) and not with a pseudonym.

Registration with pseudonyms

You can use a pseudonym for the registration, which means you don't have to register with your real name. This ensures that your real name cannot be processed by us.

Storage of the IP address

During registration, login and account use, we store your IP address for security reasons in order to be able to determine legitimate use.

Public Profile






User profiles are publicly visible, i.e. parts of the profiles can also be viewed on the Internet without the need to enter a username and password.

Two Factor Authentication (2FA)

Two Factor Authentication (2FA) offers additional security when logging in, as it prevents you from logging in without a smartphone, for example. This technical measure to secure your account protects you against the loss of data or unauthorised access, even if your username and password were leaked. During your registration process, login or within the account itself you can find out which 2FA is used.

Web hosting

Web hosting Overview

-  Affected parties: visitors to the website
-  Purpose: professional hosting of the website and security of operations
-  Processed data: IP address, time of website visit, browser used and other data. You can find more details on this below or at the respective web hosting provider.
-  Storage period: dependent on the respective provider, but usually 2 weeks
-  Legal basis: Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is web hosting?

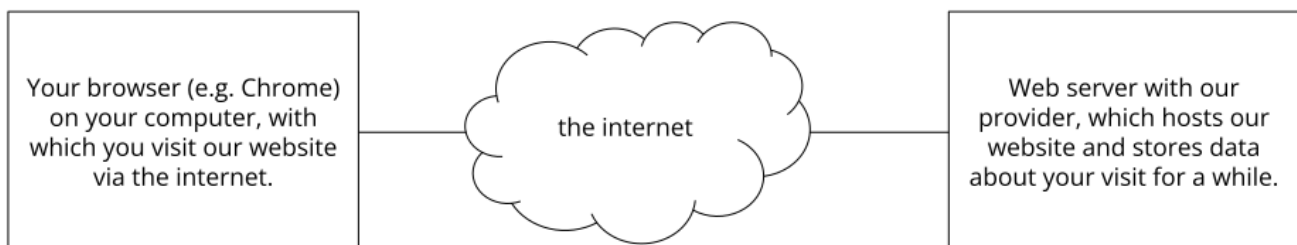
Every time you visit a website nowadays, certain information – including personal data – is automatically created and stored, including on this website. This data should be processed as sparingly as possible, and only with good reason. By website, we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one here). By domain we mean example.uk or examplepage.com.

When you want to view a website on a screen, you use a program called a web browser. You probably know the names of some web browsers: Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari.

The web browser has to connect to another computer which stores the website's code: the web server. Operating a web server is complicated and time-consuming, which is why this is usually done by professional providers. They offer web hosting and thus ensure the reliable and flawless storage of website data.

Whenever the browser on your computer establishes a connection (desktop, laptop, smartphone) and whenever data is being transferred to and from the web server, personal data may be processed. After all, your computer stores data, and the web server also has to retain the data for a period of time in order to ensure it can operate properly.

Illustration:



Why do we process personal data?

The purposes of data processing are:

1. Professional hosting of the website and operational security
2. To maintain the operational as well as IT security
3. Anonymous evaluation of access patterns to improve our offer, and if necessary, for prosecution or the pursuit of claims.li>

Which data are processed?

Even while you are visiting our website, our web server, that is the computer on which this website is saved, usually automatically saves data such as

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html?tid=112119624>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e. g. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the IP address of the device from the website is being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- date and time
- in so-called web server log files

How long is the data stored?

Generally, the data mentioned above are stored for two weeks and are then automatically deleted. We do not pass these data on to others, but we cannot rule out the possibility that this data may be viewed by the authorities in the event of illegal conduct.

In short: Your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not pass on your data without your consent!

Legal basis

The lawfulness of processing personal data in the context of web hosting is justified in Art. 6 para. 1 lit. f GDPR (safeguarding of legitimate interests), as the use of professional hosting with a provider is necessary to present the company in a safe and user-friendly manner on the internet, as well as to have the ability to track any attacks and claims, if necessary.

Microsoft Azure Privacy Policy

We use Microsoft Azure for our website, which is a web hosting provider, among other things. The provider of this service is the American company Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA.

Microsoft also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Microsoft uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Microsoft to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

You can find more information on the standard contractual clauses at Microsoft at


<https://docs.microsoft.com/en-us/compliance/regulatory/offering-eu-model-clauses>.


You can find out more about the data that are processed by Microsoft in their Privacy Policy at


<https://privacy.microsoft.com/en-gb/privacystatement>.


Website Builders Introduction


Website Builders Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Data processed: The data that is being processed includes but is not limited to technical usage information, browser activity, clickstream activity, session heat maps, contact details, IP addresses or geographic locations. You can find more details in the Privacy Policy below as well as in the providers' Privacy Policies.

 Storage duration: depends on the provider

 Legal bases: Art. 6 (1) lit. f GDPR (legitimate interests), Art. 6 (1) lit. a GDPR (consent)

What are website builders?

We use a modular website builder for our website. This is a special form of Content Management System (CMS). Website builders enable website operators to create websites very easily and without any programming knowledge. In many cases, web hosts also offer website builders. Your personal data may be collected, stored and processed if a website builder is being used. In this Privacy Policy, you will find general information about data that is processed by such modular website builder systems. You can find more information in the respective provider's Privacy Policy.

Why do we use website builders for our website?

The greatest advantage of modular website builders is their ease of use. We want to offer you a clear, simple and nicely designed website that we can easily operate and maintain by ourselves – without needing any external support. Nowadays website builders offer many helpful functions that we can use even without having any programming knowledge. This enables us to design our website according to our wishes and therefore, to give you an informative and pleasant experience on our website.

Which data are stored by website builders?

First of all, the exact data that is stored depends on the website builder that is being used. Each provider processes and collects different data from website visitors. However, technical usage information such as users' operating system, browser, screen resolution, language and keyboard settings, hosting provider as well as the date of the website visit are usually collected. Moreover, tracking data (e. g. browser activity, clickstream activities, session heat maps, etc.) may also be processed. The same goes for personal data, since data such as contact information e. g. email address, telephone number (if you have provided it), IP address and geographic location data may also be processed and stored. In the respective provider's Privacy Policy you can find out exactly which of your data is getting stored.

How long and where are the data stored?

Provided that we have any further information on this, we will inform you below about the duration of the data processing associated with the website builder we use. You can find detailed information on this in the provider's Privacy Policy. Generally, we only process personal data for as long as is absolutely necessary to provide our services and products. The provider may store your data according to their own specifications, over which we have no influence.

Right to object

You always retain the right to information, rectification and erasure of your personal data. If you have any questions, you can also contact the responsible parties at the respective website builder system at any time. You can find the corresponding contact details either in our Privacy Policy or on the website of the respective provider.

What is more, in your browser you can clear, disable or manage cookies that providers use for their functions. Depending on the browser you use, this can be done in different ways. Please note, that this may lead to not all functions working as usual anymore.

Legal Bases

We have a legitimate interest in using a website builder system to optimise our online service and present it in an efficient and user-friendly way. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the website builder system if you have consented to it.


If the processing of data is not absolutely necessary for the operation of the website, your data will only be processed on the basis of your consent. This particularly applies to tracking activities. The legal basis for this is Article 6 (1) (a) GDPR.


With this Privacy Policy, we have made you more familiar with the most important general information on data processing. If you want to find out more about this, you will find further information – if available – in the following section or in the Privacy Policy of the provider.


Web Analytics


Web Analytics Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: Evaluation of visitor information to optimise the website.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this from the respective web analytics tool directly.

 Storage period: depending on the respective web analytics tool used

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Web Analytics?

We use software on our website, which is known as web analytics, in order to evaluate website visitor behaviour. Thus, data is collected, which the analytic tool provider (also called tracking tool) stores, manages and processes. Analyses of user behaviour on our website are created with this data, which we as the website operator receive. Most tools also offer various testing options. These enable us, to for example test which offers or content our visitors prefer. For this, we may show you two different offers for a limited period of time. After the test (a so-called A/B test) we know which product or content our website visitors find more interesting. For such testing as well as for various other analyses, user profiles are created and the respective data is stored in cookies.

Why do we run Web Analytics?

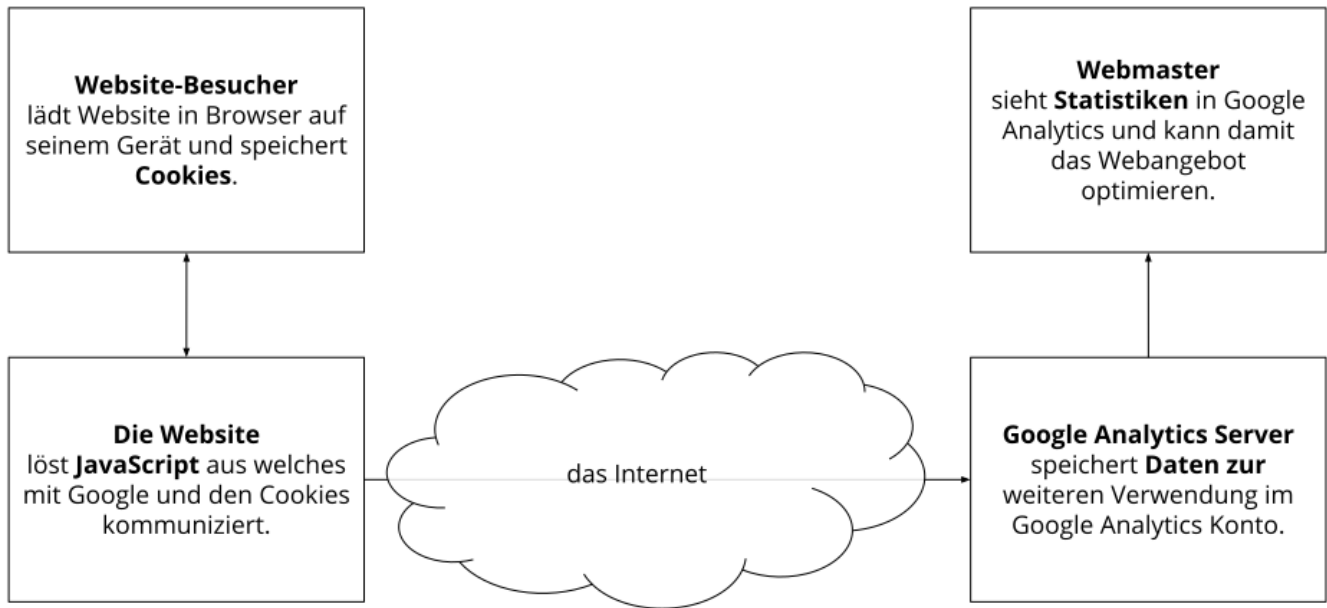
We have a clear goal in mind when it comes to our website: we want to offer our industry's best website on the market. Therefore, we want to give you both, the best and most interesting offer as well as comfort when you visit our website. With web analysis tools, we can observe the behaviour of our website visitors, and then improve our website accordingly for you and for us. For example, we can see the average age of our visitors, where they come from, the times our website gets visited the most, and which content or products are particularly popular. All this information helps us to optimise our website and adapt it to your needs, interests and wishes.

Which data are processed?

The exact data that is stored depends on the analysis tools that are being used. But generally, data such as the content you view on our website are stored, as well as e. g. which buttons or links you click, when you open a page, which browser you use, which device (PC, tablet, smartphone, etc.) you visit the website with, or which computer system you use. If you have agreed that location data may also be collected, this data may also be processed by the provider of the web analysis tool.

Moreover, your IP address is also stored. According to the General Data Protection Regulation (GDPR), IP addresses are personal data. However, your IP address is usually stored in a pseudonymised form (i.e. in an unrecognisable and abbreviated form). No directly linkable data such as your name, age, address or email address are stored for testing purposes, web analyses and web optimisations. If this data is collected, it is retained in a pseudonymised form. Therefore, it cannot be used to identify you as a person.

The following example shows Google Analytics' functionality as an example for client-based web tracking with JavaScript code.



The storage period of the respective data always depends on the provider. Some cookies only retain data for a few minutes or until you leave the website, while other cookies can store data for several years.

Duration of data processing

If we have any further information on the duration of data processing, you will find it below. We generally only process personal data for as long as is absolutely necessary to provide products and services. The storage period may be extended if it is required by law, such as for accounting purposes for example for accounting.

Right to object

You also have the option and the right to revoke your consent to the use of cookies or third-party providers at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data processing by cookies by managing, deactivating or erasing cookies in your browser.

Legal basis

The use of Web Analytics requires your consent, which we obtained with our cookie popup. According to **Art. 6 para. 1 lit. a of the GDPR (consent)**, this consent represents the legal basis for the processing of personal data, such as by collection through Web Analytics tools.

In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors, which enables us to technically and economically improve our offer. With Web Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6**

para. 1 lit. f of the GDPR (legitimate interests). Nevertheless, we only use these tools if you have given your consent.

Since Web Analytics tools use cookies, we recommend you to read our privacy policy on cookies. If you want to find out which of your data are stored and processed, you should read the privacy policies of the respective tools.


If available, information on special Web Analytics tools can be found in the following sections.


Email-Marketing


Email Marketing Overview

 Affected parties: newsletter subscribers

 Purpose: direct marketing via email, notification of events that are relevant to the system

 Processed data: data entered during registration, but at least the email address. You can find more details on this in the respective email marketing tool used.

 Storage duration: for the duration of the subscription

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Email-Marketing?

We use email marketing to keep you up to date. If you have agreed to receive our emails or newsletters, your data will be processed and stored. Email marketing is a part of online marketing. In this type of marketing, news or general information about a company, product or service are emailed to a specific group of people who are interested in it.

If you want to participate in our email marketing (usually via newsletter), you usually just have to register with your email address. To do this, you have to fill in and submit an online form. However, we may also ask you for your title and name, so we can address you personally in our emails.

The registration for newsletters generally works with the help of the so-called “double opt-in procedure”. After you have registered for our newsletter on our website, you will receive an email, via which you can confirm the newsletter registration. This ensures that you own the email address you signed up with, and prevents anyone to register with a third-party email address. We or a notification tool we use, will log every single registration. This is necessary so we can ensure and prove, that registration processes are done legally and correctly. In general, the time of registration and registration confirmation are stored, as well as your IP address. Moreover, any change you make to your data that we have on file is also logged.

Why do we use Email-Marketing?

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing – often just referred to as “newsletters” – as an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you newsletters, system emails or other notifications via email. Whenever the term

“newsletter” is used in the following text, it mainly refers to emails that are sent regularly. We of course don't want to bother you with our newsletter in any way. Thus, we genuinely strive to offer only relevant and interesting content. In our emails you can e.g. find out more about our company and our services or products. Since we are continuously improving our offer, our newsletter will always give you the latest news, or special, lucrative promotions. Should we commission a service provider for our email marketing, who offers a professional mailing tool, we do this in order to offer you fast and secure newsletters. The purpose of our email marketing is to inform you about new offers and also to get closer to our business goals.

Which data are processed?

If you subscribe to our newsletter via our website, you then have to confirm your membership in our email list via an email that we will send to you. In addition to your IP and email address, your name, address and telephone number may also be stored. However, this will only be done if you agree to this data retention. Any data marked as such are necessary so you can participate in the offered service. Giving this information is voluntary, but failure to provide it will prevent you from using this service. Moreover, information about your device or the type of content you prefer on our website may also be stored. In the section “Automatic data storage” you can find out more about how your data is stored when you visit a website. We record your informed consent, so we can always prove that it complies with our laws.

Duration of data processing

If you unsubscribe from our e-mail/newsletter distribution list, we may store your address for up to three years on the basis of our legitimate interests, so we can keep proof your consent at the time. We are only allowed to process this data if we have to defend ourselves against any claims.

However, if you confirm that you have given us your consent to subscribe to the newsletter, you can submit an individual request for erasure at any time. Furthermore, if you permanently object to your consent, we reserve the right to store your email address in a blacklist. But as long as you have voluntarily subscribed to our newsletter, we will of course keep your email address on file.

Withdrawal – how can I cancel my subscription?

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few seconds or a few clicks. Most of the time you will find a link at the end of every email, via which you will be able to cancel the subscription. Should you not be able to find the link in the newsletter, you can contact us by email and we will immediately cancel your newsletter subscription for you.

Legal basis






Our newsletter is sent on the basis of your **consent** (Article 6 (1) (a) GDPR). This means that we are only allowed to send you a newsletter if you have actively registered for it beforehand. Moreover, we may also send you advertising messages on the basis of Section 7 (3) UWG (Unfair Competition Act), provided you have become our customer and have not objected to the use of your email

address for direct mail.

If available – you can find information on special email marketing services and how they process personal data, in the following sections.

Push Messages

Push Messages Overview

-  Affected parties: subscribers to push messages
-  Purpose: to notify you about interesting events that are relevant to the system
-  Processed data: data that was entered during registration, usually also location data. You can find more details on this at the respective push notification tool.
-  Storage period: data are usually stored for as long as is necessary for the service provision.
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. b GDPR (contract)

What are push notifications?

We use so-called push notification services on our website, which help us to keep our users up to date. Thus, if you have agreed to the use of such push notifications, we can send you short news using a software tool. Push messages are text messages that appear on your smartphone or on other devices such as tablets or PCs, provided you have registered for them. You can also receive these messages if you are not on our website at this point in time, or are not actively using our offer. Moreover, data about your location and your user behaviour may also be collected and stored.

Why do we use push notifications?

On the one hand, we use push notifications to be able to fully provide the services we have contractually agreed to with you. On the other hand, they are helpful to our online marketing. This is because we can show you our services or products better with them. Thus, we can inform you immediately if there is e.g. any news in our company. We also want to get to know our users' preferences and habits as well as possible, in order to continuously improve our offer.

Which data are processed?

For you to receive push notifications, you must confirm that you want to receive them. Any data accumulated during the process of confirming your consent is stored, managed and processed. This is necessary to recognise and proof users' consent to receiving push notifications. Hence, a so-called device token or push token is stored in your browser. Along with this, your location data or the location of your device are usually also retained.

We also statistically evaluate how you handle our messages, so we can always send you push messages that are important and interesting. Thus, we can e.g. see when you open a message. With this knowledge we can adapt our communication strategy to your wishes and interests. Although this stored data could be assigned to you, we do not want to screen you as an individual. Rather, we are interested in the collected data from all our users so we can optimise further. In the privacy

policies of the respective service providers, you can find out which data is stored exactly.

Duration of data processing

The duration of data processing and retention depends primarily on the tool we use. Below you can find out more about data processing of the individual tools. The providers' privacy policies usually state exactly which data is stored and processed and for how long. Generally, personal data is only processed for as long as is necessary for the provision of our services. If data is stored in cookies, the storage duration can vary greatly. On the one hand, this data may be deleted immediately after leaving a website, and on the other hand it may get stored for several years. Therefore, if you want to know more about data storage, you should look at each individual cookie in detail. In most cases, you will also find informative information on individual cookies in the privacy policies of the respective providers.






Legal basis

It may be possible, that push messages may be necessary for us to be able to fulfill certain obligations in a contract. An example would be us notifying you about technical or organisational news. In this case, the legal basis is Art. 6 paragraph 1 lit. b of the GDPR.

Should this not be the case, push notifications will only be sent on the basis of your consent. Our push messages may particularly include advertising content. Furthermore, push notifications may also be sent depending on your location displayed on your device. The above-mentioned analytical evaluations are also based on your consent to their receipt. The legal basis for this is Article 6 (1) (a) of the GDPR. Of course, you can either revoke your consent at any time in the settings, or change various settings.

Messenger & Communication Introduction

Messenger & Communication Privacy Statement Overview

-  Affected parties: website visitors
 -  Purpose: for contact requests and general communications between yourself and us
 -  Processed data: Data such as name, address, email address, telephone number, general content data, plus IP address if applicable
- You can find more details on this under the respective tools used.
-  Storage duration: depends on the messenger & communication functions
 -  Legal bases: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contractual or pre-contractual obligations)

What are Messenger & Communication functions?

We offer you various options on our website to communicate with us (e.g. messenger and chat functions, online or contact forms, email, telephone). With the use of these functions, your data will be processed and stored insofar as it is necessary to answer your inquiry and conduct any of our subsequent measures.

In addition to classic means of communication such as email, contact forms or telephone, we also use chats or messengers. The most commonly used messenger function at the moment is WhatsApp, but of course, there are many different providers who offer messenger functions for websites. If content is end-to-end encrypted, it will be indicated in our individual privacy policies or in the privacy policy of the respective provider. End-to-end encryption means that the content of a message is not visible to the provider themselves. However, information about your device, location settings and other technical data can still be processed and stored.

Why do we use Messenger & Communication functions?

The ability to communicate with you is very important to us. After all, we want to keep the conversation with you going and answer any questions you may have about our service as best we can. Needless to say, smooth communication is an important part of our service. With our practical messenger & communication functions, you always have the option to choose the ones you prefer most. In exceptional cases, however, we may not be able to answer certain questions via chat or messenger. This may be the case for internal contractual matters, for example. For matters like these, we recommend you to use other communication options such as email or telephone.

We generally assume our responsibility under data protection law, even if we use the services of any social media platform. However, the European Court of Justice has decided that in certain cases the operator of the social media platform be jointly responsible alongside us in the scope of Art. 26 GDPR. Should this be the case, we will point it out separately and work on the basis of a relevant agreement. You will find the essence of the agreement for the respective platforms below.

Please note that when using our integrated elements, your data may also be processed outside the European Union, since many providers, such as Facebook Messenger or WhatsApp, are American companies. As a result, you may not be able to claim or enforce your rights in relation to your personal data as easily.

Which data is processed?

Exactly which data is retained and processed depends on the respective messenger & communication function provider. In general, it is data such as your name, address, telephone number, email address and content data such as any information you enter into a contact form. In most cases, information about your device and IP address are also stored. Moreover, data that are transmitted via a messenger & communication function are also stored on the providers' servers.

If you want to know exactly which data is stored and processed by the respective providers and how you can object to the data processing, you please carefully read the respective privacy policy of the company in question.

How long is data stored?

How long data is processed and stored depends primarily on the tools we use. Below you can find out more about the data processing of individual tools. The providers' privacy policies usually state exactly which data is stored and processed and for how long. In general, we only process personal data for as long as necessary to provide our services. When data is stored in cookies, the storage

period varies greatly. Data may e.g. be deleted immediately after leaving a website, or they may be stored for several years. Therefore, you should study each individual cookie in detail if you want to know more about data storage. In most cases, you will also find helpful information about individual cookies in the privacy policies of the individual providers.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection by cookies by managing, deactivating or deleting the cookies in your browser. For more information, we recommend you to read the Consent section.

Since cookies may be in use with messenger & communication functions, we recommend you to read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, please read the privacy policies of the respective tools.

Legal Basis

If you have consented to the data processing and storage by integrated messenger & communication functions, this consent is the legal basis for data processing (**Art. 6 Para. 1 lit. a GDPR**). We process your request and manage your data within the framework of contractual or pre-contractual relationships in order to fulfill our pre-contractual and contractual obligations or to answer inquiries. The basis for this is **Art. 6 Para. 1 section 1 lit. b GDPR**. In general, if you have given your consent, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and smooth communication with you or other customers and business partners.

WhatsApp Privacy Policy

We use the instant messaging service WhatsApp on our website. The provider of this service is the American company WhatsApp Inc., which is a subsidiary of Facebook. The responsible entity for the European region is the company WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland.

WhatsApp also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

WhatsApp uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With


these clauses, WhatsApp commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

You can find more information on data transmission at WhatsApp, which corresponds to the standard contractual clauses at <https://www.whatsapp.com/legal/business-data-transfer-addendum-20210927>.


You can find out more about the data that is processed through the use of WhatsApp in their Privacy Policy at <https://www.whatsapp.com/privacy>.

Chatbots Overview


Chatbots Privacy Policy Overview


 Affected parties: website visitors

 Purpose: for contact requests and general communications between you and ourselves

 Processed data: Data such as name, address, email address, telephone number, general content data, IP address if applicable

You can find more details on this under the respective tools used.

 Storage duration: depending on the chatbots & chat functions used

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contractual or pre-contractual obligations)

What are chatbots?

You can communicate with us also via chatbots or similar chat functions. A chat offers the possibility to write or talk to one another with only a very small time delay. A chatbot is software that tries to answer your question and, if necessary, informs you about any news. By using these means of communication, your personal data may also be processed and stored.

Why do we use chatbots?

Our ability to communicate with you is important to us. After all, we want to talk to you and answer any questions about our service in the best possible way. Thus, well-functioning communication is an important part of our service. Chatbots have the great advantage that they can automatically answer frequently asked questions. This saves us time and you will still receive detailed and helpful answers. If the chatbot cannot help, you can of course contact us directly at any time.

Please note that when using our built-in elements, your data may also be processed outside the European Union, since many providers are American companies. As a result, you may not be able to claim or enforce your rights in relation to your personal data as easily.

What data is processed?

You may also use the chat services on other websites/platforms. In this case, your user ID will also

be stored on the servers of this website. We may also be informed about which user used the chat at what time. The chat content is also stored. Exactly which data is stored depends on the respective service. As a rule, however, it is contact data such as your email address or telephone number, IP address and various usage data.

If you have consented to the use of the chat function, this consent will also be stored or retained along with any registration. We do this so that we can also show your registration or consent if required by law.

The provider of a chat platform can also find out when you are chatting and also receive technical information about the device you are using. Exactly what information is stored and processed also depends on your PC settings. In many cases, data about your approximate location may be collected. This is done to optimise the chat services and to ensure more security. Furthermore, the information may also be used to set personalised advertising and marketing measures.

If you agree that a chatbot can send you messages, you can deactivate this activation at any time. The chatbot also serves as a help for this and shows you how to unsubscribe from this function. All your relevant data will then be deleted from the recipient directory.

We use the above data to be able to address you personally via the chat, to be able to answer your questions and inquiries or to send you any content. It also allows us to fundamentally improve our chat services.

How long is data stored?

How long the data is processed and stored depends primarily on the tools we use. Below you can find out more about the data processing of individual tools. The privacy policies of the providers usually state exactly which data is stored and processed for how long. Generally, personal data is only processed for as long as is necessary to provide our services. When data is stored in cookies, the storage period varies greatly. Data can be erased immediately after leaving a website, but it may also be stored for several years. You should therefore research every single cookie in detail if you want to know more about data retention. In most cases, you will also find helpful information about the individual cookies in the privacy policies of the individual providers.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection by cookies by managing, deactivating or erasing the cookies in your browser.






Since cookies can be used for chat services, we also recommend our Privacy Policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal Basis

Via a pop-up window, we ask for your permission to process your data within the framework of the chat services. If you consent, this consent is also the legal basis (**Art. 6 Para. 1 lit. a GDPR**) for data processing. In addition, we process your inquiries and manage your data within the framework of contractual or pre-contractual relationships in order to fulfill our pre-contractual and contractual obligations or to answer inquiries. The basis for this is **Art. 6 paragraph 1 sentence 1 letter b. GDPR**. In principle, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and smooth communication with you or other customers and business partners. However, we only use the tools if you have given your consent.

Social Media

Social Media Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Service presentation and optimisation, staying in contact with visitors, interested parties, etc. as well as advertising
-  Processed data: data such as telephone numbers, email addresses, contact data, data on user behaviour, information about your device and your IP address.
You can find more details on this directly at the respective social media tool used.
-  Storage period: depending on the social media platforms used
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Social Media?

In addition to our website, we are also active on various social media platforms. For us to be able to target interested users via social networks, user data may be processed. Additionally, elements of social media platforms may be embedded directly in our website. This is e.g. the case if you click a so-called social button on our website and are forwarded directly to our social media presence. So-called social media are websites and apps on which registered members can produce and exchange content with other members, be it openly or in certain groups and networks.

Why do we use Social Media?

For years, social media platforms have been the place where people communicate and get into contact online. With our social media presence, we can familiarise interested people better with our products and services. The social media elements integrated on our website help you switch to our social media content quickly and hassle free.

The data that is retained and processed when you use a social media channel is primarily used to conduct web analyses. The aim of these analyses is to be able to develop more precise and personal marketing and advertising strategies. The evaluated data on your behaviour on any social media platform can help to draw appropriate conclusions about your interests. Moreover, so-called user profiles can be created. Thus, the platforms may also to present you with customised advertisements. For this, cookies are usually placed in your browser, which store data on your user

behaviour.

We generally assume that we will continue to be responsible under Data Protection Law, even when using the services of a social media platform. However, the European Court of Justice has ruled that, within the meaning of Art. 26 GDPR, in certain cases the operator of the social media platform can be jointly responsible with us. Should this be the case, we will point it out separately and work on the basis of a related agreement. You will then find the essence of the agreement for the concerned platform below.

Please note that when you use social media platforms or our built-in elements, your data may also be processed outside the European Union, as many social media channels, such as Facebook or Twitter, are American companies. As a result, you may no longer be able to easily claim or enforce your rights regarding your personal data.

Which data are processed?

Exactly which data are stored and processed depends on the respective provider of the social media platform. But usually it is data such as telephone numbers, email addresses, data you enter in contact forms, user data such as which buttons you click, what you like or who you follow, when you visited which pages, as well as information about your device and IP address. Most of this data is stored in cookies. Should you have a profile on the social media channel you are visiting and are logged in, data may be linked to your profile.

All data that are collected via social media platforms are also stored on the providers' servers. This means that only the providers have access to the data and can provide you with appropriate information or make changes for you.

If you want to know exactly which data is stored and processed by social media providers and how you can object to the data processing, we recommend you to carefully read the privacy policy of the respective company. We also recommend you to contact the provider directly if you have any questions about data storage and data processing or if you want to assert any corresponding rights.

Duration of data processing

Provided we have any further information on this, we will inform you about the duration of the data processing below. The social media platform Facebook example stores data until they are no longer needed for the company's own purposes. However, customer data that is synchronised with your own user data is erased within two days. Generally, we only process personal data for as long as is absolutely necessary for the provision of our services and products. This storage period can also be exceeded however, if it is required by law, such as e.g. in the case of accounting.

Right to object

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers such as embedded social media elements at any time. This can be done either via our cookie management tool or via other opt-out functions. You can e.g. also prevent data collection via

cookies by managing, deactivating or erasing cookies in your browser.

Since cookies may be used with social media tools, we also recommend you to read our privacy policy on cookies. If you want to find out which of your data is stored and processed, we advise you to read the privacy policies of the respective tools.






Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, this consent serves as the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, provided you have given your consent, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) in maintaining fast and good communication with you and other customers and business partners. Nevertheless, we only use the tools if you have consented. Most social media platforms also set cookies on your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or cookie policy of the respective service provider.

in the following section you can find information on special social media platforms – provided this information is available.

AddThis Privacy Policy

AddThis Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: optimisation of our service
-  Processed data: data on user behaviour, information about your device and IP address.
More details can be found in the Privacy Policy below.
-  Storage period: the collected data is stored for 13 months from date of collection
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is AddThis?

On our website we use plug-ins from AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA). With these plug-ins, you can quickly and easily share contents of our website with other people. If you visit a website with an AddThis function, your data may be transferred to the company AddThis, where it may be stored and processed. This privacy statement will tell you why we use AddThis, which data is processed and how you can prevent data transmission.

AddThis develops software tools for integration to websites, where they serve the purpose of enabling users to distribute content either on various social media channels or by email. AddThis also offers functions for website analysis. Moreover, the collected data is used to offer interest-based advertising to internet users. More than 15 million website operators worldwide have used the service.

Why do we use AddThis on our website?

Via AddThis buttons, you can share interesting content from our website to various social media channels such as Facebook, Twitter, Instagram or Pinterest. If you like our content, we would of course be happy if you would also share it with your social community. The easiest way this can be done is via AddThis buttons.

What data is stored by AddThis?

If you share content with AddThis while you are logged into a social media account, data such as your visit to our website and the content you shared may be assigned to your user account on the respective social media channel. AddThis uses cookies, pixels, HTTP headers and browser identifiers to collect data about your visitor behaviour. Moreover, some of this data is pseudonymised and then shared with third parties. Here is an example list of data that may be processed:

- Unique ID of a cookie placed in the web browser
- Address of the visited website
- Time of the website visit
- Search queries which led a visitor to website via AddThis
- Time spent on a website
- The IP address of a computer or mobile device
- Mobile ad IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other utilised transmission protocols
- What program on the computer (browser) or which operating system was used (iOS)

AddThis uses cookies, which we will list examples of below. You can read more on AddThis cookies at <http://www.addthis.com/privacy/privacy-policy>.

Name: bt2

Value: 8961a7f179d87qq69V69112119624-3

Purpose:: This cookie is used to record parts of the visited website, in order to recommend other parts of the website.

Expiry date: after 255 days

Name: bku

Value: ra/99nTmYN+fZWX7112119624-4

Purpose: This cookie registers anonymised user data such as your IP address, geographic location, your visited websites and the ads you clicked on.

Expiry date: after 179 days

Note: Please keep in mind that this is an exemplary list and we do not claim for it to be exhaustive.

AddThis also shares collected information with other companies. You can find further details at <http://www.addthis.com/privacy/privacy-policy#section5>. AddThis also uses received data to create target groups and interest profiles in order to offer interest-based advertising to users in the same advertising network.

How long and where are the data stored?

After collection, AddThis stores the data for 13 months. 1% of the data is saved as a “sample data record” for a maximum of 24 months, which ensures to maintain the business relationship. However, in this “sample data record”, any direct and indirect identifications (such as your IP address and cookie ID) are hashed. That means that, without additional information, personal data can no longer be associated with you. Since the company AddThis is headquartered in the USA, the collected data is stored on American servers.

How can I erase my data or prevent data retention?

You have the right to access and delete your personal data at any time. If you no longer want to see ads based on data collected by AddThis, you can click the opt-out button at <http://www.addthis.com/privacy/opt-out>. By clicking the button, an opt-out cookie is set, which you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertisements in “Your Ad Choices” at <http://www.youronlinechoices.com/uk/>.

Your browser has an option for preventing data processing or managing it to your wishes. The settings for data processing vary, depending on the browser. Here you will find instructions for the most popular browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, your consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use the integrated social media elements if you have given your consent. Most social media platforms also set cookies on your browser to save data. We therefore recommend you to read our privacy policy about cookies carefully and take a look at the privacy policy or the cookie policy of the respective service provider.

AddThis processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

AddThis uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraph 2 and 3 of the GDPR). These clauses oblige AddThis to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

If you would like to know more about the processing of your data by AddThis, you can find further information at <http://www.addthis.com/privacy/privacy-policy>.

Clubhouse Privacy Policy

We are also active on Clubhouse, which is a social networking app. The provider of this is the American company Alpha Exploration Co., Inc, 548 Market St, PMB 72878, San Francisco, California 94104-5401, USA.

Clubhouse also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Clubhouse uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Clubhouse to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data processed by Clubhouse in the Privacy Policy on <https://www.notion.so/Privacy-Policy-cd4b415950204a46819478b31f6ce14f>.


eRecht24 Safe Sharing Tool Privacy Policy

We use the eRecht24 Safe Sharing Tool for our website. This is a plugin to share content from social networks. The provider of this service is the German company eRecht24 GmbH & Co. KG, Lietzenburger Str. 94, 10719 Berlin, Germany.


You can find out more about the data that is processed by using eRecht24 in their Privacy Policy at <https://www.e-recht24.de/datenschutzerklaerung.html>.

Facebook Privacy Policy


Facebook Privacy Policy Overview


 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as customer data, data on user behaviour, device information and IP address.

You can find more details in the Privacy Policy below.

 Storage period: until the data no longer serves Facebook's purposes

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What are Facebook tools?

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services.

If your data is collected and forwarded via our embedded Facebook elements or via our Facebook page (fanpage), both we and Facebook Ireland Ltd. are responsible for this. However, should any further processing occur, then Facebook is solely responsible for this data. Our joint commitments were also set out in a publicly available agreement at https://www.facebook.com/legal/controller_addendum. It e.g. states that we must clearly inform you about the use of Facebook tools on our website. We are also responsible for ensuring that the tools are securely integrated into our website and are in accordance with the applicable privacy laws. Facebook, on the other hand, is e.g. responsible for the data security of Facebook's products. If you have any questions about Facebook's data collection and processing, you can contact the company directly. Should you direct the question to us, we are obliged to forward it to Facebook.

In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can erase this data.

Along with many other products, Facebook also offers so called "Facebook Business Tools". This is Facebook's official name for its tools, but it is not very common. Therefore, we decided to merely call them "Facebook tools". They include the following:

- Facebook-Pixel
- Social Plugins (e.g. the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Software development kits)
- Platform-integrations
- Plugins
- Codes
- Specifications
- Documentations

- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people's needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website "event data" and uses them for analytics services. That way, Facebook can create "campaign reports" about our ad campaigns' effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site's contents directly on Facebook.

What data is stored by Facebook tools?

With the use of Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called "Hashing" takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also "event data" is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, "event data" can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the

individual Facebook tools we will go into more detail on Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

How long and where are the data stored?

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

How can I erase my data or prevent data retention?

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

- 1) Click on settings in the top right side in Facebook.
- 2) Then, click "Your Facebook information" in the left column.
- 3) Now click on "Deactivation and deletion".
- 4) Choose "Permanently delete account" and then click on "Continue to account deletion".
- 5) Enter your password, click on "continue" and then on "Delete account".

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Legal basis

If you have consented to your data being processed and stored by integrated Facebook tools, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. Nevertheless, we only use these tools if you have given your consent. Most social media platforms also set cookies on your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to take a look at the privacy policy or Facebook's cookie policy.

Facebook also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Facebook uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Facebook to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at <https://www.facebook.com/about/privacy/update>.

Facebook Login Privacy Policy

We integrated the convenient Facebook Login to our website. With it, you can easily log into our site with your Facebook account, without having to create a new user account. If you decide to register via the Facebook Login, you will be redirected to the social media network Facebook. There, you can log in with your Facebook user data. By using this method to log in, data on you and your user behaviour is stored and transmitted to Facebook.

To save the data, Facebook uses various cookies. In the following we will show you the most significant cookies that are placed in your browser or that already exist when you log into our site via the Facebook Login:

Name: fr

Value: 0jiejh4c2GnlufEJ9..Bde09j...1.0.Bde09j

Purpose: This cookie is used to make the social plugin function optimally on our website.

Expiry date: after 3 months

Name: datr

Value: 4Jh7XUA2112119624SEmPsSfzCOO4JFFI

Purpose: Facebook sets the “datr” cookie, when a web browser accesses facebook.com. The cookie helps to identify login activities and protect users.

Expiry date: after 2 years

Name: _js_datr

Value: deleted

Purpose: Facebook sets this session cookie for tracking purposes, even if you do not have a Facebook account or are logged out.

Expiry date: after the end of the session

Note: The cookies we stated are only a small range of the cookies which are available to Facebook. Other cookies include for example _fbp, sb or wd. It is not possible to disclose an exhaustive list, since Facebook have a multitude of cookies at their disposal which they use in variation.

On the one hand, Facebook Login enables a fast and easy registration process. On the other hand, it gives us the opportunity to share data with Facebook. In turn, we can customise our offer and advertising campaigns better to your needs and interests. The data we receive from Facebook by this means, is public data such as

- your Facebook name
- your profile picture
- your stored email address
- friends lists
- button clicks (e.g. “Like” button)
- date of birth
- language
- place of residence

In return, we provide Facebook with information about your activities on our website. These include information on the terminal device you used, which of our subpages you visit, or what products you have bought from us.

By using Facebook Login, you agree to the data processing. You can terminate this agreement anytime. If you want to learn more about Facebook’s data processing, we recommend you to read Facebook’s Data Policy at <https://www.facebook.com/policy.php>.

If you are registered with Facebook, you can change your advertisement settings anytime at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

Facebook Social Plugins Privacy Policy

We installed so-called social plugins from Facebook Inc. to our website. You can recognise these buttons by the classic Facebook logo, the “Like” button (hand with raised thumb) or by a “Facebook plugin” label. A social plugin is a small part of Facebook that is integrated into our page. Each plugin has its own function. The most used functions are the well-known “Like” and “Share” buttons.

Facebook offers the following social plugins:

- “Save” button
- “Like” button, Share, Send and Quote
- Page plugin
- Comments
- Messenger plugin
- Embedded posts and video player
- Group Plugin

At <https://developers.facebook.com/docs/plugins> you will find more information on how the individual plugins are used. On the one hand, we use the social plug-ins to offer you a better user experience on our site, and on the other hand because Facebook can optimise our advertisements with it.

If you have a Facebook account or have already visited [facebook.com](https://www.facebook.com), Facebook has already placed at least one cookie in your browser. In this case, your browser sends information to Facebook via this cookie as soon as you visit our website or interact with social plugins (e.g. the “Like” button).

The received information will be deleted or anonymised within 90 days. According to Facebook, this data includes your IP address, the websites you have visited, the date, time and other information relating to your browser.

In order to prevent Facebook from collecting much data and matching it with your Facebook data during your visit to our website, you must log out of Facebook while you visit our website.

If you are not logged in to Facebook or do not have a Facebook account, your browser sends less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you are visiting can be transmitted to Facebook. We would like to explicitly point out that we do not know what exact data is collected. However, based on our current knowledge, we want to try informing you as best we can about data processing. You can also read about how Facebook uses the data in the company’s data policy at <https://www.facebook.com/about/privacy/update>.

At least the following cookies are set in your browser when you visit a website with social plugins from Facebook:

Name: dpr

Value: no information

Purpose: This cookie is used to make the social plugins work on our website.

Expiry date: after end of session

Name: fr

Value: 0jjeyh4112119624c2GnlufEJ9..Bde09j...1.0.Bde09j

Purpose: The cookie is also necessary for the plugins to function properly

Expiry date: after 3 months

Note: These cookies were set after our test and may be placed even if you are not a Facebook member.

If you are registered with Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can go to <https://www.youronlinechoices.com/uk/your-ad-choices/> and manage your usage-based online advertising. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's data protection, we recommend the company's own data policies at <https://www.facebook.com/policy.php>.

Facebook Fanpage Privacy Policy

We also have a Facebook fan page for our website. The provider of this service is the American company Meta Platforms Inc. The responsible entity for the European area is the company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).

Facebook also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Facebook uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Facebook commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=en

Facebook's data processing terms, which correspond to the Standard Contractual Clauses, can be found at <https://www.facebook.com/legal/terms/dataprocessing>.

You can find out more about the data that is processed by using Facebook in their Privacy Policy at <https://www.facebook.com/about/privacy>.

Flickr Privacy Policy

We also use the online community and photo platform Flickr. The provider of this service is the American company Flickr Inc., 67 E Evelyn Ave #200, Mountain View, CA 94041, USA.

Flickr also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Flickr uses standard contractual clauses approved by the EU Commission as basis for data


processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Flickr to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:


https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


You can find out more about the data that are processed by using Flickr in their Privacy Policy on <https://www.flickr.com/help/privacy>.


Gravatar Privacy Policy


Gravatar Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: includes your encrypted e-mail address, IP address and our server URL
More details can be found in the privacy policy below.

 Storage period: the data is generally deleted when it is no longer useful for the provider's services.

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Gravatar?

We have integrated the Gravatar plugin from Automattic Inc. (60 29th Street # 343, San Francisco, CA 94110, USA) into our website. Gravatar is automatically activated on all WordPress websites. The function enables user images (avatars) to be displayed in published articles or comments, provided the respective email address is registered at www.gravatar.com.

This function sends data to Gravatar or Automattic Inc. where it gets stored and processed. In this privacy statement we would like to inform you what data this is, how the network uses it and how you can manage or prevent data retention.

Gravatar stands for "Globally Recognized Avatar" which is a globally available avatar (a user picture) that is linked to an email address. The company Gravatar is the world's leading provider for this service. As soon as a user enters their email address which is also registered with www.gravatar.com to a website, the user's previously stored image is automatically displayed with their post or comment.

Why do we use Gravatar on our website?

Anonymity on the internet is a popular topic. An avatar gives people that make posts or comments a face. Moreover, it makes it easier to be recognised on the web and to make oneself known. Many users enjoy the advantages of user pictures as they want to appear on the web in a personal and authentic manner. Of course, we want to offer you the possibility to display your Gravatar also on our website. Furthermore, we also like to see faces of our commenting users. With the activated

Gravatar function, we are expanding the service on our website. After all, we want you to feel comfortable on our website and enable you to receive an extensive and interesting offer.

What data is stored by Gravatar?

When you publish a comment to a blogpost which requires an email address, WordPress checks whether your email address is linked to an avatar on Gravatar. For this, your email address gets encrypted and hashed and sent to Gravatar's or Automattic's servers, together with your IP address and our URL. Then Gravatar will check whether the email address is registered with the platform.

If the email address is registered with Gravatar, the image (gravatar) stored there will be displayed in the published comment. If you have registered your email address with Gravatar and comment on our website, further data will be transmitted to Gravatar, where it will be saved and processed. In addition to IP address and user behaviour data, this includes e.g. your browser type, the unique device identification, your preferred language, the data and time of the page visit, your operating system and information on the mobile network. Gravatar use this information to improve their services and offers and to gain better insight into the use of their service.

The following cookies are set by Automattic when a user enters an email address that is registered with Gravatar, for submitting a comment:

Name: gravatar

Value: 16b3191024acc05a238209d51ffcb92bdd710bd19112119624-7

Purpose: We could not find any exact information about the cookie.

Expiry date: after 50 years

Name: is-logged-in

Value: 1112119624-1

Purpose: This cookie stores the information that the user is logged in via the registered email address.

Expiry date: after 50 years

How long and where is the data retained?

Automattic deletes the collected data either if they are no longer used for their services, or if the company is not legally obliged to keep the data. Web server logs such as IP addresses, browser types and operating systems will be deleted after about 30 days. Until deletion, Automattic use the data to analyse traffic on their own websites (for example all WordPress sites) and to fix potential problems. The data is also stored on Automattic's American servers.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. If you have registered with Gravatar with an email address, you can delete your account or email address there at any time.

Since images are only displayed when using an email address registered with Gravatar, and data is therefore transferred to Gravatar, you can prevent transmission of your data to Gravatar by

submitting comments or articles on our website with an email address that is not registered with Gravatar.

You can manage, deactivate or delete cookies that may be set in your browser when commenting. Please note that in this case comment functions may no longer be available in their intended scope. Depending on the browser you use, the management of cookies works a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Automattic is an active participant in the EU-U.S. Privacy Shield Framework which regulates correct and secure transfer of personal data. You can find more information on this at

<https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC> .

You can find more details on the privacy policy and what data is collected by Gravatar at <https://automattic.com/privacy/> . Moreover, at <https://en.gravatar.com/> you can find general information on Gravatar.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, your consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**) . Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use the integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies and to carefully take a look at the privacy policy or the cookie policy of the respective service provider.

Gravatar processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of the data processing.


Gravatar uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfers there (= Art. 46, paragraph 2 and 3 of the GDPR). These clauses oblige Gravatar to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


You can find more details on the privacy policy as well as on what data is recorded by Gravatar and in what way at <https://automattic.com/privacy/>. Moreover, you can find general information about Gravatar at <http://de.gravatar.com/>.

Instagram Privacy Policy


Instagram Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: includes data on user behaviour, information about your device and IP address.

More details can be found in the privacy policy below.

 Storage period: until Instagram no longer needs the data for its purposes

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Instagram?

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised

advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is stored by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

Expiry date: after end of session

Name: fbsr_112119624124024

Value: no information

Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie which guarantees functionality on Instagram.

Expiry date: after end of session

Name: urlgen

Value: "{194.96.75.33": 1901};1iEtYv:Y833k2_UjKvXgYe112119624"

Purpose: This cookie serves Instagram's marketing purposes.

Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook's internal data policy. Your data is distributed to Facebook's servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I erase my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram's settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose "Settings" and then click "Help". Now, you will be redirected to the company's website, where you must click on "Managing Your Account" and then "Delete Your Account".

When you delete your account completely, Instagram deletes posts such as your photos and status

updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use the integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

Instagram and Facebook also process data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. This can be associated with various risks to the legality and security of data processing.


As a basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfers there, Facebook uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Facebook to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


We have tried to give you the most important information about data processing by Instagram. On <https://help.instagram.com/519522125107875> you can take a closer look at Instagram's data guidelines.

LinkedIn Privacy Policy


LinkedIn Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimisation of our service

 Processed data: includes data on user behaviour, information about your device and IP address.

More details can be found in the privacy policy below.

 Storage period: the data is generally deleted within 30 days

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is LinkedIn?

On our website we use social plugins from the social media network LinkedIn, of the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Social plugins can be feeds, content sharing or a link to our LinkedIn page. Social plugins are clearly marked with the well-known LinkedIn logo and for example allow sharing interesting content directly via our website. Moreover, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

By embedding these plugins, data can be sent to, as well as stored and processed by LinkedIn. In this privacy policy we want to inform you what data this is, how the network uses this data and how you can manage or prevent data retention.

LinkedIn is the largest social network for business contacts. In contrast to e.g. Facebook, LinkedIn focuses exclusively on establishing business connections. Therefore, companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to find a job or to find suitable employees for their own company. In Germany alone, the network has over 11 million members. In Austria there are about 1.3 million.

Why do we use LinkedIn on our website?

We know how busy you are. You just cannot keep up with following every single social media channel. Even if it would really be worth it, as it is with our channels, since we keep posting interesting news and articles worth spreading. Therefore, on our website we have created the opportunity to share interesting content directly on LinkedIn, or to refer directly to our LinkedIn page. We consider built-in social plugins as an extended service on our website. The data LinkedIn collects also help us to display potential advertising measures only to people who are interested in our offer.

What data are stored by LinkedIn?

LinkedIn stores no personal data due to the mere integration of social plugins. LinkedIn calls the data generated by plugins passive impressions. However, if you click on a social plugin to e.g. share our content, the platform stores personal data as so-called "active impressions". This happens

regardless of whether you have a LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

When you interact with our plugins, your browser establishes a direct connection to LinkedIn's servers. Through that, the company logs various usage data. These may include your IP address, login data, device information or information about your internet or cellular provider. If you use LinkedIn services via your smartphone, your location may also be identified (after you have given permission). Moreover, LinkedIn can share these data with third-party advertisers in "hashed" form. Hashing means that a data set is transformed into a character string. This allows data to be encrypted, which prevents persons from getting identified.

Most data on of your user behaviour is stored in cookies. These are small text files that usually get placed in your browser. Furthermore, LinkedIn can also use web beacons, pixel tags, display tags and other device recognitions.

Various tests also show which cookies are set when a user interacts with a social plug-in. We do not claim for the information we found to be exhaustive, as it only serves as an example. The following cookies were set without being logged in to LinkedIn:

Name: bcookie

Value: =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16112119624-

Purpose: This cookie is a so-called "browser ID cookie" and stores your identification number (ID).

Expiry date: after 2 years

Name: lang

Value: v=2&lang=en-gb

Purpose:This cookie saves your default or preferred language.

Expiry date: after end of session

Name: lidc

Value: 1818367:t=1571904767:s=AQF6KNnJ0G112119624...

Purpose:This cookie is used for routing. Routing records how you found your way to LinkedIn and how you navigate through the website.

Expiry date: after 24 hours

Name: rtc

Value: kt0lrv3NF3x3t6xvDgGrZGDKkX

Purpose:No further information could be found about this cookie.

Expiry date: after 2 minutes

Name: JSESSIONID

Value: ajax:1121196242900777718326218137

Purpose: This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.

Expiry date: after end of session

Name: bscookie

Value: "v=1&201910230812..."

Purpose: This cookie is a security cookie. LinkedIn describes it as a secure browser ID cookie.

Expiry date: after 2 years

Name: fid

Value: AQHj7li23ZBcqAAAA...

Purpose: We could not find any further information about this cookie.

Expiry date: after 7 days

Note: LinkedIn also works with third parties. That is why we identified the Google Analytics cookies `_ga` and `_gat` in our test.

How long and where are the data stored?

In general, LinkedIn retains your personal data for as long as the company considers it necessary for providing its services. However, LinkedIn deletes your personal data when you delete your account. In some exceptional cases, LinkedIn keeps some summarised and anonymised data, even account deletions. As soon as you delete your account, it may take up to a day until other people can no longer see your data. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is necessary for legal reasons. Also, data that can no longer be assigned to any person remains stored even after the account is closed. The data are stored on various servers in America and presumably also in Europe.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. In your LinkedIn account you can manage, change and delete your data. Moreover, you can request a copy of your personal data from LinkedIn.

How to access account data in your LinkedIn profile:

In LinkedIn, click on your profile icon and select the "Settings & Privacy" section. Now click on "Privacy" and then on the section "How LinkedIn uses your data on". Then, click "Change" in the row with "Manage your data and activity". There you can instantly view selected data on your web activity and your account history.

In your browser you also have the option of preventing data processing by LinkedIn. As mentioned above, LinkedIn stores most data via cookies that are placed in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, these settings work a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can generally set your browser to always notify you when a cookie is about to be set. Then you can always decide individually whether you want to allow the cookie or not.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, your consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use the integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and take a look at the privacy policy or the cookie policy of the respective service provider.

LinkedIn also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.






LinkedIn uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraph 2 and 3 of the GDPR). These clauses oblige LinkedIn to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We have tried to provide you with the most important information about data processing by LinkedIn. On <https://www.linkedin.com/legal/privacy-policy> you can find out more on data processing by the social media network LinkedIn.

Pinterest Privacy Policy

Pinterest Privacy Policy Overview

-  Affected parties: website visitors
 -  Purpose: service optimisation
 -  Processed data: data such as data on user behaviour, device information, IP address and search terms.
- You can find more details in the Privacy Policy below.
-  Storage period: until Pinterest no longer needs the data for its purposes
 -  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Pinterest?

On our website we use buttons and widgets by the social media network Pinterest, of the company Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA. For the European area, the entity responsible for all aspects of privacy is the Irish company Pinterest Europe Ltd. (Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland).

Pinterest is a social network that specialises in graphic representations and photographs. Its name is made up of the two words “pin” and “interest”. Users can exchange ideas about various hobbies and interests via Pinterest and view profiles with pictures openly or in defined groups.

Why do we use Pinterest?

The social media platform Pinterest has been around for a few years now and is still one of the most visited and valued platforms. Pinterest is particularly suitable for our industry because the platform is primarily known for beautiful and interesting images. That is why we are of course also represented on Pinterest and want to put our content in the limelight in places other than our website. The collected data may also be used for advertising purposes, so we can show advertising messages to precisely those people who are interested in our services or products.

Which data are processed by Pinterest?

Pinterest may store so-called log data. This includes information about your browser, IP address, our website address and the your activities on it (e.g. when you click the save or pin button), along with your search history, the date and time of the request as well as cookie and device data. If you interact with an embedded Pinterest function, cookies that store various data may also be set in your browser. Most of the above-mentioned log data, as well as preset language settings and clickstream data are stored in cookies. Pinterest considers clickstream data as information about your website behaviour.

If you have a Pinterest account yourself and are logged in, the data collected via our site may be linked to your account and used for advertising purposes. If you interact with our integrated Pinterest functions, you will usually be redirected to the Pinterest page. Below you will see an exemplary selection of cookies that can then be placed in your browser.

Name: _auth

Value: 0

Purpose: The cookie is used for authentication. A value such as your “username” can be stored in it, for example.

Expiry date: after one year

Name: _pinterest_referrer

Value: 1

Purpose: This cookie stores the information that you came to Pinterest via our website. Thus, the URL of our website is retained.

Expiry date: after the session ends

Name: _pinterest_sess

Value: ... 9HRHZvVE0rQIUxdG89

Purpose: This cookie is used to log into Pinterest and it contains user IDs, authentication tokens and time stamps.

Expiry date: after one year

Name: _routing_id

Value: "8d850ddd-4fb8-499c-961c-77efae9d4065 112119624 -8"

Purpose: This cookie contains an assigned value that is used to identify a specific routing destination.

Expiry date: after one day

Name: cm_sub

Value: denied

Purpose: This cookie stores user IDs and time stamps.

Expiry date: after one year

Name: csrftoken

Value: 9e49145c82a93d34fd933b0fd8446165 112119624-1

Purpose: This cookie is most certainly placed for security reasons in order to prevent falsified inquiries. However, we could not find more precise information.

Expiry date: after one year

Name: sessionFunnelEventLogged

Value: 1

Purpose: We have not yet been able to find out more information about this cookie.

Expiry date: after one day

How long and where are the data retained?

Pinterest basically stores the collected data until it is no longer needed for the company's purposes. As soon as the storage of this data is no longer necessary, e.g. for the compliance with legal regulations, the data is either erased or anonymised so you can no longer be identified as a person. The data may also be stored on American servers.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party providers such as Pinterest at any time. This can be done either via our cookie management tool or via other opt-out functions. You can for example also prevent data retention by cookies by managing, deactivating or erasing cookies in your browser.

Since cookies can be used with embedded Pinterest elements, we also recommend you to read our general privacy policy on cookies. To find out which of your data are stored and processed, you should read the privacy policies of the respective tools.

Legal basis

If you have consented to the processing and storage of your data by integrated social media elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) in maintaining fast and good communication with you or other customers and business partners. Nevertheless, we only use the tool if you have given your consent to it. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

Pinterest also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Pinterest uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Pinterest to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We hope we could provide you with the most important information about data processing by Pinterest. You can find out more about Pinterest's privacy guidelines at

<https://policy.pinterest.com/en-gb/privacy-policy>.

Reddit Privacy Policy

We use the social news aggregator Reddit for our website. The provider of this service is the American company Reddit Inc., 548 Market St. #16093, San Francisco, California 94104, USA.

Reddit also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Reddit uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Reddit commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on

an implementing order by the EU Commission.


You can find the order and the standard contractual clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.


You can find out more about the data that is processed through the use of Reddit in their Privacy Policy at <https://www.reddit.com/policies/privacy-policy>.

ShareThis Privacy Policy


ShareThis Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: includes data on user behaviour, information about your device and IP address.

More details can be found in the privacy policy below.

 Storage period: the collected data is stored for up to 14 months

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is ShareThis?

On our website we have implemented functions of ShareThis from ShareThis Inc. (4005 Miranda Ave, Suite 100, Palo Alto, 94304 California, USA). These are, for example, “share” plugins of various social media channels. With the help of these functions, you can share our website’s content on social media channels. If you open a website with a ShareThis function, your data may be transferred to the company, where it may be stored and processed. In this privacy policy you can read why we use ShareThis, what data is processed and how you can prevent this data transmission.

ShareThis is a technology company that offers website operators tools to improve website quality. With ShareThis social plugins, you can share our website’s content on various social media channels such as Facebook, Twitter, Instagram etc. The company offers content sharing for over 40 different channels and is used by over 3 million website operators worldwide. The data collected by ShareThis are also used for tailored advertisements.

Why do we use ShareThis on our website?

We strive to provide quality content and we are of course happy, if our content is also recommended to and shared with others. This helps us to know that we are on the right path. The easiest way to do this is via any “Share” directly on our website. Thanks to the different variety social media channels, we can present our content to a wide audience. This helps us to increase awareness for us and to become more successful on the Internet. However, the plugins also help you since you can share interesting content with your social media community with just one click.

What data is stored by ShareThis?

If you share content with ShareThis and are logged into a social media account, data e.g. on your visit to our website, as well as your sharing of content may be assigned to your user account on the respective social media channel. ShareThis uses cookies, pixels, HTTP headers and browser identifiers to collect data about your visitor behaviour. In addition, some of this data is shared with third parties, but only after it has been pseudonymised.

Here is a list of the data that may be processed:

- Unique ID of a cookie placed in the web browser
- General click behavior
- Addresses of visited websites
- Search queries which led a visitor to the ShareThis page
- Navigation from website to website provided it happened via ShareThis services
- Time spent on a website
- Which elements have been clicked or highlighted
- The IP address of the computer or mobile device
- Mobile advertising IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other utilised transmission protocols
- Which program on the computer (browser) or which operating system was used (iOS)

ShareThis uses cookies, which we will list examples of below. You can find out more about ShareThis cookies at <https://www.sharethis.com/privacy/>.

Name: __unam

Value: 8961a7f179d1d017ac27lw87qq69V69112119624-5

Purpose: This cookie counts the “clicks” and “shares” on a website.

Expiry date: after 9 months

Name: __stid

Value: aGCDwF4hjVEI+oIsABW7112119624Ag==

Purpose: This cookie stores user behavior, such as the websites accessed, page-to-page navigations and the length of time spent on the website.

Expiry date: after 2 years

Name: __sharethis_cookie_test__

Value: 0

Purpose: This cookie monitors the “clickstream” activity. That means it records where you clicked on the website.

Expiry date: after end of session

Note: We do not claim for this list to be exhaustive. The cookies that are set in individual cases depend on the embedded functions and the use thereof.

How long and where is the data stored?

ShareThis stores collected data for a period of up to 14 months from the date of data collection. ShareThis cookies expire 13 months after the last update. Since ShareThis is an American company, data is transferred to and stored on American ShareThis servers.

How can I erase my data or prevent data retention?

If you no longer want to see advertisements based on data collected by ShareThis, you can use the opt-out button at <https://www.sharethis.com/privacy/>. Then, an opt-out cookie is set, which you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertising at <https://www.youronlinechoices.com/uk/> in "Your Ad Choices".

You also have the option of managing, deactivating or deleting data that is stored in your browser via cookies. How exactly the administration works depends on your browser. Here you will find the instructions for the most popular browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can also set your browser to always inform you when a cookie is about to be set.

Legal basis

If you have consented processing and storage of your data by integrated social media elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to also take a look at the privacy policy or the cookie policy of the respective service provider.

ShareThis processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

ShareThis uses standard contractual clauses, which are approved by the EU Commission, as the

basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfers there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige ShareThis to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

If you would like to know more about the processing of your data by ShareThis, you can find further information at <https://www.sharethis.com/privacy/>.

Snapchat Privacy Policy

We also use the instant messaging service Snapchat. The provider of this is the American company Snap Inc., 2772 Donald Douglas Loop N, Santa Monica (HQ), CA, USA.

Snapchat also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Snapchat uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Snapchat to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data that is processed by using Snapchat in their privacy policy at <https://snap.com/en-GB/privacy/privacy-policy>.

Spotify Music Player Widget Privacy Policy

On our website, we use the Spotify Music Player widget by the music platform Spotify. The provider of this service is the Swedish company Spotify AB, Regeringsgatan 19, 111 53 Stockholm, Sweden. You can find out more about the data that is processed through the use of Spotify in their Privacy Policy at <https://www.spotify.com/uk/legal/privacy-policy/>.

TikTok Privacy Policy

We also use TikTok, which is a social media and video channel. The provider of this service is the Chinese company Beijing Bytedance Technology Ltd. The responsible entity for the European area is the Irish company TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland.

TikTok uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR) as basis for data processing by recipients based in third countries (which are

outside the European Union, Iceland, Liechtenstein and Norway) or for data transfer there. These clauses oblige TikTok to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data processed by TikTok in the Privacy Policy at

<https://www.tiktok.com/legal/privacy-policy?lang=en#privacy-eea>.

Tumblr Privacy Policy

We have integrated functions of the blogging service Tumblr on our website. The provider of this service is the American company Tumblr, Inc., 60 29th Street #343, San Francisco, CA 94110, USA. Tumblr, Inc. is a subsidiary of Automattic, Inc.


We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. Tumblr and Automattic mainly conduct the processing of your data. This may result in your data not being processed and stored anonymously. Moreover, US government authorities may have access to individual data. Your data may also get linked to data of other Tumblr or Automattic services you may have a user account with.


You can find out more about the data that is processed by using Tumblr in their Privacy Policy at


<https://www.tumblr.com/privacy/en> or at <https://automattic.com/privacy/>.

Twitter Privacy Policy


Twitter Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: includes data on user behaviour, information about your device and IP address.

More details can be found in the privacy policy below.

 Storage period: Twitter deletes collected data of other websites after 30 days at most

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Twitter?

We have incorporated Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform from the firm Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To our knowledge, in the European Economic Area and Switzerland, a mere integration of the Twitter function does not transfer any personal data or data about your web activities to Twitter. Only when you interact with the Twitter functions, such as by clicking a button, data could be sent

to Twitter and get saved as well as processed there. We have no influence on this processing of data and do not bear any responsibility for it. Within this privacy statement, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

For some, Twitter is a news service, for others, a social media platform, and for others still it is a microblogging service. All these terms are justified and mean pretty much the same.

Both individuals as well as companies use Twitter for communicating with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets". In contrast to Facebook, for example, the service does not focus on the expansion of a network of "friends", but strives to be regarded as an open, worldwide news platform. On Twitter you can also have an anonymous account and tweets can be deleted by both, either the company or the users themselves.

Why do we use Twitter on our website?

Like many other websites and companies, we try to use different channels for offering our services and communicating with our customers. Twitter is a truly useful "small" news service, which is why it has grown dear to us. We regularly tweet or retweet exciting, funny or interesting content. We understand that you do not have the time to follow every channel after channel, as you surely have enough other things to do. That is why we also have integrated Twitter functions to our website. That way, you can experience our Twitter activities "on site" or come to our Twitter page via a direct link. With the integration, we want to strengthen the service and user-friendliness on our website.

What data is stored by Twitter?

You will find integrated Twitter functions on some of our subpages. If you interact with Twitter content, such as by clicking a button, Twitter may collect and save data. This can happen even if you don't have a Twitter account yourself. Twitter calls this data "log data". It includes demographic data, browser cookie IDs, your smartphone's ID, hashed email addresses, and information on which pages you have visited on Twitter and what actions you have taken there. Of course, Twitter stores more data if you have a Twitter account and are logged in. This retention is usually done via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We will now show you which cookies are placed if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We do not claim for this list to be extensive, since the array of cookies always changes and depends on your individual actions with Twitter content.

The following cookies have been used in our test:

Name: personalization_id

Value: "v1_cSjIsogU51SeE112119624"

Purpose: This cookie stores information on how you use the website and what ad may have led you to Twitter.

Expiry date: after 2 years

Name: lang

Value: en

Purpose: This cookie stores your default or preferred language.

Expiry date: after end of session

Name: guest_id

Value: 112119624v1%3A157132626

Purpose: This cookie is set to identify you as a guest.

Expiry date: after 2 years

Name: fm

Value: 0

Purpose: Unfortunately, we could not find out the purpose of this cookie.

Expiry date: after end of session

Name: external_referer

Value: 1121196242beTA0sf5lkMrlGt

Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.

Expiry date: after 6 days

Name: eu_cn

Value: 1

Purpose: This cookie stores user activity and is used for Twitter's various advertising purposes.

Expiry date: after one year

Name: ct0

Value: c1179f07163a365d2ed7aad84c99d966

Purpose: Unfortunately we could not find any information on this cookie.

Expiry date: after 6 hours

Name: _twitter_sess

Value: 53D%253D-dd0248112119624-

Purpose: With this cookie you can use functions within Twitter's website.

Expiry date: after end of session

Note: Twitter also works with third parties. Therefore, we have recognized the three Google Analytics cookies `_ga`, `_gat`, `_gid` in our test.

On the one hand, Twitter uses the collected data for gaining better understand on user behaviour, and thus to improve their own services and advertising offers. On the other hand, the data are also used for internal security measures.

How long and where are the data stored?

When Twitter collects data from other websites, after a maximum of 30 days, they will be deleted, summarised or otherwise concealed. Twitter's servers are in various server centres in the United States. Accordingly, it can be assumed that the gathered data will be collected and stored in America. In our research we could not clearly determine whether Twitter also owns servers in Europe. Generally, Twitter may keep collected data stored until either the data are no longer useful to the company, until you delete the data or until a potential legal deletion period has been reached.

How can I erase my data or prevent data retention?

In their Privacy Policy, Twitter repeatedly emphasise that they do not save data from external website visits, provided you or your browser are in the European Economic Area or Switzerland. However, if you interact directly with Twitter, the company will of course store your data.

If you have a Twitter account, you can manage your data by clicking on "More" under the "Profile" button. Then click on "Settings and privacy". Here you can manage data processing individually.

If you do not have a Twitter account, you can go to twitter.com and click "Settings". At "Personalisation and data" you can manage data that is collected on you.

As mentioned above, most data are stored via cookies, which you can manage, deactivate or delete in your browser. Please note that when changing cookie settings in your browser, the edits will only affect that very browser. This means that if you use another browser in the future, you will have to manage your cookie settings there again. In the following you will find instructions for managing cookies in the most popular browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can also set your browser to notify you about each individual cookie. This lets you decide individually whether you want to allow or deny a cookie.

Twitter also uses the data for personalised advertising in-and outside of Twitter. You can switch off personalised advertising in the settings under "Personalization and data". If you use Twitter on a browser, you can deactivate personalised advertising at <http://optout.aboutads.info/?c=2&lang=EN>.

Legal basis

If you have consented processing and storage of your data by integrated social media elements,

this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**) . Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to also take a look at the privacy policy or the cookie policy of the respective service provider.

Twitter processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.


Twitter uses standard contractual clauses, which are approved by the EU Commission, as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfers there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige ShareThis to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:


https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


We hope we could give you a basic overview of Twitter's data processing. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend you to read Twitter's privacy statement at <https://twitter.com/en/privacy>.

XING Privacy Policy


Xing Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: your IP address and browser data, as well as the date and time of your page view

More details can be found in the privacy policy below.

 Storage period: data of Xing users are stored until deletion is requested

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Xing?

On our website we use social plugins by the social media network Xing, by the company Xing SE, Dammtorstrasse 30, 20354 Hamburg, Germany. Their functions allow you to for example share content and follow interesting content on Xing directly via our website, or to log in to Xing via our site. You can recognize the plugins by the company name or the Xing logo. If you open a website that uses a Xing plugin, data can be transmitted to, and saved as well as evaluated by the "Xing server". In this privacy policy we will inform you on what data this is and how you can manage or prevent data retention.

Xing is a social network with its headquarters in Hamburg. The company specializes in managing professional contacts. That means, that as opposed to other networks, Xing is primarily about professional networking. The platform is often used for job hunting or for companies to find employees. Moreover, Xing offers interesting content on various professional topics. The global counterpart of Xing is the American company LinkedIn.

Why do we use Xing on our website?

Nowadays, there is a flood of social media channels, and we understand that your time is very precious. It is simply not possible for you to closely follow every social media channel of a company. Therefore, we want to make your life as easy as possible and enable you to share or follow interesting content on Xing directly via our website. With these so-called "social plugins" we are expanding the service on our website. Additionally, the data collected by Xing help us to create targeted advertising on the platform. This means that our services are only displayed to people who are genuinely interested in them.

What data is stored by Xing?

As plugins for websites, Xing offers the share, follow and login buttons. As soon as you open a page with an integrated Xing social plugin, your browser will connect to servers in a Xing data centre. Xing claim that upon using the share button, no data that could directly relate to a person is stored. Furthermore, Xing do not save your IP address, neither do any cookies get set upon using the share button. This means that your user behaviour is not analysed. You can find more information at https://dev.xing.com/plugins/share_button/privacy_policy.

With Xing's other plugins, cookies only get set in your browser if you interact with the plugin or click on it. Personal data such as your IP address, browser data, as well as the date and time of your visit to Xing may be stored. If you have a XING account and are logged in, the collected data will be assigned to your personal account and matched with the data stored in it.

If you click on the follow or log-in button and are not yet logged in to Xing, the following cookies are set in your browser. Please keep in mind that this is an indicative list and we do not claim for it to be exhaustive:

Name: AMCVS_0894FF2554F733210A4C98C6%40AdobeOrg

Value: 1

Purpose: This cookie is used to create and store identification details for website visitors.

Expiry date: after session end

Name: c_

Value: 157c609dc9fe7d7ff56064c6de87b019112119624-8

Purpose: We were unable to find out more information on this cookie.

Expiry date: after one day

Name: prevPage

Value: wbm%2FWelcome%2Flogin

Purpose: This cookie stores the URL of the previous website you visited.

Expiry date: after 30 minutes

Name: s_cc

Value: true

Purpose: This Adobe Site Catalyst cookie determines whether cookies are generally activated in the browser.

Expiry date: after end of session

Name: s_fid

Value: 6897CDCD1013221C-39DDACC982217CD1112119624-2

Purpose: This cookie is used to identify a unique visitor.

Expiry date: after 5 years

Name: visitor_id

Value: fe59fbe5-e9c6-4fca-8776-30d0c1a89c32

Purpose: The visitor cookie contains a unique visitor ID and a unique identifier for your account.

Expiry date: after 2 years

Name: _session_id

Value: 533a0a6641df82b46383da06ea0e84e7112119624-2

Purpose: This cookie creates a temporary session ID that is used as the in-session user ID. The cookie is vital to provide the functions of Xing.

Expiry date: after end of session

When you are logged in to Xing or are a member of the platform, further personal data will be collected, processed and saved. Xing also passes personal data to third parties if it is either necessary for its own business purposes, if you have given your consent or if there is a legal obligation.

How long and where is the data stored?

Xing stores data on different servers in various data centres. The company stores this data until you delete it or until you delete your user account. Of course, this only applies to users who are already Xing members.

How can I erase my data or prevent data retention?

You have the right to access and delete your personal data at any time. Even if you are not a Xing member, you can prevent potential data processing via your browser or manage it as you wish. Most data are stored via cookies. Depending on which browser you are using, the settings work a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can also set up your browser to notify you whenever a cookie is about to be placed. Then you can always decide individually whether you want to allow or deny a cookie.






Legal basis

If you have consented processing and storage of your data by integrated social media elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. We only use integrated social media elements if you have given your consent. Most social media platforms also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to also take a look at the privacy policy or the cookie policy of the respective service provider.

We tried to make you familiar with the most important information on data processing by Xing. At <https://privacy.xing.com/en/privacy-policy> you can find out more about data processing by the social media network Xing.

Blogs and Publication Media Introduction

Blogs and Publication Media Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Presentation and optimisation of our service, along with communication between website visitors, as well as security measures and administration
-  Data processed: Data such as contact details, IP address and published content.
More details can be found under the tools used.
-  Storage duration: depending on the tools used
-  Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 letter b. GDPR (contract)

What are blogs and publishing media?

We use blogs or other means of communication on our website through which we can communicate with you – and through which you can communicate with us. Your data may also be stored and processed by us. This may be necessary in order for us to display content appropriately, make communication work smoothly and increase security. In this privacy policy, we will show you general information on which of your data may be processed. The exact information on data processing, however, always depends on the tools and functions used. You will find detailed information about data processing in the privacy policies of the individual providers.

Why do we use blogs and publication media?

Our greatest motivation for our website is to offer you interesting and exciting content. At the same time, your opinions and your content are important to us. That's why we want to create a good interactive exchange between you and ourselves. With various blogs and publication options, we can achieve exactly that. You can e. g. post comments about our content, reply to others' comments or, in some cases, make posts yourself.

Which data is processed?

Exactly which data is processed always depends on the communication functions we use. Very often IP address, username and published content are stored. This is done primarily to ensure security protection, prevent spam, and for us to be able to take action against any illegal content. What is more, cookies may also be used for data retention. They are small text files that are stored as information in your browser. You can find more details about the collected and stored data in our individual sections and in the privacy policies of the respective providers.

Duration of data processing

We will inform you below about the duration of data processing, provided we have further information on this. For example, post and comment functions store data until you revoke data storage. In general, personal data is only stored for as long as is absolutely necessary for us to provide you with our services.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party communication tools at any time. This can be done either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, deactivating or erasing the cookies in your browser.

Since cookies can also be used in publication media, we also recommend you read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal Basis

We use this means of communication mainly on the basis of our legitimate interests (Art. 6 Para. 1 lit. f GDPR) in fast and good communication with you or other customers, business partners and visitors. Provided the use serves to process or initiate contractual relationships, the legal basis also extends to Article 6 Paragraph 1 Sentence 1 lit. b. GDPR.

Certain types of processing require your consent – in particular the use of cookies and comment or message functions. Provided you have consented to your data being processed and stored by integrated publication media, this consent is the legal basis for any data processing (Article 6 (1) (a) GDPR). Most communication features we use set cookies in your browser to store data. We therefore recommend you read our privacy policy on cookies carefully and consult the privacy

policy or cookie policy of the relevant service provider.


Information on specific tools – if available – can be found in the following sections.


Online Marketing


Online Marketing Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: Evaluation of visitor information for website optimisation

 Processed data: Access statistics containing data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed. You can find more details on this from the respective Online Marketing tool.

 Storage period: depending on the Online Marketing tools used

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Online Marketing?

Online Marketing refers to all measures that are carried out online to achieve marketing goals, such as increasing brand awareness or doing business transactions. Furthermore, our Online Marketing measures aim to draw people's attention to our website. In order to be able to show our offer to many interested people, we do Online Marketing. It mostly is about online advertising, content marketing or search engine optimisation. For this, personal data is also stored and processed, to enable us to use Online Marketing efficiently and targeted. On the one hand, the data help us to only show our content to people who are interested in it. On the other hand, it helps us to measure the advertising success of our Online Marketing measures.

Why do we use Online Marketing tools?

We want to show our website to everyone who is interested in our offer. We are aware that this is not possible without conscious measures being taken. That is why we do Online Marketing. There are various tools that make working on our Online Marketing measures easier for us. These also provide suggestions for improvement via data. Thus, we can target our campaigns more precisely to our target group. The ultimate purpose of these Online Marketing tools is to optimise our offer.

Which data are processed?

For our Online Marketing to work and to measure its success, user profiles are created and data are e.g. stored in cookies (small text files). With the help of this data, we can not only advertise in the traditional way, but also present our content directly on our website in the way you prefer. There are various third-party tools that offer these functions and thus collect and store your data accordingly. The aforementioned cookies e.g. store the pages you visit on our website, how long you view these pages, which links or buttons you click or which website you came from. What is more, technical information may also be stored. This may include e.g. your IP address, the browser and device you use to visit our website or the time you accessed our website as well as the time you left. If you have agreed for us to determine your location, we can also store and process it.

Your IP address is stored in pseudonymised form (i.e. shortened). What is more, distinct data that directly identify you as a person, such as your name, address or email address, are only stored in pseudonymised for advertising and Online Marketing purposes. With this data we cannot identify you as a person and only retain the pseudonymised information that is stored in your user profile.

Under certain circumstances, cookies may also be utilised, analysed and used for advertising purposes on other websites that use the same advertising tools. Thus, your data may then also be stored on the servers of the respective provider of the advertising tool.

In rare exceptions, unique data (name, email address, etc.) may also be stored in the user profiles. This can happen, if you are for example a member of a social media channel that we use for our Online Marketing measures and if the network connects previously received data with the user profile.

We only ever receive summarised information from the advertising tools we use that do store data on their servers. We never receive data that can be used to identify you as an individual. What is more, the data only shows how well-placed advertising measures have worked. For example, we can see what measures have caused you or other users to visit our website and purchase a service or product. Based on these analyses we can improve our advertising offer in the future and adapt it more precisely to the needs and wishes of people who are interested.

Duration of data processing

Below we will inform you on the duration of data processing, provided we have this information. In general, we only process personal data for as long as is absolutely necessary to provide our services and products. Data stored in cookies are retained for different lengths of time. Some cookies are deleted after you leave a website, while others may be stored in your browser for a number of years. However, in the respective privacy policies of the respective provider, you will usually find detailed information on the individual cookies this provider uses.

Right of withdrawal

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. You can for example also prevent data collection by cookies if you manage, deactivate or erase cookies in your browser. The legality of the processing remains unaffected to the point of revocation.

Since Online Marketing tools usually use cookies, we also recommend you to read our privacy policy on cookies. If you want to find out which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal basis

If you have consented to the use of third-party providers, then this consent is the legal basis for the corresponding data processing. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for personal data processing, as may be done when data is collected by online

marketing tools.

Moreover, we have a legitimate interest in measuring our online marketing activities in anonymised form, in order to use this data for optimising our offer and our Marketing. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)** . Nevertheless, we only use these tools if you have given your consent.

Information on special online marketing tools can be found in the following sections, provided this information is available.

Facebook Custom Audiences Privacy Policy

On our website we use Facebook Custom Audiences, a event tracking tool. The provider of this service is the American company Facebook Inc. The company also has Irish headquarters at 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Facebook also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Facebook uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Facebook to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about the data that is processed by using Facebook in their Privacy Policy at <https://www.facebook.com/about/privacy>.

Google AdMob privacy policy

On our website, we use Google AdMob, a tool for mobile advertising. The provider of this service is the American company Google Inc. The responsible entity for the European region is the Irish company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland).

Google also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when

processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


The data processing agreement, which refers to the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessor/terms/>.


You can find out more about Google's data processing in their privacy policy at <https://policies.google.com/privacy?hl=en-US>.


Google Ads (Google AdWords) Conversion Tracking Privacy Policy


Google Ads (Google AdWords) Conversion Tracking Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: economic success and service optimisation.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed.

 Storage period: Conversion cookies usually expire after 30 days and do not transmit any personal data

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit.f GDPR (legitimate interests)

What is Google Ads conversion tracking?

We use Google Ads (previously Google AdWords) as an online marketing measure, to advertise our products and services. Thus, we want to draw more people's attention on the internet to the high quality of our offers. As part of our advertising measures with Google Ads, we use the conversion tracking of Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") on our website. With the aid of this free tracking tool we can tailor our advertising offer better to your interests and needs. In the following article we will explain, why we use conversion tracking, what data gets saved and how you can prevent this data retention.

Google Ads (previously Google AdWords) is the internal online advertising system of the company Google LLC. We are convinced of our offer's quality and would like as many people as possible to discover our website. For this, Google Ads offers the best platform within the online environment. Of course, we also want to get an overview of the cost-benefit factor of our advertising campaigns. Thence, we use Google Ads' conversion tracking tool.

But what is a conversion actually? A conversion occurs, when you turn from an interested visitor into an acting website visitor. This happens every time you click on our ad and then make another action, such as paying a visit to our website. With Google's conversion tracking tool, we can understand what happens after a user clicks our Google ad. It shows us for instance if products get bought, services are used or whether users have subscribed to our newsletter.

Why do we use Google Ads conversion tracking on our website?

We use Google Ads to show our offer also across other websites. Our aim is for our advertising campaigns to reach only those people, who are interested in our offers. With the conversion tracking tool, we see what keywords, ads, ad groups and campaigns lead to the desired customer actions. We see how many customers interact with our ads on a device, to then convert. With this data we can calculate our cost-benefit-factor, measure the success of individual ad campaigns and therefore optimise our online marketing measures. With the help of the obtained data we can give our website a more interesting design and customise our advertising offer better to your needs.

What data is stored with Google Ads conversion tracking?

For a better analysis of certain user actions, we have integrated a conversion tracking tag, or code snippet to our website. Therefore, if you click one of our Google ads, a Google domain stores the cookie "conversion" on your computer (usually in the browser) or on your mobile device. Cookies are little text files that save information on your computer.

Here are data of the most significant cookies for Google's conversion tracking:

Name: Conversion

Value: EhMI_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYISAGQ112119624-3

Purpose: This cookie saves every conversion you make on our website after you came to us via a Google ad.

Expiry date: after 3 months

Name: _gac

Value: 1.1558695989.EAlalQobChMliOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEgIYQfD_BwE

Purpose: This is a classic Google Analytics Cookie that records various actions on our website.

Expiry date: after 3 months

Note: The cookie _gac only appears in connection with Google Analytics. The above list does not claim to be exhaustive, as Google repeatedly change the cookies they use for analytical evaluation.

As soon as you complete an action on our website, Google identifies the cookie and saves your action as a so-called conversion. For as long as you surf our website, provided the cookie has not expired, both Google and us can determine that you found your way to us via a Google ad. Then, the cookie is read and sent back to Google Ads, together with the conversion data. Moreover, other cookies may also be used for measuring conversions. Google Ads' conversion tracking can be fine-tuned and improved with the aid of Google Analytics. Furthermore, ads which Google displays in various places across the web, might be placed under our domain with the name "__gads" or "_gac". Since September 2017, analytics.js retains various campaign information with the _gac cookie. This cookie stores data, as soon as you open one of our sites that has been set up for Google Ads' auto-tagging. In contrast to cookies that are placed for Google domains, Google can only read these conversion cookies when you are on our website. We do neither collect nor receive any personal data. We do obtain a report with statistical evaluations by Google. With the help thereof, we can not only see the total number of users who clicked our ad, but also what advertising measures were

well received.

How long and where is the data stored?

At this point we want to reiterate, that we have no influence on how Google use the collected data. According to Google, the data are encrypted and stored on a secure server. In most cases, conversion cookies expire after 30 days, and do not transmit any personalised data. The cookies named "conversion" and "_gac" (which is used with Google Analytics) have an expiry date of 3 months.

How can I erase my data or prevent data retention?

You have the possibility to opt out of Google Ads' conversion tracking. The conversion tracking can be blocked by deactivating the conversion tracking cookie via your browser. If you do this, you will not be considered for the statistic of the tracking tool. You can change the cookie settings in your browser anytime. Doing so, works a little different in every browser. Hence, in the following you will find an instruction on how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a potential cookie is about to be set. This lets you decide upon permitting or denying the cookie's placement. By downloading and installing the browser plugin at <https://support.google.com/ads/answer/7395996> you can also deactivate all "advertising cookies". Please consider that by deactivating these cookies, you cannot prevent all advertisements, only personalised ads.

Legal basis

If you have consented to the use of Google Ads Conversion Tracking, your consent is the legal basis for the corresponding data processing. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for personal data processing, as may be done when collected by Google Ads Conversion Tracking.

We also have legitimate interest in using Google Ads Conversion Tracking to optimise our online service and marketing measures. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use Google Ads Conversion Tracking if you have consented to it.

Google also processes data in the USA, among other countries. We would like to note, that

according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


The Google Ads Data Processing Terms, which reference the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessorterms/>


If you would like to find out more about data protection at Google, we recommend Google's privacy policy at: <https://policies.google.com/privacy?hl=en-GB>.


Google AdSense Privacy Policy


Google AdSense Privacy Policy Overview

 Affected parties: website visitors

 Purpose: economic success and service optimisation.

 Processed data: Access statistics containing data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed.

 Storage duration: depending on the cookies used and on the retained data

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Google AdSense?

We use Google AdSense on this website. It is an advertising program of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With Google AdSense we can show advertisements that fit our theme. Thus, we can offer you adverts that ideally give you added value. In this privacy statement on Google AdSense we will explain to you, why we use Google AdSense on our website and which of your data is processed and saved, as well as how you can prevent this data retention.

The advertising program Google AdSense has been around since 2003. As opposed to Google Ads (previously: Google AdWords) it is not possible to advertise on Google AdSense oneself. Google AdSense displays advertisements on websites, such as ours. The biggest advantage of this web service compared to some others, is that Google AdSense only shows ads to you which match our website's contents. Google has its own algorithm which calculates what ads are shown to you. Of course, we only want to show you ads that interest you and provide you added value. Google checks which advertisements are suitable for our users, considering your interests, your user

behaviour and our offer. At this point we want to mention that we are not responsible for the choice of the ads. We merely offer advertising space on our website, while Google selects the displayed ads. Moreover, since August 2013 the ads are customised to the respective user interface. This means, that no matter if you visit our website with your smartphone, your PC or your laptop, the ads adjust to your terminal device.

Why do we use Google AdSense on our website?

The operation of a high-quality website requires tremendous dedication and commitment. We are essentially never finished with working on our website. This is, because we continuously maintain and keep our website up to date. Of course, we want to achieve economic success with this work. Therefore, we decided for to use advertisements as a source of revenue. It is most important to us however, that we do not disrupt your visit to our website with these advertisements. Thence, with the aid of Google AdSense, only adverts that are tailored to you and our themes are shown.

Like with Google's indexation for a website, a bot examines both, the matching content and the offers on our website. Then, the ads are adapted to and presented on the website. Alongside the contextual overlaps between the ads and website offer, AdSense also supports interest-based targeting. This means, that Google also uses your data to offer advertising that is tailored to you. That way you receive ads that ideally offer you added value, and it gives us a higher chance of earning a bit.

What data is stored by Google AdSense?

Google AdSense uses cookies to display ads that are customised to you. Cookies are little text files, that store certain information on your computer.

Cookies are supposed to enable improved advertisements in AdSense. They do not contain any personally identifiable data. However, it should be considered that Google does not view data such as "Pseudonymous Cookie-IDs" (name or other identification feature is replaced with a pseudonym) or IP addresses as personally identifiable information. Although, within the framework of the GDPR, this data can be classified as personal data. Following every impression (every time you see an ad), every click and any other activity that leads to a call on its servers, Google AdSense sends a cookie to the browser. The cookie is then saved in the browser, provided the browser accepts it.

Under certain circumstances, third parties can place cookies in your browser, and read them or use web beacons, to store data they receive through the display of ads on the website. Web beacons are little graphics that analyse and a record the log file. This analysis allows a statistical evaluation for the online marketing.

Through this cookie, Google can collect certain information on your user behaviour on our website. These include:

- Information on how you interact with an ad (clicks, impressions, mouse movements)
- Information if an ad has already been displayed in your browser. This data helps to prevent an ad from showing multiple times.

Thereby, Google evaluates and analyses data on the displayed advertising material along with your IP address. Primarily, Google uses the data to measure the effectiveness of an ad and improve the advertising offer. Moreover, the data does not get linked to your personal data which Google might have received via other Google services.

In the following we will introduce you to the cookies that Google AdSense uses for tracking purposes. Please note, that we will refer to a test website, which only has Google AdSense installed to it:

Name: uid

Value: 891269189112119624-8

Purpose: The cookie is stored under the domain adform.net. It provides a uniquely assigned user ID that is generated automatically and collects data on the activity on our website.

Expiry date: after 2 months

Name: C

Value: 1

Purpose: This cookie identifies if your browser accepts cookies. The cookie is stored under the domain track.adform.net.

Expiry date: after 1 month

Name: cid

Value: 8912691894970695056,0,0,0,0

Purpose: This cookie is saved under the domain track.adform.net. It stands for the client ID and is used to offer you improved advertisements. It can forward more relevant adverts to the user and helps to improve reports on campaign performance.

Expiry date: after 2 months

Name: IDE

Value: zOjt4TWxwbFDjaATZ2TzNaQmxrU112119624-1

Purpose: The cookie is stored under the domain doubleclick.net. It serves the purpose of registering your actions following an impression or a click on the ad. Thus, it can be measured how our visitors like an ad.

Expiry date: after 1 month

Name: test_cookie

Value: not specified

Purpose: With the „test_cookies“ it can be verified, if your browser even supports cookies. The cookie is saved under the domain doubleclick.net.

Expiry date: after 1 month

Name: CT592996

Value:733366

Purpose: It is saved under the domain adform.net. The cookie is placed upon your click on an ad. We could not find any further information on the use of this cookie.

Expiry date: after one hour

Note: This list does not claim to be exhaustive, as Google frequently change the choice of their cookies.

How long and where is the data stored?

Google retains your IP address, as well as various activities you perform on the website. Cookies store this information with the interactions on our website. According to Google, the company collects and saves the given information securely on its internal servers in the USA.

If you do not have a Google account or are not logged in, Google usually stores the collected data on your browser with a unique identification (ID). The IDs saved in cookies serve e.g. for providing personalised advertisements. If you are logged into a Google account, Google can gather personal information.

You can delete certain data that is saved by Google anytime (see next section). Much of the information saved in cookies get automatically deleted after a specific time. However, there are also data which are retained by Google for a longer period. This is the case, when Google must store certain data for an undefined, longer period due to economical or legal necessities.

How can I erase my data or prevent data retention?

You can always clear or deactivate cookies that are on your computer. How exactly this can be done depends on the browser.

Here you can find an instruction on how you can manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set your browser to notify you whenever a potential cookie is about to be set. This lets you decide to either permit or deny the placement of every single cookie. By downloading and installing the browser plugin at <https://support.google.com/ads/answer/7395996>, any advertising cookies get deactivated as well. Please note, that deactivating these cookies does not stop advertisements, it only inhibits personalised adverts.

If you have a Google account, you can deactivate personalised adverts on the website <https://adssettings.google.com/authenticated>. You will continue to see ads, but they will stop being customised to your interests. Nevertheless, the ads are displayed based on a few factors, such as your location, the browser type and the used search terms.

Legal basis

If you have consented to the use of Google AdSense, your consent is the legal basis for the corresponding data processing. According to **Art. 6 paragraph 1 lit. a (Consent)** your consent is the legal basis for the processing of personal data as may occur when collected by Google AdSense.

We also have a legitimate interest in using Google AdSense to optimise our online service and our marketing measures. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use Google AdSense if you have given your consent to it.

Google also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

The Google Ads Data Processing Terms, which reference the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessor/terms/>.

You can learn more about what data Google generally collects and what they are used for at <https://policies.google.com/privacy?hl=en-GB>.

Google Marketing Platform (previously: DoubleClick) Privacy Policy

We use Google Marketing Platform products on our website. These include various marketing tools such as Data Studio, Surveys, Campaign Manager 360, Display & Video 360 and Search Ads 360. The provider of this service is the American company Google Inc. The responsible entity for all Google services in the European region is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland).

Google also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Google uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs

2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Google commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

The Google Ads Data Processing Terms, which reference the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessorterms/>.

You can find out more about the data that is processed through the use of Google Marketing Platform products in their Privacy Policy at <https://policies.google.com/privacy?hl=en-US>.

LinkedIn Insight-Tag Privacy Policy

On our website, we use the LinkedIn Insight Tag conversion tracking tool. The provider of this service is the American company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The responsible entity for the European Economic Area (EEA), the EU and Switzerland is LinkedIn Ireland Unlimited (Wilton Place, Dublin 2, Ireland) when it comes to any data protection and privacy relevant aspects.

LinkedIn also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

LinkedIn uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, LinkedIn commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.


You can find more information about the standard contractual clauses at LinkedIn at <https://de.linkedin.com/legal/l/dpa> or <https://www.linkedin.com/legal/l/eu-sccs>


You can find out more about LinkedIn Insight Tag at <https://www.linkedin.com/help/linkedin/answer/a427660>. You can also find out more about the data that is processed through the use of the LinkedIn Insight Tag in their Privacy Policy at <https://de.linkedin.com/legal/privacy-policy>.


Microsoft Advertising Privacy Policy


Microsoft Advertising Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: economic success and service optimisation.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed.

 Storage period: Microsoft stores the data until it is no longer needed for the intended purpose

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Microsoft Advertising?

We also use the Microsoft Advertising program by Microsoft Corporation, located in One Microsoft Way, Redmond, WA 98052-6399, USA, for our online marketing measures. With the help of Microsoft Advertising, we want to draw many people's attention to the high quality of our products and/or services. For this, we use a technology (conversion tracking tool) by Microsoft on our website, which also stores your data. In this privacy policy, we will go into more detail about this service, show you which of your data is stored, managed, and processed and how you can prevent this data retention.

Perhaps you know Microsoft Advertising by its former name "Bing Ads". It is an advertising program by Microsoft which is based on a Pay-Per-Click system. This means that advertisers can advertise through the search engines Bing and Yahoo! and only pay when a user clicks the ad.

Why do we use Microsoft Advertising?

We are convinced of our offers, and therefore, we of course want to show them to a wider public. With Microsoft Advertising, we can bring our products or services closer to precisely those people who are specifically interested in them. Moreover, we want to present our products not only on the famous search engine Google, but also on Bing and Yahoo! Microsoft Advertising also gives us the option of placing ads in the so-called "Microsoft Audience Network". This allows us to also place advertisements on LinkedIn for example. Furthermore, conversion tracking for example tells us, which advertisement you used to find us, which one of our subpages you particularly like and which actions you are taking on our website. This data enables us to tailor our website, our advertisements, and our offers much better to your needs.

What data is stored by Microsoft Advertising?

We have integrated a conversion tracking tag (i.e. a small code snippet) from Microsoft Advertising to our website. This snippet is known as the Universal Event Tracking (UET) tag. If you come to our website via a Microsoft advertisement, we can use this tracking tool to find out more about your user behaviour on our website. For example, we can find out which keyword or ad led you to us, what you clicked on our website, how long you stayed on our website, as well as how many people visit our website via Microsoft Ads. All these data relate to user behaviour but not to any personal

information. In this sense, we only receive data or analyses of your web behaviour, but none of your personal information. Microsoft uses the data to optimise its own promotional offer as well as other services. If you have a Microsoft account yourself, the data collected may be linked to your account. Moreover, Microsoft might also recognise and store your IP address. To save all data on your user behaviour, the following cookie is set in your browser after you have visited our website via a Microsoft ad:

Name: MUIDB

Value: 08A53CA3313F6255044C307E353F61CD

Purpose: This cookie is set by our embedded Microsoft tag (JET tag) and is used for synchronisation purposes across various Microsoft websites. This allows users to be recognised across different domains.

Expiry date: after one year

However, if you access our website via a Bing ad, other cookies may also be placed in your browser. In the following we will show you a selection of possible cookies:

Name: ABDEF

Value: V=0&ABDV=0&MRNB=1594294373452&MRB=0112119624-7

Purpose: We could not find any detailed information on this cookie.

Expiry date: after one year

Name: SRCHD

Value: AF=NOFORM

Purpose: This cookie is responsible for the functionality of the tracking and the website itself.

Expiry date: after one year

Name: SRCHHPGUSR

Value: WTS=63729889193&HV=1594294374&CW=1920&CH=937&DPR=1&UTC=120&DM=0

Purpose: This cookie tracks and saves your user behaviour on our website, as well as the interaction with the Bing map interface.

Expiry date: after one year

Name: SRCHUID

Value: V=2&GUID=157B20CCF36A43F3A4AE9790346EB7A7&dmnchg=1

Purpose: This cookie tracks and stores your user behaviour on our website and the interaction with the Bing map API.

Expiry date: after one year

Name: _EDGE_S

Value: mkt=de-at&SID=2EE7002D956A61511D280F2F9474607112119624-2

Purpose: This cookie collects and stores your user behaviour across multiple websites. The aim of targeting is to better adjust our advertising measures to our target group.

Expiry date: after end of the browser session

Name: _SS

Value: SID=2EE7002D956A61511D280F2F94746077112119624-9

Purpose : Among other things, this cookie serves the purpose of recognising when you as a user have accessed our website (i.e. which advert led you to our website).

Expiry date: after one year

How long and where are the data stored?

We have no influence on how Microsoft continues to use your collected user data. The company are using various servers accross the world. Most of them are in the United States. Therefore, your data may also be stored, managed, and processed on American servers. Microsoft stores data (especially personal data) for as long as it is necessary for both, delivering their services or products and for legal purposes. Furthermore, Microsoft states that the actual time data are retained, depends on the respective product and may vary strongly.

Microsoft deletes your stored Bing search requests after 6 months by deleting your IP address. Cookie-IDs which are be generated via the Cookie MUID for example, are encrypted after 18 months.

How can I delete my data or prevent data retention?

You always have the possibility to opt out of Microsoft Ads' conversion tracking. If you do not want interest-based adverts by Microsoft Advertising to be shown to you, you can deactivate the function at <https://account.microsoft.com/privacy/ad-settings/signedout>. Moreover, you can deactivate, manage, or delete any cookies in your browser. Since this works a little different for every browser, you can find instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Legal basis

If you have consented to the use of Microsoft Advertising, the legal basis for the corresponding data processing is your consent. According to **Art. 6 paragraph 1 lit. a GDPR (consent)** your consent is the legal basis for personal data processing, as may occur when it is collected by Microsoft Advertising.

We also have a legitimate interest in using Microsoft Advertising to optimise our online service and marketing measures. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use Microsoft Advertising if you have consented to it.

Microsoft also processes data in the USA, among other countries. We would like to note, that

according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Microsoft uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Microsoft to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We hope we could give you an overview on data processing by Microsoft Ad's conversion tracking. Of course, it is always possible for Microsoft's privacy guidelines to change. For finding more information and always staying up-to-date, we recommend you to read Microsoft's privacy policy at <https://privacy.microsoft.com/en-gb/privacystatement>.

PayPal Marketing Solutions Privacy Policy

On our website, we use PayPal Marketing Solutions, which is a sales optimisation tool. The provider of this service is the American company PayPal Pte. Ltd, 2211 North First Street, San Jose, California 95131, USA.

PayPal also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

PayPal uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige PayPal to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about PayPal's data processing in their privacy policy at <https://www.paypal.com/webapps/mpp/ua/privacy-full>.

Sovendus Privacy Policy

On our website we use Sovendus, an online marketing tool. The provider of this service is the German company Sovendus GmbH, Hermann-Veit-Straße 6, 76135 Karlsruhe, Germany. You can find out more on the data processed by using Sovendus in their Privacy Policy at

<https://online.sovendus.com/at/online-datenschutzhinweise/>.

Yahoo Gemini Privacy Policy

We use Yahoo Gemini on our website, which is an online advertising platform. The provider of this service is the American company Verizon Media Inc., 770 Broadway 4th, 5th 6th and 9th Floors, New York, NY 10003-9562, USA.






Yahoo Gemini also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Yahoo Gemini uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Yahoo Gemini commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

You can find out more about the data that is processed by the use of Yahoo Gemini in their Privacy Policy at <https://legal.yahoo.com/xw/en/yahoo/privacy/topic/b2bprivacypolicy/index.html>.

Affiliate Programs Introduction

Affiliate Programs Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: economic success and the optimisation of our service.
-  Data processed: Access statistics, including data such as access locations, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as your name or email address may also be processed.
-  Duration of storage: personal data is usually stored by affiliate programs until it is no longer needed
-  Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests)

What are affiliate programs?

We use affiliate programs of different providers on our website. By using an affiliate program, your data may be transferred to the respective affiliate program provider, where it can be stored and processed. In this privacy policy, we will give you a general overview of data processing by partner programs and show you how you can prevent or revoke this data transmission. Every affiliate program (also called partner program) is based on the principle of commission. For this, a link or an advertisement with a link is placed on our website and if you are interested, click on it and

purchase a product or service this way, we receive a commission for this (reimbursement of advertising costs)

Why do we use affiliate programs on our website?

Our goal is to provide you with a pleasant time with lots of helpful content. We put a lot of work and time into the development of our website. With the help of partner programs, we have the opportunity to be paid a little for our efforts. Every partner link is of course always related to our theme and shows offers that might interest you.

Which data is processed?

In order to trace whether you have clicked on one of our placed links, the affiliate program provider needs to know that it was you who followed the link via our website. Any affiliate program links used must therefore be correctly assigned to the following actions (business deal, purchase, conversion, impression, etc.). Only then can the allocation of the commission take place.

For this mapping to work, a value may be appended to a link (in the URL) or certain information may be stored in cookies. This may for example be, data on which page you came from (referrer), when you clicked on the link, an identifier for our website, which offer it is as well a specific user identifier.

Therefore, whenever you interact with an affiliate program's products and services, the provider also retains your data. Exactly which data is stored depends on the individual providers. For example, the Amazon affiliate program distinguishes between active and automatic data. Active data include name, email address, phone number, age, payment information, or location information. In the case of the Amazon affiliate program, automatically stored data include user behaviour, IP address, device information and the URL.

Duration of data processing

We will inform you below about the duration of data processing, provided we have further information on this. In general, personal data is only processed for as long as is necessary to provide the services and products. Data stored in cookies are retained for different lengths of time. Some cookies are deleted as soon as you leave the website, while others may be stored in your browser for several years if they are not actively erased. The exact duration of data processing depends on the provider used. But in most cases you should account for a storage period of several years. In the respective privacy policies of the individual providers, you will most probably find precise information about the duration of data processing.

Right to object

You always have the right to information, rectification and erasure of your personal data. If you have any questions, you can also contact the person responsible for the partner program provider used at any time. Contact details can be found either in our specific data protection declaration or on the website of the relevant provider.

You can erase, disable or manage cookies that providers use for their functions in your browser. Depending on which browser you use, this can be done in different ways.

Legal Basis


If you have consented to the use of the affiliate program, the legal basis for the corresponding data processing is this consent. According to **Art. 6 Paragraph 1 lit. a GDPR (consent)** your consent represents the legal basis for the processing of personal data, as may occur when collected by an affiliate program.

We also have a legitimate interest in using an affiliate program to optimise our online service and our marketing activities. The corresponding legal basis for this is **Art. 6 Paragraph 1 lit. f GDPR (legitimate interests)**. However, we only use the partner program if you have given your consent.


Information on special affiliate programs, if available, can be found in the following sections.

Content Delivery Networks


Content Delivery Networks Privacy Policy Overview


 Affected parties: website visitors

 Purpose: Service performance optimisation (to increase website loading speeds)

 Processed data: data such as your IP address

You can find more details on this below as well as in the individual Privacy Policies.

 Storage period: most data is stored until it is no longer needed for the provision of the service.

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is a Content Delivery Network?

On our website we use a so-called content delivery network or CDN. This helps to load our website quickly and easily, regardless of your location. Moreover, your personal data will also be stored, managed and processed on the respective CDN provider's servers. In the following, we will go into more general detail on this service and the data processing associated with it. You can find detailed information on how your data is handled in the provider's Privacy Policy.

Each content delivery network (CDN) is a network of regionally distributed servers that are connected to each other via the internet. Through this network, website content (especially very large files) can be delivered quickly and smoothly, even when large loading peaks occur. To make this possible, CDNs create a copy of our website on their servers. The website can be delivered quickly because these servers are distributed all around the world. Any data transfer to your browser is therefore significantly shortened by the CDN.

Why do we use a Content Delivery Network for our website?

A fast loading website is part of our service. Of course, we know how annoying it is when a website loads at a snail's pace. Most of the time, you lose your patience and click away before the website is

fully loaded. But of course we want to avoid that. Therefore, to us a fast loading website is an obligatory part of our website offer. With the use of a content delivery network, our website loads significantly faster in your browser. Furthermore, CDNs are particularly helpful when you are abroad, as the website is always delivered from a server in your area.

Which data are processed?

If you access a website or its content and it gets cached in a CDN, the CDN forwards the request to the server closest to you which then delivers the content. Content delivery networks are built in a way that JavaScript libraries can be downloaded and hosted on npm and Github servers. Alternatively, WordPress plugins can also be loaded on most CDNs, provided they are hosted on WordPress.org. Moreover, your browser can send personal data to the content delivery network we use. This includes data such as IP addresses, browser type, browser version, the accessed website or the time and date of the page visit. This data is collected and stored by the CDN. Whether cookies are used for data storage depends on the network that is being used. For more information on this, please read the Privacy Policy of the respective service.

Right to object

If you want to prevent this data transfer altogether, you can use a JavaScript blocker (see for example <https://noscript.net/>) on your computer. However, our website can then of course no longer offer its usual service (such as a fast loading speeds).

Legal basis


If you have consented to the use of a content delivery network, your consent represents the the legal basis for the corresponding data processing. According to **Art. 6 paragraph 1 lit. a (consent)** your consent represents the legal basis for the processing of personal data, as it can occur when collected by a content delivery network.

We also have a legitimate interest in using a content delivery network to optimise our online service and make it more secure. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use the tool if you have consented to it.


Provided this information is available, you can find out more about the particular content delivery networks in the following sections.


Cookie Consent Management Platform


Cookie Consent Management Platform Overview

 Affected parties: Website visitors

 Purpose: Obtaining and managing consent to certain cookies and thus the use of certain tools

 Processed data: data for managing cookie settings such as IP address, time of consent, type of consent and individual consent. You can find more details on this directly with the tool that is being used.

 Storage period: depends on the tool used, periods of several years can be assumed

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is a cookie consent management platform?

We use a Consent Management Platform (CMP) software on our website that makes it easier for us and you to handle the scripts and cookies used correctly and securely. The software automatically creates a cookie pop-up, scans and controls all scripts and cookies, provides you with the cookie consent required under data protection law and helps you and us to keep track of all cookies. Most cookie consent management tools identify and categorize all existing cookies. As a website visitor, you then decide for yourself whether and which scripts and cookies you allow or not. The following graphic shows the relationship between browser, web server and CMP.



Why do we use a cookie management tool?

Our goal is to offer you the best possible transparency in the area of data protection. We are also legally obliged to do so. We want to inform you as well as possible about all tools and all cookies that can save and process your data. It is also your right to decide for yourself which cookies you accept and which you do not. In order to grant you this right, we first need to know exactly which cookies actually landed on our website. Thanks to a cookie management tool, which regularly scans the website for all cookies present, we know about all cookies and can provide you with GDPR-compliant information. You can then use the consent system to accept or reject cookies.

Which data are processed?

As part of our cookie management tool, you can manage each individual cookie yourself and have complete control over the storage and processing of your data. The declaration of your consent is stored so that we do not have to ask you every time you visit our website and we can also prove your consent if required by law. This is saved either in an opt-in cookie or on a server. The storage time of your cookie consent varies depending on the provider of the cookie management tool. Usually this data (e.g. pseudonymous user ID, time of consent, detailed information on the cookie categories or tools, browser, device information) is stored for up to two years.

Duration of data processing

We will inform you below about the duration of the data processing if we have further information. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. Data stored in cookies are stored for different lengths of time. Some cookies are deleted after you leave the website, others may be stored in your browser for a few years. The exact duration of the data processing depends on the tool used, in most cases you should be prepared for a storage period of several years. In the respective data protection declarations of the individual providers, you will usually receive precise information about the duration of the data processing.

Right of objection

You also have the right and the option to revoke your consent to the use of cookies at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection by cookies by managing, deactivating or deleting cookies in your browser.


Information on special cookie management tools can be found – if available – in the following sections.


Legal basis


If you agree to cookies, your personal data will be processed and stored via these cookies. If we are allowed to use cookies with your **consent** (Article 6 paragraph 1 lit. a GDPR), this consent is also the legal basis for the use of cookies and the processing of your data. In order to be able to manage the consent to cookies and to enable you to give your consent, a cookie consent management platform software is used. The use of this software enables us to operate the website in an efficient and legally compliant manner, which is a **legitimate interest** (Article 6 paragraph 1 lit. f GDPR).

Security & Anti-spam


Security & Anti-Spam Privacy Policy Overview

 Affected parties: website visitors

 Purpose: for cyber security

 Processed data: Data such as your IP address, name or technical data such as browser version

More details can be found below and in the individual privacy policies.

 Duration of storage: In most cases, data is stored until it is no longer required in order to provide the service

 Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests)

What is Security & Anti-spam software?

So-called security & Anti-spam software can protect you and us from various spam or phishing

emails and other potential cyber-attacks. Spam includes advertising emails from mass mailings that you did not sign up for yourself. Such emails are also called data garbage and can also cause costs. Other spam such as phishing emails, on the other hand, are messages that aim to gain trust via fake messages or websites in order to obtain personal information. Anti-spam software usually protects against unwanted spam messages or malicious emails that could inject viruses into our system. We also use general firewall and security systems that protect our devices from unwanted network attacks.

Why do we use Security & Anti-spam software?

We put great importance on our website's security. After all, this is not just about our safety, but also about your safety. Unfortunately, cyber threats are now part of everyday life in the world of IT and the internet. Hackers e. g. often try to steal personal data from IT systems with the help of cyber attacks. And therefore a good defence system is absolutely necessary. A security system monitors all incoming and outgoing connections to our network or computer. In order to achieve even greater security against cyber attacks, we also use other external security services on our devices in addition to standardised security systems. Unauthorised data transmissions are thus better prevented and this is how we protect ourselves from cybercrime.

Which data are processed by Security & Anti-spam software?

The data that is collected and stored of course depends on the respective service. However, we always try to only use programs that collect data very sparingly or only store data that is necessary for the fulfilment of the offered service. In general, the service may store data such as name, address, IP address, email address and technical data such as browser type or browser version. Any performance and log data may also be collected in order to identify possible incoming threats in good time. This data will be processed as part of the provided services and in compliance with applicable laws. This also includes the GDPR for US providers (via the Standard Contractual Clauses). In some cases, security services also work with third parties who may store and/or process data under instructions and in accordance with privacy policies and other security measures. Data is usually stored using cookies.

Duration of data processing

We will inform you below about the duration of data processing, provided we have further information on this. For example, security programs store data until you or we revoke data storage. In general, personal data is only stored for as long as is absolutely necessary for the provision of the services. Unfortunately, in many cases, we do not have precise information from the providers about their data storage periods.

Right to object

You also have the right and the option to revoke your consent to the use of cookies or third-party security software at any time. This can be done either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, deactivating or erasing the cookies in your browser.

Since cookies may also be used with security services, we recommend you read our privacy policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policies of the respective tools.

Legal Basis


We use security services mainly on the basis of our legitimate interests (Art. 6 Para. 1 lit. f GDPR) in a good security system and protection against various cyber attacks.


Certain data processing requires your consent – in particular, the use of cookies and security functions. If you have agreed to the processing and storage of your data by integrated security services, your consent is the legal basis for data processing (Article 6 (1) (a) GDPR). Most of the services we use set cookies on your browser to store data. We, therefore, recommend you read our privacy policy on cookies carefully and consult the privacy policy or cookie policy of the relevant service provider.


Information on special tools – if available – can be found in the following sections.

Cloud Services


Cloud Services Privacy Policy Overview

 Affected parties: We as the website operator and you as the website visitor

 Purpose: security and data storage

 Processed data: Data such as your IP address, name or technical data such as your browser version

More details can be found below and in the individual privacy policies or in the privacy policies of the providers

 Duration of storage: In most cases, data is stored until it is no longer required in order to provide the service

 Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests)

What are cloud services?

As a website operator, cloud services provide us with storage space and computing power via the internet. Data can be transmitted to an external system, where it may be processed and stored via the internet. The relevant cloud provider manages this data. Depending on specific requirements, an individual or a company can choose storage space or computing power. Cloud storage is accessed via an API or via storage protocols. API stands for Application Programming Interface, which is a programming interface that connects software with hardware components.

Why do we use cloud services?

We use cloud services for several reasons. A cloud service offers us the opportunity to store our data securely. In addition, we can access the data from different locations and devices, giving us more flexibility and simplifying our work processes. Cloud storage also saves us costs because we don't have to set up and manage our own infrastructure for data storage and data security. By

storing our data centrally in the cloud, we can also expand our application fields and manage our information much better.

As website operator or company, we use cloud services primarily for our own purposes. We e. g. manage our calendar and store documents or other important information in the cloud. However, your personal data may also be stored. This can take place if you provide us with your contact details (e.g. name and email address) while we store our customer data with a cloud provider. Consequently, any of your data we process may also be stored and processed on external servers. Provided we offer certain forms of content by cloud services on our website, cookies can also be set for web analysis and advertising purposes. Furthermore, such cookies retain your settings (e.g. the language used) so you will be provided with your usual web environment next time you visit our website.

Which data is processed by cloud services?

Much of the data we store in the cloud cannot be used to identify you as a person, but some data is personal data as defined by the GDPR. This is often customer data such as name, address, IP address or telephone number or technical device information. Videos, images and audio files may also be stored in the cloud. Exactly how the data is collected and stored depends on the respective service. We only try to use services that handle your data in a very reliable and professional manner. Generally, services such as Amazon Drive, have access to the stored files in order to be able to offer their own service accordingly. For this, however, the services require consent (such as for the right to copy files for security reasons). The data will be processed and handled as part of the provided services and in compliance with applicable laws. This also includes compliance with the GDPR for US providers (via the standard contractual clauses). In some cases, cloud services also cooperate with third parties who may process data under instructions and in accordance with privacy policies and other security measures. At this point we would like to emphasise again that all well-known cloud services (such as Amazon Drive, Google Drive or Microsoft OneDrive) obtain the right to access stored content in order to be able to offer and optimise their own services accordingly.

Duration of data processing

We will inform you below about the duration of data processing, provided we have further information on this. In general, cloud services store data until you or we revoke the data storage or erase the retained data. In general, personal data is only stored for as long as it is necessary for the provision of the respective services. However, it may take up to several months to erase your data from the cloud. This may occur because data is usually not only stored on one server but divided between different servers.

Right to object

You also have the right and the opportunity to revoke your consent to data storage in a cloud at any time. If cookies are used, you also have a right to withdraw your consent. This can be done either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, deactivating or erasing the cookies in your

browser. We also recommend you read our general privacy policy on cookies. To find out exactly which of your data is stored and processed, you should read the privacy policy of the respective cloud provider.

Legal Basis


We use cloud services mainly on the basis of our legitimate interests (Art. 6 Para. 1 lit. f GDPR) in good security and storage systems.


Certain types of processing, in particular the use of cookies and storage functions, require your consent. If you have consented to your data being processed and stored by cloud services, this consent is the legal basis for data processing (Article 6 (1) (a) GDPR). Most of the services we use place cookies in your browser to store data. Thus, we recommend you read our privacy policy on cookies carefully and study the privacy policy or cookie policy of the relevant service provider.


Information on special tools – if available – can be found in the following sections.

Audio & Video


Audio & Video Privacy Policy Overview


 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: Data such as contact details, user behaviour, device information and IP addresses can be stored.

You can find more details in the Privacy Policy below.

 Storage period: data are retained for as long as necessary for the provision of the service

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What are audio and video elements?

We have integrated audio and video elements to our website. Therefore, you can watch videos or listen to music/podcasts directly via our website. This content is delivered by service providers and is obtained from the respective providers' servers.

Audio and video elements are integrated functional elements of platforms such as YouTube, Vimeo or Spotify. It is usually free of charge to use these portals, but they can also contain paid content. With the integrated elements, you can listen to or view any of their content on our website.

If you use audio or video elements on our website, your personal data may get transmitted to as well as processed and retained by service providers.

Why do we use audio & video elements on our website?

We of course want to provide you with the best offer on our website. And we are aware that content is no longer just conveyed in text and static images. Instead of just giving you a link to a video, we offer you audio and video formats directly on our website. These are entertaining or

informative, but ideally they are both. Our service therefore gets expanded and it gets easier for you to access interesting content. In addition to our texts and images, we thus also offer video and/or audio content.

Which data are retained by audio & video elements?

When you visit a page on our website with e.g. an embedded video, your server connects to the service provider's server. Thus, your data will also be transferred to the third-party provider, where it will be stored. Certain data is collected and stored regardless of whether you have an account with the third party provider or not. This usually includes your IP address, browser type, operating system and other general information about your device. Most providers also collect information on your web activity. This e.g. includes the session duration, bounce rate, the buttons you clicked or information about the website you are using the service on. This data is mostly stored via cookies or pixel tags (also known as web beacons). Any data that is pseudonymised usually gets stored in your browser via cookies. In the respective provider's Privacy Policy, you can always find more information on the data that is stored and processed.

Duration of data processing

You can find out exactly how long the data is stored on the third-party provider's servers either in a lower point of the respective tool's Privacy Policy or in the provider's Privacy Policy. Generally, personal data is only processed for as long as is absolutely necessary for the provision of our services or products. This usually also applies to third-party providers. In most cases, you can assume that certain data will be stored on third-party providers' servers for several years. Data can be retained for different amounts of time, especially when stored in cookies. Some cookies are deleted after you leave a website, while others may be stored in your browser for a few years.

Right to object

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. You can e.g. also prevent data retention via cookies by managing, deactivating or erasing cookies in your browser. The legality of the processing up to the point of revocation remains unaffected.

Since the integrated audio and video functions on our site usually also use cookies, we recommend you to also read our general Privacy Policy on cookies. You can find out more about the handling and storage of your data in the Privacy Policies of the respective third party providers.


Legal basis

If you have consented to the processing and storage of your data by integrated audio and video elements, your consent is considered the legal basis for data processing (**Art. 6 Para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in maintaining fast and good communication with you or other customers and business partners. We only use the integrated audio and video elements if you have


consented to it.

Vimeo Privacy Policy


Vimeo Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: Data such as contact details, data on user behaviour, information about your device and IP address may be stored.

You can find more details on this in privacy policy below.

 Storage period: data are generally stored for as long as is necessary for the purpose of the service

 Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Vimeo?

On our website, we use videos of the company Vimeo. This video portal is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. With the help of a plug-in, we can display interesting video material directly on our website. Consequently, some of your data may be transmitted to Vimeo. In this privacy policy we want to explain to you what data this is, why we use Vimeo and how you can manage your data or prevent data transmission.

Vimeo is a video platform that was founded in 2004 and introduced video streaming in HD quality in 2007. Since 2015 it has been possible to stream in 4k Ultra HD. The use of the portal is free of charge, but it also contains certain paid content. Compared to the market leader YouTube, Vimeo attaches great importance to valuable content in good quality. On the one hand, the portal offers a lot of artistic content such as music videos and short films. On the other hand, it also offers useful documentaries on a broad spectrum of topics.

Why do we use Vimeo on our website?

The aim of our website is to provide you the best possible content, in the easiest and most accessible way we can. We will only be satisfied with our service, once we have reached that goal. The video service Vimeo supports us in achieving this goal. Vimeo gives us the opportunity to present high quality content to you directly on our website. Instead of us merely giving you a link to an interesting video, you can watch the video here with us. This extends our service and makes it easier for you to access interesting content. Therefore, in addition to our texts and images, we can also offer video content.

What data is stored on Vimeo?

When you open a site on our website that has a Vimeo video embedded to it, your browser will connect to Vimeo's servers, and a data transmission will take place. The data are then collected, stored and processed on Vimeo's servers. Regardless of whether you have a Vimeo account or not, Vimeo collects data about you. This includes your IP address, technical information about your browser type, your operating system or very basic device information. Furthermore, Vimeo store

information on what website you use their service on and which actions (web activities) you carry out on our website. These web activities include e.g. session duration, bounce rate or which button you clicked on our site that contains a Vimeo function. Vimeo can track and store these actions using cookies and similar technologies.

If you are logged in as a registered member of Vimeo, more data may be collected, since a bigger number of cookies may already have been set in your browser. Furthermore, your actions on our website are directly linked to your Vimeo account. To prevent this, you must log out of Vimeo while “surfing” our website.

Below we will show you an array of cookies Vimeo sets when you are on a website containing an integrated Vimeo function. This list is not exhaustive and assumes that you do not have a Vimeo account.

Name: player

Value: ""

Purpose: This cookie saves your settings before you play an embedded Vimeo video. This will ensure you to receive your preferred settings again next time you watch a Vimeo video.

Expiry date: after one year

Name: vuid

Value: pl1046149876.614422590112119624-4

Purpose: This cookie collects information about your actions on websites that have a Vimeo video embedded to them.

Expiry date: after 2 years

Note: These two cookies are set every time as soon as you are on a website that has a Vimeo video embedded to it. If you watch the video and click a button such as “share” or “like”, additional cookies will be set. These can also be third-party cookies such as `_ga` or `_gat_UA-76641-8` from Google Analytics or `_fbp` from Facebook. The exact cookies that are set depends on your interaction with the video.

The following list will show a selection of cookies that could be placed when you interact with a Vimeo video:

Name: `_abexps`

Value: `%5B%5D`

Purpose: This Vimeo cookie helps Vimeo to remember your settings. For example, this can be a pre-set language, a region or a username. The cookie generally stores data on how you use Vimeo.

Expiry date: after one year

Name: `continuous_play_v3`

Value: 1

Purpose: This cookie is a first-party cookie from Vimeo. The cookie collects information on how you use Vimeo’s service. For example, the cookie stores details on when you pause a video and resume it.

Expiry date: after one year

Name: _ga

Value: GA1.2.1522249635.1578401280112119624-7

Purpose: This cookie is a third-party cookie from Google. By default, analytics.js uses the _ga cookie to store the user ID. Thus, it serves to differentiate between website visitors.

Expiry date: after 2 years

Name: _gcl_au

Value: 1.1.770887836.1578401279112119624-3

Purpose: This third-party cookie from Google AdSense is used to improve the efficiency of ads on websites.

Expiry date: after 3 months

Name: _fbp

Value: fb.1.1578401280585.310434968

Purpose: This is a Facebook cookie. It is used to display adverts or advertising products from Facebook or other advertisers.

Expiry date: after 3 months

Vimeo use this data to improve their own service, to communicate with you and to implement their own targeted advertising measures. On their website they emphasise that only first-party cookies (i.e. cookies from Vimeo itself) are used for embedded videos, provided you do not interact with the video.

How long and where is the data stored?

Vimeo is headquartered in White Plains, New York (USA). However, their services are offered worldwide. For this, the company uses computer systems, databases and servers in the United States and other countries. Thus, your data may also be stored and processed on servers in America. Vimeo stores the data until the company no longer has an economical reason for keeping it. Then the data will be deleted or anonymised. Vimeo correspond to the EU-U.S. Privacy Shield Framework and are therefore allowed to collect and use information from users within the EU, and to transfer this data to the USA.

How can I erase my data or prevent data retention?

You always have the option to manage cookies in your browser. If you do not want Vimeo to set cookies and collect information about you for example, you can delete or deactivate cookies in your browser settings at any time. These settings vary a little depending on the browser. Please note that after deactivating/deleting cookies, various functions may no longer be fully available. The following instructions show how you can manage or delete cookies in your browser.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you are a registered Vimeo member, you can also manage cookies in Vimeo's settings.

Legal basis

If you have consented to the processing and storage of your data by integrated Vimeo elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. Nevertheless, we only use integrated Vimeo elements if you have given your consent. Vimeo also sets cookies in your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

Vimeo also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Vimeo uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Vimeo to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:


https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847


You can find out more about the use of cookies at Vimeo at https://vimeo.com/cookie_policy.


Furthermore, you can find more information on privacy at Vimeo at <https://vimeo.com/privacy>.

YouTube Privacy Policy


YouTube Privacy Policy Overview


 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: Data such as contact details, data on user behaviour, information about your device and IP address may be stored.

You can find more details on this in the privacy policy below.

 Storage period: data are generally stored for as long as is necessary for the purpose of the service

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is YouTube?

We have integrated YouTube videos to our website. Therefore, we can show you interesting videos directly on our site. YouTube is a video portal, which has been a subsidiary company of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that contains an embedded YouTube video, your browser automatically connects to the servers of YouTube or Google. Thereby, certain data are transferred (depending on the settings). Google is responsible for YouTube's data processing and therefore Google's data protection applies.

In the following we will explain in more detail which data is processed, why we have integrated YouTube videos and how you can manage or clear your data.

On YouTube, users can watch, rate, comment or upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. For us to be able to display videos on our website, YouTube provides a code snippet that we have integrated to our website.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and best content. We strive to offer you the best possible user experience on our website, which of course includes interesting videos. With the help of our embedded videos, we can provide you other helpful content in addition to our texts and images. Additionally, embedded videos make it easier for our website to be found on the Google search engine. Moreover, if we place ads via Google Ads, Google only shows these ads to people who are interested in our offers, thanks to the collected data.

What data is stored by YouTube?

As soon as you visit one of our pages with an integrated YouTube, YouTube places at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, by using cookies YouTube can usually associate your interactions on our website with your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Additional data can include contact details, potential ratings, shared content via social media or YouTube videos you added to your favourites.

If you are not logged in to a Google or YouTube account, Google stores data with a unique identifier linked to your device, browser or app. Thereby, e.g. your preferred language setting is maintained. However, many interaction data cannot be saved since less cookies are set.

In the following list we show you cookies that were placed in the browser during a test. On the one hand, we show cookies that were set without being logged into a YouTube account. On the other hand, we show you what cookies were placed while being logged in. We do not claim for this list to be exhaustive, as user data always depend on how you interact with YouTube.

Name: YSC

Value: b9-CV6ojl5Y112119624-1

Purpose: This cookie registers a unique ID to store statistics of the video that was viewed.

Expiry date: after end of session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google receives statistics via PREF on how you use YouTube videos on our website.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track GPS locations.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU

Purpose: This cookie tries to estimate the user's internet bandwidth on our sites (that have built-in YouTube videos).

Expiry date: after 8 months

Further cookies that are placed when you are logged into your YouTube account:

Name: APISID

Value: zILlvClZSkqGsSwl/AU1aZl6HY7112119624-

Purpose: This cookie is used to create a profile on your interests. This data is then used for personalised advertisements.

Expiry date: after 2 years

Name: CONSENT

Value: YES+AT.de+20150628-20-0

Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides safety measures to protect users from unauthorised attacks.

Expiry date: after 19 years

Name: HSID

Value: AcRwpgUik9Dveht0l

Purpose: This cookie is used to create a profile on your interests. This data helps to display customised ads.

Expiry date: after 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQlhALI6aL...

Purpose: This cookie stores information on your login data.

Expiry date: after 2 years

Name: SAPISID

Value: 7oaPxoG-pZsJuuF5/AnUdDUIsj9ijz2vdM

Purpose: This cookie identifies your browser and device. It is used to create a profile on your interests.

Expiry date: after 2 years

Name: SID

Value: oQfNKjAsl112119624-

Purpose: This cookie stores your Google Account ID and your last login time, in a digitally signed and encrypted form.

Expiry date: after 2 years

Name: SIDCC

Value: AN0-TYuqub2JOcDTyL

Purpose: This cookie stores information on how you use the website and on what advertisements you may have seen before visiting our website.

Expiry date: after 3 months

How long and where is the data stored?

The data YouTube receive and process on you are stored on Google's servers. Most of these servers are in America. At <https://www.google.com/about/datacenters/locations/?hl=en> you can see where Google's data centres are located. Your data is distributed across the servers. Therefore, the data can be retrieved quicker and is better protected against manipulation.

Google stores collected data for different periods of time. You can delete some data anytime, while other data are automatically deleted after a certain time, and still other data are stored by Google for a long time. Some data (such as elements on "My activity", photos, documents or products) that are saved in your Google account are stored until you delete them. Moreover, you can delete some data associated with your device, browser, or app, even if you are not signed into a Google Account.

How can I erase my data or prevent data retention?

Generally, you can delete data manually in your Google account. Furthermore, in 2019 an automatic deletion of location and activity data was introduced. Depending on what you decide on, it deletes stored information either after 3 or 18 months.

Regardless of whether you have a Google account or not, you can set your browser to delete or deactivate cookies placed by Google. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set your browser to always notify you when a cookie is about to be set. This will enable you to decide to either allow or permit each individual cookie.

Legal basis

If you have consented processing and storage of your data by integrated YouTube elements, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners. Nevertheless, we only use integrated YouTube elements if you have given your consent. YouTube also sets cookies in your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

YouTube also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of the data processing.






YouTube uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR) as basis for data processing by recipients based in third countries (which are outside the European Union, Iceland, Liechtenstein and Norway) or for data transfer there. These clauses oblige YouTube to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

Since YouTube is a subsidiary company of Google, Google's privacy statement applies to both. If you want to learn more about how your data is handled, we recommend the privacy policy at <https://policies.google.com/privacy?hl=en>.

Video Conferencing & Streaming

Video Conferencing & Streaming Privacy Policy Overview

-  Affected parties: users of our video conferencing or streaming tools
-  Purpose: communication and presentation of content
-  Processed data: Access statistics such as your name, address, contact details, email address, telephone number or IP address. You can find more details on this directly at the video conference or streaming tool that is being used.
-  Storage duration: depending on the video conferencing or streaming tool
-  Legal bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests), Article 6 (1) (b) GDPR (contract)

What are video conferences & streamings?

We use software programs that enable us to hold video conferences, online meetings, webinars and to utilise display sharing and/or streaming. In a video conference or a streaming, information is transmitted simultaneously via sound and moving images. With such video conference or streaming tools, we can communicate quickly and easily with customers, business partners, clients and employees via the Internet. Of course, when selecting the service provider, we consider the given legal framework.

Generally, third-party providers can process data as soon as you interact with the software program. Third-party video conference providers or streaming solutions use your data and metadata for different purposes. The data helps to e.g. make the tool more secure and to improve the service. Most of the time, the data may also be used for the respective third-party provider's own marketing purposes.

Why do we use video conferencing & streaming on our website?

We want to communicate digitally, quickly, easily and securely with you, our customers and our business partners. This works best with video conferencing solutions that are very easy to use. Most tools also work directly in your browser and with just a few clicks you can get right to your video meeting. The tools also offer helpful additional features such as chat and screen sharing functions or the possibility of sharing content between meeting participants.

Which data are processed?

If you join our video conference or streaming, your data will also be processed and stored on the servers of the respective service provider.

The exact data that gets stored depends on the respective software. Each provider stores and processes data differently. Generally, however, most providers store your name, address, contact details such as your email address or telephone number and your IP address. Information about the device you are using may also get stored, along with usage data, such as which websites you visit, when you visit a website or which buttons you click. Data that is shared within the video conference (photos, videos, texts) may also be retained.

Duration of data processing

Below we will inform you about the duration of the data processing of the service that is being used, provided we have further information on this. In general, we only process personal data for as long as is absolutely necessary to provide our services and products. Moreover, it is possible that the provider may store your data according to their own requirements, which we have no influence on.

Right to object

You always have the right to information, rectification and erasure of your personal data. If you have any questions, you can always contact the person responsible for the respective video

conferencing or streaming tool. You can find contact details either in our specific privacy policy or on the website of the relevant provider.

In your browser you can erase, deactivate or manage cookies that providers use for their functions. This works slightly different, depending on which browser you are using. Please note, however, that functions may not keep working as usual after doing so.






Legal basis

If you have consented to the processing and storage of your data by the respective video or streaming solution, this consent is the legal basis for data processing (**Art. 6 para. 1 lit. a GDPR**). We may also offer a video conference as part of our services, if there has been a contractual agreement with you in advance (**Art. 6 para. 1 lit. b GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 para. 1 lit. f GDPR**) to maintain fast and good communication with you or other customers and business partners, provided you have priorly given consent. Most video or streaming solutions also place cookies in your browser to store data. We therefore recommend you to read our privacy policy about cookies carefully and to take a look at the privacy policy or the cookie policy of the respective service provider.

Provided it is available, you can find information on special video conference and streaming solutions in the following sections.

Review Platforms Overview

Review Platforms Overview

-  Affected parties: Website or rating platform visitors
-  Purpose: Feedback on our products and/or services
-  Processed data: IP address, email address and name, among other things. You can find more details below or directly on the respective review platforms.
-  Storage duration: depends on the respective platform
-  Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests),

What are review platforms?

You can rate our products or services on various review platforms. We are registered on some of these platforms so we can get feedback from you, which can help us to optimise our offer. If you rate us via a review platform, the Privacy Policy and the General Terms and Conditions of the respective review service apply. In many instances, you also have to register in order to submit a review. We may also have rating technologies (widgets) integrated into our website. By using such tools, data is transmitted to the relevant provider, where it is processed and stored.

Many of these integrated programs work on a similar principle. After you have ordered one of our products or used one of our services, you will be asked to submit a review via email or on the website. You will usually be redirected to a review page via a link, where you can quickly and easily create a review. Some review systems also offer an interface to various social media channels in

order to make the feedback accessible to more people.

Why do we use review platforms?

Review platforms collect feedback and ratings about our offer. Your ratings help us to quickly receive appropriate feedback. We can use this valuable input to improve our products and/or services much more efficiently. Therefore, on the one hand, ratings help us to optimise our offers. On the other hand, they give you and all our future customers a good overview of the quality of our products and services.

Which data is processed?

If we have your consent, we transmit information about you and the services you have used to the relevant review platform. We do this to ensure that you have genuinely used one of our services. Only then can you give real feedback. The transmitted data is only used to identify the user. The exact data that is stored and processed of course depends on the providers used. Personal data such as IP address, email address or your name are usually also made available to the rating platforms. Specific order information such as the order number of a purchased item will also be forwarded to the appropriate platform after you have submitted your review. If your email address is transmitted, this is done in a form that allows the review platform to send you an email after purchasing a product. In order to integrate your review to our website as well, we also inform the providers that you have accessed our site. The respective review platform that is used is responsible for any personal data collected.

How long and where is the data stored?

You can find out more about the duration of data processing in the relevant Privacy Policy of the provider below, provided we have further information on this. Generally, we only process personal data for as long as is absolutely necessary for the provision of our services and products. Personal data that is mentioned in a review is usually anonymised by the respective platform's employees and is therefore only visible to company administrators. The collected data is stored on the providers' servers, while most providers erase it after the end of the order.

Right to object

You also have the right and the possibility to revoke your consent to the use of cookies or third-party providers at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, disabling or deleting cookies in your browser.

Legal Basis

If you have agreed that an evaluation platform may be used, the legal basis for the corresponding data processing is this consent. According to Article 6 Paragraph 1 lit. a of the GDPR (consent) represents the legal basis for the processing of personal data, as may occur when it is collected by a review portal.

We also have a legitimate interest in using a review platform to optimise our online service. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use any given review platform if you have consented to it.

We hope we could give you the most important general information about data processing at review platforms. You can find further information in the Privacy Policy texts below or in the linked Privacy Policies of the respective companies.

Google Reviews Privacy Policy

We also use the rating platform Google Reviews for our website. The provider of this service is the American company Google Inc. The responsible entity for all Google services in the European area is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland).

Google also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.






Google uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Google commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

The Google Ads Data Processing Terms, which reference the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessorterms/>.

You can find out more about the data that is processed by Google in their Privacy Policy at <https://policies.google.com/?hl=en>.

Web Design Introduction

Web Design Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: improvement of user experience
-  Processed data: depends heavily on the services used. Usually, data such as IP address, technical data, language settings, browser version, screen resolution and browser name are processed. You can find more details directly with the respective web design tools.
-  Storage duration: depends on the tools used
-  Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests)

What is web design?

We use various tools on our website for the purpose of our web design. Contrary to common belief, web design is not just about making our website look nice, but rather also about functionality and performance. But of course, a good-looking website is also a major goal of professional web design. Web design is a part of media design and deals with the visual as well as the structural and functional design of a website. Our aim with our web design is to improve your experience on our site. In web design jargon, this is called User Experience (UX) and usability. User Experience entails all impressions and experiences that website visitors come across on a website. What is more, usability is part of the User Experience, as it determines how user-friendly a website is. This includes the clear structuring of content, subpages or products, along with how quickly and easily the website enables you to find what you are looking for. In order to offer you the best possible experience on our website, we also use so-called third-party web design tools. Therefore, all tools and services that help improve our website's design are classified under the category "web design". This may, for example, include fonts, various plugins or other integrated web design functions.

Why do we use web design tools?

The way you absorb information on a website depends very much on its structure, functionality and visual perception. Therefore, good and professional web design has become increasingly important for us. We are constantly working on improving our site as a way of further extending our services for you as a website visitor. Furthermore, a beautiful and functioning website also has economic advantages for us. Needless to say, you will only visit it and take advantage of our offers if you feel completely at ease.

What data is stored by web design tools?

When you visit our website, any web design elements integrated into our pages may process your data. The exact data that is processed depends on the tools used. Below you can see exactly which tools we use for our website. For more information about data processing, we recommend you also read the respective privacy policy of the respective tools. There you can usually find out which data is processed, whether cookies are used and how long the data is stored. Moreover, fonts such as Google Fonts, for example, also automatically transmit information such as your language settings, IP address, browser version, browser screen resolution and browser name to Google's servers.

Duration of data processing

Data processing times are very individual and depend on the web design elements used. For example, when cookies are used, the retention period can be as little as a minute, but it may also be a few years. Please make yourself familiar with this topic. You may for example read our general section on cookies as well as the Privacy Policies of the tools used. There you can likely find out exactly which cookies are used and what information is stored there. For example, Google Font files are stored for one year, in order to improve the loading speed of a website. In principle, data is only kept for as long as is necessary to provide the service. But legal requirements may require data to be stored for longer.

Right to object

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. You can do this either via our cookie management tool or via other opt-out functions. You can also prevent cookies from collecting your data by managing, deactivating or deleting the cookies in your browser. However, among web design elements (typically fonts) there is also data that cannot be erased easily. This is the case whenever data is automatically collected as soon as a page is accessed and then directly transmitted to a third party (e.g. Google). In these cases, please contact the support of the respective provider. In the case of Google, you can reach support at <https://support.google.com/?hl=de>.

Legal Basis

If you have consented to the use of web design tools, this consent serves as the legal basis for the relevant data processing. According to Article 6 (1) (a) GDPR (consent), your consent represents the legal basis for the processing of personal data, as it may occur when it is collected by web design tools. We also have a legitimate interest in web design to improve on our website. After all, only then can we provide you with a beautiful and professional web offer. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we strongly want to emphasise once more that we only use web design tools if you have given your consent.

You can find information on different web design tools – if available – in the following sections.

Typekit Fonts (Adobe) Privacy Policy

We use Adobe's Typekit fonts on our website, which is a web font hosting service. The provider of this service is the American company Adobe Inc. The Irish company Adobe Systems Software Ireland Companies, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland, is responsible for the European region.

Adobe also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.


Adobe uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Adobe commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.


For more information on the Standard Contractual Clauses at Adobe, see <https://www.adobe.com/uk/privacy/eudatatransfers.html>.

You can find out more about the data that is processed by Adobe in their Privacy Policy at <https://www.adobe.com/uk/privacy.html>.

Font Awesome Privacy Policy


Font Awesome Privacy Policy Overview


 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as the IP address and loaded icon files

You can find more details on this in the privacy policy below.

 Storage period: data is stored for a few weeks in unidentifiable form

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What is Font Awesome?

On our website we use Font Awesome by the American company Fonticons (307 S. Main St., Suite 202, Bentonville, AR 72712, USA). Upon your visit to one of our websites, the Font Awesome web font, i.e. the icons, are loaded via the Font Awesome Content Delivery Network (CDN). This way texts, fonts and icons are displayed appropriately on every device. In this privacy policy we will go into more detail on data storage and data processing by this service.

Icons play an increasingly important role on websites. Font Awesome is a web font specifically designed for web designers and web developers. With Font Awesome icons can for example be scaled and coloured as desired using the CSS stylesheet language. Thus, they now replace old picture icons. Font Awesome CDN is the easiest way to load icons or fonts onto your website. To do this, we only had to embed a short line of code into our website.

Why do we use Font Awesome on our website?

Font Awesome enables our websites' content to be depicted better. This eases your navigation on our website, and helps you grasp its content better. The icons can sometimes even be used to replace whole words and save space. This is particularly useful when optimising content specifically for smartphones. The icons are inserted as HTML code instead of as an image, which allows us to edit the icons with CSS exactly as we want. Simultaneously, Font Awesome also lets us improve our loading speed, as it only contains HTML elements and no icon images. All these advantages help us to make our website even clearer, faster and more refined for you.

Which data are stored by Font Awesome?

The Font Awesome Content Delivery Network (CDN) is used to load icons and symbols. CDNs are server networks that are distributed around the world. They make it possible to quickly load files from locations in close proximity. When you open one of our pages, the respective icons will be

provided by Font Awesome.

For the web fonts to be loaded, your browser has to connect to the servers of Fonticons, Inc. For this, your IP address will be identified. Font Awesome also collects data on which icon files are downloaded, as well as when they are downloaded. Furthermore, technical data such as your browser version, screen resolution or the time when you accessed the page are also transmitted.

These data are collected and stored for the following reasons:

- to optimise Content Delivery Networks
- to identify and fix technical errors
- to protect CDNs from misuse and attacks
- to calculate fees from Font Awesome Pro customers
- to identify the popularity of icons
- to establish which computer and software you are using

If your browser does not allow web fonts, one of your PC's standard fonts will be used automatically. Moreover, as far as we are currently aware, no cookies will be set. We are keeping in contact with Font Awesome's privacy department and will let you know as soon as we find out more.

How long and where are the data stored?

Font Awesome stores data about the use of the Content Delivery Network also on servers in the United States of America. However, the CDN servers are located all across the world and store user data in your proximity. The data is usually only stored for a few weeks in an identifiable form. Aggregated statistics on the use of the CDNs may also be stored for longer. However, these do not include any personal data.

How can I erase my data or prevent data retention?

As far as we are aware, Font Awesome does not store any personal data via Content Delivery Networks. If you do not want data about the used icons to be stored, you will unfortunately not be able to visit our website. If your browser does not allow web fonts, no data will be transmitted or saved. In this case your computer's default font will be used.

Legal basis

If you have agreed to the use of Font Awesome, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (consent)** this consent represents the legal basis for personal data processing, as can occur when it is collected by Font Awesome.

We also have a legitimate interest in using Font Awesome to optimise our online service. The corresponding legal basis for this is **Art. 6 para. 1 lit.f GDPR (legitimate interests)**. Nevertheless, we only use Font Awesome if you have given your consent to it.

Font Awesome also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Font Awesome uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Font Awesome to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

If you want to find out more about Font Awesome and their data handling, we recommend you to read their Privacy Policy at <https://fontawesome.com/privacy> along with the help page at <https://fontawesome.com/help>.

Getty Images Privacy Policy

We use the Getty Images image portal for our website. The service provider is the American company Getty Images Inc., 605 5th Avenue South Suite 400 Seattle, WA 98104, USA.

Getty Images also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Getty Images uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Getty Images commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

You can find out more about the data processed through the use of Getty Images in the Privacy Policy at <https://www.gettyimages.co.uk/company/privacy-policy?language=en-GB>.

Google Fonts Privacy Policy


Google Fonts Privacy Policy Overview


 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as IP address, CSS and font requests

You can find more details on this in the Privacy Policy below.

 Storage period: Google stores font files for one year

 Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

What are Google Fonts?

On our website we use Google Fonts, by the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

To use Google Fonts, you must log in and set up a password. Furthermore, no cookies will be saved in your browser. The data (CSS, Fonts) will be requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, all requests for CSS and fonts are fully separated from any other Google services. If you have a Google account, you do not need to worry that your Google account details are transmitted to Google while you use Google Fonts. Google records the use of CSS (Cascading Style Sheets) as well as the utilised fonts and stores these data securely. We will have a detailed look at how exactly the data storage works.

Google Fonts (previously Google Web Fonts) is a directory with over 800 fonts that [Google](https://www.google.com) provides its users free of charge.

Many of these fonts have been published under the SIL Open Font License license, while others have been published under the Apache license. Both are free software licenses.

Why do we use Google Fonts on our website?

With Google Fonts we can use different fonts on our website and do not have to upload them to our own server. Google Fonts is an important element which helps to keep the quality of our website high. All Google fonts are automatically optimised for the web, which saves data volume and is an advantage especially for the use of mobile terminal devices. When you use our website, the low data size provides fast loading times. Moreover, Google Fonts are secure Web Fonts. Various image synthesis systems (rendering) can lead to errors in different browsers, operating systems and mobile terminal devices. These errors could optically distort parts of texts or entire websites. Due to the fast Content Delivery Network (CDN) there are no cross-platform issues with Google Fonts. All common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) are supported by Google Fonts, and it reliably operates on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). We also use Google Fonts for presenting our entire online service as pleasantly and as uniformly as possible.

Which data is stored by Google?

Whenever you visit our website, the fonts are reloaded by a Google server. Through this external cue, data gets transferred to Google's servers. Therefore, this makes Google recognise that you (or

your IP-address) is visiting our website. The Google Fonts API was developed to reduce the usage, storage and gathering of end user data to the minimum needed for the proper depiction of fonts. What is more, API stands for „Application Programming Interface“ and works as a software data intermediary.

Google Fonts stores CSS and font requests safely with Google, and therefore it is protected. Using its collected usage figures, Google can determine how popular the individual fonts are. Google publishes the results on internal analysis pages, such as Google Analytics. Moreover, Google also utilises data of its own web crawler, in order to determine which websites are using Google fonts. This data is published in Google Fonts' BigQuery database. Entrepreneurs and developers use Google's webservice BigQuery to be able to inspect and move big volumes of data.

One more thing that should be considered, is that every request for Google Fonts automatically transmits information such as language preferences, IP address, browser version, as well as the browser's screen resolution and name to Google's servers. It cannot be clearly identified if this data is saved, as Google has not directly declared it.

How long and where is the data stored?

Google saves requests for CSS assets for one day in a tag on their servers, which are primarily located outside of the EU. This makes it possible for us to use the fonts by means of a Google stylesheet. With the help of a stylesheet, e.g. designs or fonts of a website can get changed swiftly and easily.

Any font related data is stored with Google for one year. This is because Google's aim is to fundamentally boost websites' loading times. With millions of websites referring to the same fonts, they are buffered after the first visit and instantly reappear on any other websites that are visited thereafter. Sometimes Google updates font files to either reduce the data sizes, increase the language coverage or to improve the design.

How can I erase my data or prevent it being stored?

The data Google stores for either a day or a year cannot be deleted easily. Upon opening the page this data is automatically transmitted to Google. In order to clear the data ahead of time, you have to contact Google's support at <https://support.google.com/?hl=en-GB&tid=112119624>. The only way for you to prevent the retention of your data is by not visiting our website.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at <https://developers.google.com/fonts/faq?tid=112119624>. While Google does address relevant elements on data protection at this link, it does not contain any detailed information on data retention.

It proves rather difficult to receive any precise information on stored data by Google.

Legal basis

If you have consented to the use of Google Fonts, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (Consent)** your consent is the legal basis for the processing of personal data, as can occur when it is processed by Google Fonts.

We also have a legitimate interest in using Google Font to optimise our online service. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use Google Font if you have given your consent to it.

Google also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find more information on which data is generally retained by Google and what this data is used at <https://policies.google.com/privacy?hl=en-GB>.

Google Fonts Local Privacy Policy

On our website we use Google Fonts, by the company Google Inc. The responsible entity for the European area is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland). We have integrated Google fonts locally, i.e. on our web server and not on Google's servers. This means that no connection to Google's servers and therefore no data transfer or retention take place.

What are Google Fonts?

Google Fonts was previously called Google Web Fonts. It is an interactive list with over 800 fonts which [Google](#) offer for free use. With the use of Google Fonts, it is possible to utilise fonts without uploading them to your own server. In order to prevent any transfer of information to Google's servers, we downloaded the fonts to our own server. This way we can comply with data privacy and do not transmit any data to Google Fonts.

Jotform Privacy Policy

We use Jotform on our website, which is a service to create online forms. The service provider is the American company Jotform Inc., 4 Embarcadero Center, Suite 780, San Francisco CA 94111, USA.

Although Jotform is an American company, according to their own statements, the company processes and stores data of European customers exclusively on European servers. You can read more about this in their blog post „[EU Safe Forms: Our Solution to the EU Safe Harbor Invalidation](#)“.

You can read more about the data processed by Jotform in their Privacy Policy at <https://www.jotform.com/privacy/>.

MyFonts Privacy Policy

We use the web font service MyFonts for our website. The provider of this service is the American company Monotype Imaging Holdings Inc., 600 Unicorn Park Drive, Woburn, Massachusetts 01801, USA.






MyFonts also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

MyFonts uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, MyFonts commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

You can find out more about the data that is processed through the use of MyFonts in their Privacy Policy at <https://www.monotype.com/legal/privacy-policy>.

Miscellaneous Overview

Miscellaneous Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Improvement of user experience
-  Processed data: The processed data depends heavily on the services used. Usually, it is an IP address and/or technical data. You can find more details on this in the sections of the respective tools.
-  Storage duration: depends on the tools used
-  Legal bases: Article 6 paragraph 1 lit. a GDPR (consent), Article 6 paragraph 1 lit. f GDPR (legitimate interests)

What is included in “Miscellaneous”?

The “Miscellaneous” category includes any services that do not fit into any of the above categories. Usually, they are various plugins and integrated elements that are meant to improve our website. Generally, these functions are obtained from third parties and integrated into our website. They may e.g. be web search services such as Algolia Place, Giphy, Programmable Search Engine or online services for weather data such as OpenWeather.

Why do we use these third parties?

With our website, we want to provide you with the best web offer in our industry. Websites have long been so much more than just a business card for companies. Instead, they are a place designed to help you find what you’re looking for. And in order to make our website even more interesting and helpful for you, we use various third-party services.

Which data is processed?

Whenever elements are integrated into our website, your IP address will be transmitted to the respective provider, where it will be stored and processed. This is necessary to send the content to your browser which will then display it for you. Moreover, service providers may also use pixel tags or web beacons. These are small graphics on websites that can record a log file and create analyses of it. Providers can improve their own marketing measures with the information they receive this way. In addition to pixel tags, this information (e.g. which button you click or when you access which page) can also be stored in cookies. In addition to data analyses on your web behaviour, technical information such as your browser type or operating system may also be stored there. Some providers can also link the data they obtain to other internal services or to third-party providers. Each provider handles your data differently. Therefore, we recommend you carefully read the privacy policies of the respective services. We make every effort to only use services that operate very carefully in regards to data protection and privacy.

Duration of data processing

Below we will inform you about the duration of data processing, provided we have further information on this. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products.

Legal Basis

If we ask for your consent and you agree to us using a service, this consent serves as the legal basis for the processing of your data (Article 6 (1) (a) GDPR). In addition to your consent, we have a legitimate interest in analysing the behaviour of our website visitors and thus technically and economically improving our offer. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use any tools if you have given your consent.

Information on the special tools – if available – can be found in the following sections.

Explanation of the terminology used

We always strive to make our privacy policy as clear and comprehensible as possible. However, this is not always easy, especially when it comes to technical and legal matters. It is often sensible to use legal terms (such as 'personal data') or certain technical terms (such as 'cookies' or 'IP address'). But we don't want to use such terms without any explanation. This is why you will find an alphabetical list of important terms used below. These are terms we may not yet have sufficiently explained in the privacy policy. In case we have adopted any of these terms from the GDPR which are definitions, we will also list the GDPR texts here and add our own further explanations if necessary.

Processor

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“processor” means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;

Explanation: As a company and a website owner, we are responsible for all your data we process (i. e. the 'controller'). In addition to the controller, there may also be so-called processors. This includes any company or person who processes personal data on our behalf. In addition to service providers such as tax consultants, processors can also be hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

Consent

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“consent” of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;

Explanation: With websites, such consent is usually given via a cookie consent tool. You've most certainly come across these. Whenever you visit a website for the first time, you will usually be asked via a banner whether you agree or consent to the data processing. You can usually also make individual settings and thus decide for yourself which level of data processing you want to allow. If you do not give your consent, no personal data may be processed. Consent can of course also be given in writing, i.e. not via a tool.

Data concerning health

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“Data concerning health” means personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status;

Explanation: Health data includes all stored information relating to your own health. It is often data that is also noted in patient files. This includes, for example, which medication you are using, X-rays, your entire medical history or your vaccination statuses.

Personal Data

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“personenal data” means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who 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;

Explanation: Personal data is all data that can identify you as a person. This is usually data such as:

- name
- address
- email address
- postal address
- phone number
- birthday
- identification numbers such as social security number, tax identification number, ID card number or matriculation number
- banking data such as account number, credit information, account balances and more.

According to the European Court of Justice (ECJ), your **IP address is also personal data**. IT experts can use your IP address to determine at least the approximate location of your device and subsequently your location as the connection owner. Therefore, storing an IP address also requires a legal basis within the scope of the GDPR. There are also so-called **“special categories”** of personal data, which are particularly worthy of protection. These include:

- racial and ethnic origin
- political opinions
- religious or ideological beliefs
- Union membership
- genetic data such as data obtained from blood or saliva samples
- biometric data (this is information about psychological, physical or behavioural characteristics that can identify an individual).
health Data
- Data relating to sexual orientation or sex life

Profiling

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“Profiling” means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;

Explanation: Profiling collects various personal data about an individual in order to learn more about that individual. On the internet, profiling is often used for advertising purposes or for credit checks. Web and advertising analysis programs e. g. collect data about your behaviour and interests on a website. This results in a special user profile that can be used to target advertising to specific target groups.

Controller

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

“controller” means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

Explanation: In our example, we are responsible for the processing of your personal data and are

therefore the “controller”. If we pass on collected data to other service providers for processing, they are considered “contract processors”. For this, a “Data Processing Agreement (DPA)” must be concluded.

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