

Data protection

Introduction and overview

We have written this data protection declaration (version 12.07.2022-112059781) in order to provide you with information in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws to explain which personal data (data for short) we as the responsible party - 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 understood as gender-neutral.

In short: We inform you comprehensively about data that we process about you.

Privacy statements usually sound very technical and use legal jargon. This data protection declaration, on the other hand, is intended to describe the most important things as simply and transparently as possible. As far as transparency is conducive, technical **terms are explained in a reader-friendly way**, links to further information are provided and **graphics** are used. We are thus informing you in clear and simple language that we only process personal data in the course of our business activities if there is a corresponding legal basis. This is certainly not possible if you make the most concise, unclear and legal-technical statements possible, as they are often standard on the Internet when it comes to data protection. I hope you find the following explanations interesting and informative and maybe you find some information that you still need

didn't know.

If you still have questions, we would like to ask you to contact the responsible person named below or in the imprint, to follow the links provided and to look at further information on third-party websites. Of course you will also find our contact details in the imprint.

scope of application

This data protection declaration applies to all personal data processed by us in the company and to all personal data that companies commissioned by us (processors) process. By personal data we mean information within the meaning of Art. 4 No. 1 GDPR such as a person's name, e-mail address and postal address. The processing of personal data ensures that we can offer and bill our services and products, whether online or offline. The scope of this privacy policy includes:

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

In short: The data protection declaration applies to all areas in which personal data is processed in a structured manner in the company via the channels mentioned. Should we outside

If these channels enter into legal relationships with you, we will inform you separately if necessary.

legal bases

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

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

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 storing the data you entered on a contact form.
2. **Contract** (Article 6 Paragraph 1 lit. b GDPR): To a contract or pre-contractual To fulfill obligations with you, we process your data. 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 process your data. For example, we are required by law to keep invoices for accounting purposes. 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 fundamental rights, we reserve the right to process personal data. For example, we need to process certain data in order to be able to operate our website securely and economically. This processing is therefore a legitimate interest.

Other conditions such as the perception of recordings in the public interest and the exercise of public authority as well as the protection of vital interests do not usually apply to us. If such a legal basis should be relevant, it will be shown in the appropriate place.

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

- In **Austria** , this is the federal law for the protection of natural persons when processing personal data (**data protection law**), **DSG** for short .
- In **Germany** , the **Federal Data Protection Act**, **BDSG** for short , applies.

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

Contact details of the person responsible

If you have any questions about data protection or the processing of personal data, you will find the contact details of the person or body responsible below: Wick-Machinery GmbH
Hauptstraße 26, A-2325 Himberg Authorized representative: Andreas Wick E-mail: office@wick-machinery.com Telephone: +43223587722

Imprint: <https://wick-machinery.com/unternehmen/impressum/>

storage duration

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

If you wish your data to be deleted or revoke your consent to data processing, the data will be deleted as quickly as possible and provided there is no obligation to store it.

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

Rights under the General Data Protection Regulation

In accordance with Articles 13 and 14 GDPR, we inform you about the following rights to which you are entitled so that data is processed fairly and transparently:

- According to Article 15 GDPR, you have a right to information as to whether we are processing your data. If that is the case, you have the right to receive a copy of the data and to be informed of the following information: for what purpose we are carrying out the
 - 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 is stored; the existence of the right to rectification, erasure or restriction of processing and the right to object to processing; that you can
 - complain to a supervisory authority (links to these authorities can be found below); the
 - origin of the data if we did not collect it from you;

- whether profiling is carried out, i.e. whether data is automatically evaluated in order to create a personal profile for you.
- According to Article 16 GDPR, you have the right to have the data corrected, which means that we have to correct data if you find any errors.
- According to Article 17 GDPR, you have the right to erasure ("right to be forgotten"), which specifically means that you can request the erasure of your data.
- According to Article 18 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 GDPR, you have the right to data portability, which means that we can provide you with your data in a common format upon request.
- According to Article 21 GDPR, you have a right of objection, which, after enforcement, will result in a change in processing.
 - If the processing of your data is based on Article 6 Paragraph 1 Letter e (public interest, exercise of official authority) or Article 6 Paragraph 1 Letter f (legitimate interest), you can object to the processing. We will then check as quickly as possible whether we can legally comply with this objection.
 - If data is used to operate direct advertising, you can object to this type of data processing at any time. We may no longer use your data for direct marketing after this.
 - If data is used to operate profiling, you can object to this type of data processing at any time. We may no longer use your data for profiling after this.
- According to Article 22 GDPR, you may have the right not to be subject to a decision based solely on automated processing (e.g. profiling).
- According to Article 77 GDPR, you have the right to lodge a complaint. This means that you can complain to the data protection authority at any time if you believe that the processing of personal data violates the GDPR.

In **short**: you have rights - do not hesitate to contact the responsible person listed above!

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. This is the data protection authority for Austria, whose website can be found at <https://www.dsb.gv.at/> Find. 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 \(BfDI\)](#) turn around. The following local data protection authority is responsible for our company:

Austria Data Protection Authority

Director: Mag. Andrea Jelinek

Address: Barichgasse 40-42, 1030 Vienna

Telephone number: +43 1 52 152-0

Email 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 agree to this processing, if this is required by law or is contractually necessary and in any case only to the extent that this is generally permitted. In most cases, your consent is the most important reason that we have data processed in third countries. The processing of personal data in third countries such as the USA, where many software manufacturers offer services and have their server locations, may mean that personal data is processed and stored in unexpected ways.

We 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 not being processed and stored anonymously. Furthermore, US government authorities may have access to individual data. In addition, it may happen that collected data is linked to data from other services from the same provider, provided you have a corresponding user account. If possible, we try to use server locations within the EU, if this is offered.

We will inform you in more detail about data transfer to third countries at the appropriate points in this data protection declaration, if this applies.

security of data processing

In order to protect personal data, we have implemented both technical and organizational measures. Where possible, we encrypt or pseudonymise personal data. In this way, we make it as difficult as possible for third parties to infer personal information from our data.


Art. 25 GDPR speaks here of "data protection through technology design and through data protection-friendly default settings" and means that with software (e.g. forms) i.e. hardware (e.g. access to the server room) always thinks about security and takes appropriate measures. If necessary, we will go into specific measures below.

TLS encryption with https

TLS, encryption and https all sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transfer protocol") to transmit data securely on the Internet.

This means that the complete transmission of all data from your browser to our web server is secured - nobody can "eavesdrop".






We have thus introduced an additional security layer and comply with data protection through technology design ([Article 25 Paragraph 1 GDPR](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data.

You can recognize the use of this protection for data transmission by the small lock symbol  top left in the browser, to the left of the Internet address (e.g. examplepage.de) and the use of the scheme https (instead of http) as part of our internet address.

If you want to know more about encryption, we recommend a Google search for "Hypertext Transfer Protocol Secure wiki" to get good links to further information.

communication

communication summary

-  Affected parties: Everyone who communicates with us by phone, email or online form
-  Processed data: e.g. B. Telephone number, name, e-mail address, entered form data.
You can find more details on this under the type of contact used in each case Purpose:
-  Processing of communication with customers, business partners, etc.
-  Duration of storage: Duration of the transaction and the statutory provisions
-  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 by telephone, e-mail or online form, personal data may be processed.

The data will be processed for the handling and processing of your question and the related business transaction. The data is stored for as long as the law requires.

Affected people

All those who seek contact with us via the communication channels provided by us are affected by the processes mentioned.

phone

If you call us, the call data will be stored pseudonymously on the respective end device and with the telecommunications provider used. In addition, data such as name and telephone number can then be sent by e-mail and saved to answer enquiries. The data will be deleted as soon as the business case has ended and legal requirements permit.

e-mail

If you communicate with us by e-mail, data may be stored on the respective end device (computer, laptop, smartphone, ...) and storage of

Data on the email server. The data will be deleted as soon as the business case has ended and legal requirements permit.

online forms

If you communicate with us using an online form, data will be stored on our web server and, if necessary, forwarded to an e-mail address from us. The data will be deleted as soon as the business case has ended and legal requirements permit.

legal bases

The processing of the data is based on the following legal bases:

- Article 6 paragraph 1 lit. Article 6(1)(b) GDPR (contract): There is a need to fulfill a contract with you or a processor, e.g. B. the telephone provider or we need the
- data for pre-contractual activities, such. B. the preparation of an offer, process; Article 6 paragraph 1 lit. f GDPR (legitimate interests): We want to conduct customer inquiries and business communication in a professional framework. These are certain technical facilities such. E-mail programs, exchange servers and mobile phone operators are
- necessary in order to be able to communicate efficiently.

Order processing contract (AVV)

In this section we would like to explain what a data processing agreement is and why it is needed. Because the word "order processing contract" is quite a tongue twister, we will often only use the acronym AVV here in the text. Like most companies, we do not work alone, but also use the services of other companies or individuals ourselves. By involving various companies or service providers, it may be that we pass on personal data for processing. These partners then act as processors with whom we conclude a contract, the so-called data processing contract (AVV). The most important thing for you to know is that the processing of your personal data takes place exclusively according to our instructions and must be regulated by the AVV.

Who are processors?

As a company and website owner, we are responsible for all data that we process from you. In addition to those responsible, there may also be so-called processors.

This includes any company or person who processes personal data on our behalf. More precisely and according to the GDPR definition: any natural or legal person, authority, institution or other body that processes personal data on our behalf 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

for example Google or Microsoft.

To make the terminology easier to understand, here is an overview of the three roles in the GDPR:

Affected party (you as a customer or interested party) ÿ **person responsible** (we as a company and client) ÿ **processor** (service providers such as web hosts or cloud providers)

Content of an order processing contract

As already mentioned above, we have concluded an AVV with our partners who act as processors. First and foremost, it states that the processor processes the data to be processed exclusively in accordance with the GDPR. The contract must be concluded in writing, although in this context the electronic conclusion of the contract is also considered "in writing". The processing of personal data only takes place on the basis of the contract. The contract must contain the following:

- Binding to us as responsible
- 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
- Place of execution of the data processing

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


- to ensure data security, to take possible technical
- and organizational measures to protect the rights of the data subject
- to keep a data processing directory, to cooperate
- with the data protection supervisory authority upon request, to carry out a risk
- analysis with regard to the personal data received
- Sub-processors may only be commissioned with the written consent of the person responsible


You can see what such an AVV looks like at <https://www.wko.at/service/wirtschaftsrecht-gewerberecht/eu-dsgvo-mustervertrag-auftragsverarbeitung.html> look at. A sample contract is presented here.

cookies


Summary of cookies Data

 subjects: Website visitors Purpose:

 depending on the specific cookie. More details can be found below or from the manufacturer of the software that sets the cookie.

 Processed data: Depending on the cookie used. Find more details about it See below or contact the manufacturer of the software who sets the cookie.

 Duration of storage: depending on the respective cookie, can vary from hours to years

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter 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 data protection declaration.

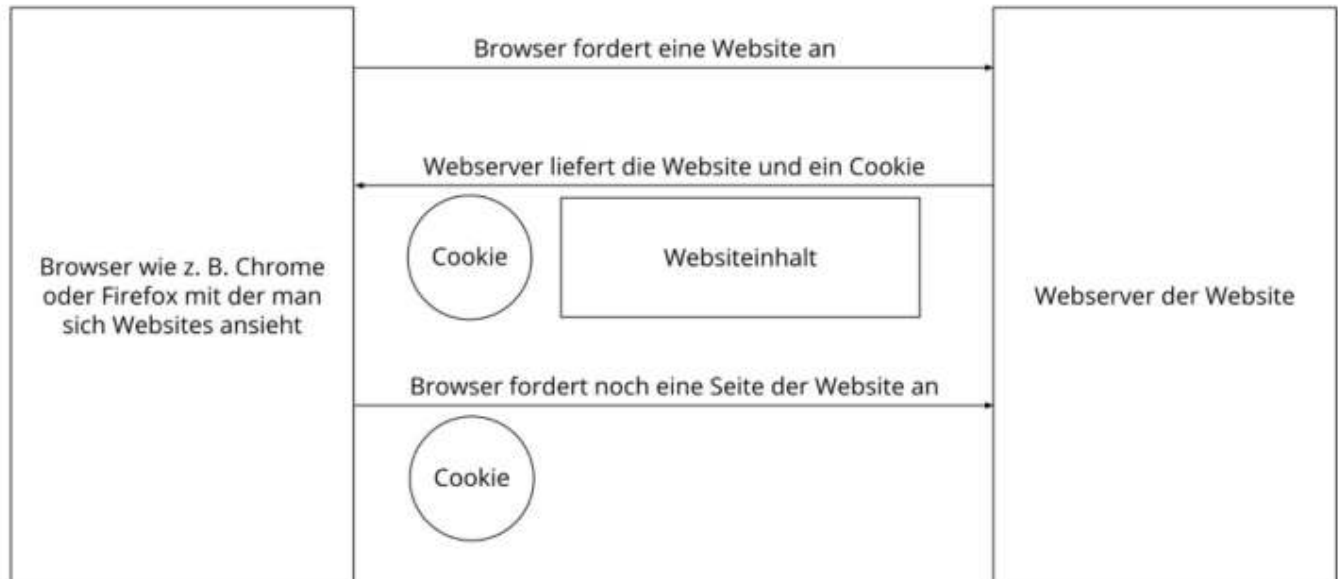
Whenever you surf the Internet, you use a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites

use cookies. More precisely, they are HTTP cookies, as there are other cookies for other areas of application. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically stored in the cookie folder, the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified
be specified.

Cookies store certain user data from you, such as language or personal page settings. When you visit our site again, your browser transmits the "user-related" information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are used to. In some browsers each cookie has its own file, in others such as Firefox all cookies are stored in a single file.

The graphic below shows a possible interaction between a web browser such as B. Chrome and the web server. The web browser requests a website and receives one from the server
Cookie back, which the browser uses 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, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, since 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 "pests".

Cookies also cannot access information on your PC.

For example, cookie data can look like this:

Name: _ga

Value: GA1.2.1326744211.152112059781-9

Purpose: Differentiation of website visitors

Expiry date: after 2 years

A browser should be able to support these minimum sizes:

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

What types of cookies are there?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the data protection declaration. At this point we would like to briefly discuss the different types of HTTP cookies.

There are 4 types of cookies:

Essential cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed if a user puts a product in the shopping cart, then continues surfing on other pages and only goes to the checkout later. These cookies do not make the shopping cart

deleted even if the user closes his browser window.

Functional cookies

These cookies collect information about user behavior and whether the user receives any error messages. In addition, these cookies are also used to improve the loading time and behavior of the website measured in different browsers.

Targeting cookies

These cookies ensure a better user experience. For example, entered locations, font sizes or form data are saved.

advertising cookies

These cookies are also called targeting cookies. They are used to provide the user with individually tailored advertising. This can be very useful, but also very annoying.

Usually, when you visit a website for the first time, you will be asked which of these types of cookies you would like to allow. And of course this decision is also stored in a cookie.

If you want to know more about cookies and don't shy away from technical documentation, we recommend <https://datatracker.ietf.org/doc/html/rfc6265>, the Internet Engineering Task Force (IETF) Request for Comments called "HTTP State Management Mechanism".

Purpose of processing via cookies

The purpose ultimately depends on the respective cookie. More details can be found below or from the manufacturer of the software that sets the cookie.

Which data are processed?

Cookies are little helpers for many different tasks. Unfortunately, it is not possible to generalize which data is stored in cookies, but we will inform you about the processed or stored data in the following data protection declaration.

Storage duration of cookies

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

You can also influence the storage period yourself. You can manually delete all cookies at any time via your browser (see also "Right of objection" below). Furthermore, cookies that are based on consent will be deleted at the latest after you withdraw your consent, whereby the legality of storage remains unaffected until then.

Right to object - how can I delete cookies?

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

If you want to know which cookies were stored in your browser when you
If you want to change or delete cookie settings, you can find this in your browser settings:

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

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Clear cookies to remove data websites have placed on your computer](#)

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

[Microsoft Edge: Deleting and managing cookies](#)

If you generally do not want any cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow the cookie or not. The procedure differs depending on the browser. It is best to look for the instructions in Google with the search term "Delete cookies Chrome" or "Deactivate cookies Chrome" in the case of a Chrome browser.

legal basis

The so-called "Cookie Guidelines" have been in place since 2009. It states that the storage of cookies requires your **consent** (Article 6 (1) (a) GDPR). Within the EU countries, however, there are still very different reactions to these guidelines. 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 cookies that are absolutely necessary, even if no consent has been given, there are **legitimate interests** (Article 6 Para. 1 lit. f GDPR), which in most cases are of an economic nature. We want to provide visitors to our website with a pleasant user experience and certain cookies are often strictly necessary for this.


If cookies that are not absolutely necessary are used, this will only happen with your consent. In this respect, the legal basis is Article 6 (1) (a) GDPR.


In the following sections you will be informed in more detail about the use of cookies if the software used uses cookies.


Web Hosting Introduction


Web Hosting Summary

 Affected: Visitors to the website

 Purpose: professional hosting of the website and security of operation

 Processed data: IP address, time of website visit, browser used and further data. More details can be found below or from the web hosting provider used.

 Duration of storage: depends on the respective provider, but usually 2 weeks

 Legal basis: Art. 6 Para. 1 lit.f GDPR (legitimate interests)

What is web hosting?

When you visit websites today, 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 justification. By the way, by website we mean the entirety of all web pages on a domain, ie everything from the start page (home page) to the very last sub-page (like this one). By domain we mean, for example, example.de or example.com.

When you want to view a website on a computer, tablet, or smartphone, you use a program called a web browser to do so. You probably know a few web browsers by name: Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. We call it browser or web browser for short.

To view the website, the browser needs to connect to another computer where the website's code is stored: the web server. The operation of a web server is a complicated and time-consuming task, which is why this is usually taken on by professional providers, the providers. These offer web hosting and thus ensure reliable and error-free storage of website data. A whole lot of jargon, but please stay tuned, it gets even better!

Personal data may be processed when the browser on your computer (desktop, laptop, tablet or smartphone) connects and during data transfer to and from the web server. On the one hand, your computer stores data, on the other hand, the web server also has to store data for a period of time in order to ensure proper operation.

A picture says more than a thousand words, so the following graphic shows the interaction between the browser, the Internet and the hosting provider.



Why do we process personal data?

The purposes of data processing are:

1. Professional hosting of the website and securing operations
2. To maintain operational and IT security
3. Anonymous evaluation of access behavior to improve our offer and, if necessary, for criminal prosecution or the pursuit of claims

Which data are processed?

Even while you are visiting our website right now, our web server is saving Computer on which this website is stored, usually automatically data such as

- the complete internet address (URL) of the accessed website
- 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.beispielquellsite.de/vondabinichkommen/>) the host name and IP address of the device
- from which access is being made (e.g. COMPUTERNAME and 194.23.43.121)
- Date and Time
- in files, the so-called web server log files

How long is data stored?

As a rule, the above data is stored for two weeks and then automatically deleted. We do not pass on this data, but we cannot rule out that this data will be viewed by authorities in the event of illegal behavior.

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 the processing of personal data in the context of web hosting results from Art. 6 Para. 1 lit. f GDPR (protection of legitimate interests), because the use of professional hosting with a provider is necessary to keep the company secure on the Internet

and user-friendly and to be able to pursue attacks and claims from this if necessary.


There is usually a contract between us and the hosting provider for order processing in accordance with Art. 28 f. GDPR, which ensures compliance with data protection and guarantees data security.


Website modular systems Introduction


Website Builders Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as technical usage information such as Browser activity, clickstream activity, session heat maps, and contact information, IP address, or your geographic location. More details can be found below in this data protection declaration and in the data protection declaration of the providers.

 Duration of storage: depends on the provider

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

What are website building blocks?

We use a modular website system for our website. Modular systems are special forms of a content management system (CMS). With a modular system, website operators can create a website very easily and without any programming knowledge. In many cases, web hosts also offer modular systems. By using a modular system, your personal data can also be collected, stored and processed. In this data protection text we give you general information about data processing by modular systems. You can find more information in the data protection declarations of the provider.

Why do we use website building blocks for our website?

The greatest advantage of a modular system is its ease of use. We want to offer you a clear, simple and well-arranged website that we can easily operate and maintain ourselves - without external support. A modular system now offers many helpful functions that we can use even without programming knowledge. This enables us to design our website according to our wishes and offer you an informative and pleasant time on our website.

What data is stored by a modular system?

Which data is stored exactly depends of course on the modular website system used. Each provider processes and collects different data from the website visitor. But usually technical usage information such as operating system, browser, screen resolution, language and keyboard settings, hosting provider

and the date of your website visit. Tracking data (e.g. Browser activity, clickstream activity, session heat maps, etc.) are processed. In addition, personal data can also be recorded and stored. This is mostly contact information such as email address, telephone number (if you have provided it), IP address and geographic location data. You can find out exactly which data is stored in the data protection declaration of the provider.

How long and where is the data stored?

We will inform you below about the duration of the data processing in connection with the modular website system used, provided that we have further information on this. You will find detailed information about this in the provider's data protection declaration. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. It may be that the provider stores your data according to their own specifications, over which we have no influence.

Right to object

You always have the right to information, correction and deletion of your personal data. If you have any questions, you can also contact those responsible for the modular website system used at any time. Contact details can be found either in our data protection declaration or on the website of the relevant provider.

You can delete, disable or manage cookies that providers use for their functions in your browser. Depending on which browser you use, this works in different ways. Please note, however, that not all functions may then work as usual.

legal basis

We have a legitimate interest in using a modular website system to optimize our online service and present it in an efficient and user-friendly way for you.

The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the modular system if you have given your consent.

Insofar as the processing of data is not absolutely necessary for the operation of the website, the data will only be processed on the basis of your consent. This applies in particular to tracking activities. In this respect, the legal basis is Article 6 (1) (a) GDPR.

With this data protection declaration, we have brought you closer to the most important general information about 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 data protection declaration of the provider.

WordPress.com Privacy Policy

We use WordPress.com, a website construction kit, for our website. Service provider is the American company Automattic Inc., 60 29th Street #343, San Francisco, CA 94110, USA.

WordPress also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

WordPress uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, WordPress undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Data Processing Agreements, which correspond to the standard contractual clauses, can be found at <https://wordpress.com/support/data-processing-agreements/>.

You can find out more about the data processed by using WordPress.com in the data protection declaration at <https://automattic.com/de/privacy/>.


Order processing agreement (AVV) Wordpress.com


We have concluded an order processing contract (AVV) with WordPress.com in accordance with Article 28 of the General Data Protection Regulation (GDPR). You can read about exactly what an AVV is and, above all, what must be contained in an AVV in our general section "Order Processing Agreement (AVV)".


This contract is required by law because WordPress.com processes personal data on our behalf. This clarifies that WordPress.com may only process data that you receive from us on our instructions and must comply with the GDPR. The link to the order processing agreement (AVV) can be found at <https://wordpress.com/support/data-processing-agreements/>.

Web Analytics Introduction


Web Analytics Privacy Policy Summary

 Affected: Visitors to the website Purpose:

 Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses.

More details can be found in the web analytics tool used in each case.

 Duration of storage: depends on the web analytics tool used Legal basis:

 Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is web analytics?

We use software on our website to evaluate the behavior of website visitors, referred to as web analytics or web analysis. In doing so, data is collected, which the respective analytical tool provider (also called tracking tool) stores, manages and processes.

With the help of the data, analyzes of user behavior on our website are made and made available to us as the website operator. In addition, most tools offer various test options. For example, we can test which offers or content are best received by our visitors. For this we show you two different offers for a limited period of time. After the test (so-called A/B test), we know which product or content our website visitors find more interesting. For such test procedures, as well as for other analytics procedures, user profiles can also be created and the data stored in cookies.

Why do we run web analytics?

With our website we have a clear goal in mind: we want to deliver the best web offer on the market for our industry. In order to achieve this goal, on the one hand we want to offer the best and most interesting offer and on the other hand we want to make sure that you feel completely comfortable on our website. With the help of web analysis tools, we can take a closer look at the behavior of our website visitors and then improve our website for you and us accordingly. For example, we can see how old our visitors are on average, where they come from, when our website is visited the most or

which content or products are particularly popular. All this information will help us

To optimize the website and thus best suit your needs, interests and wishes to adjust.

Which data are processed?

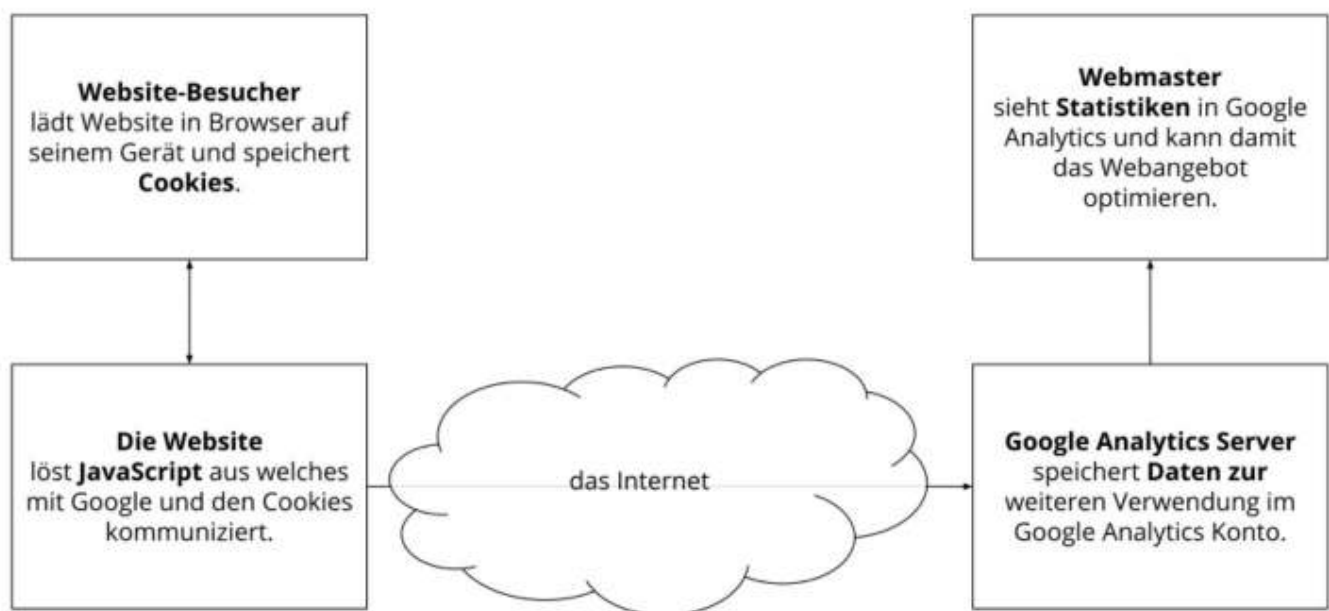
Which data is stored exactly depends of course on the analysis tools used.

As a rule, however, what is stored is, for example, what content you view on our website, which buttons or links you click, when you call up a page, which browser you use, which device (PC, tablet, smartphone, etc.) you use Visit the website or what computer system you are using. If you agreed to that too

Location data may be collected, these can also be processed by the web analysis tool provider.

Your IP address will also be saved. According to the General Data Protection Regulation (GDPR), IP addresses are personal data. However, your IP address is usually stored in pseudonymised form (i.e. in an unrecognizable and shortened form). For the purposes of testing, web analysis and web optimization, no direct data such as your name, age, address or e-mail address is stored. All of this data, if collected, is stored pseudonymised. This way you cannot be identified as a person.

The following example schematically shows how Google Analytics works as an example for client-based web tracking with Java Script code.



How long the respective data is stored always depends on the provider. Some cookies only store data for a few minutes or until you leave the website, other cookies can store data for several years.

Duration of data processing

We will inform you below about the duration of data processing if 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. If it is required by law, such as in the case of accounting, this storage period can also be exceeded.

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 deleting the cookies in your browser.

legal basis

The use of web analytics requires your consent, which we have obtained with our cookie popup. According to **Article 6 Paragraph 1** lit.

In addition to consent, we have a legitimate interest in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of web analytics, we can identify errors on the website, identify attacks and improve profitability. The legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use the tools if you have given your consent.

As web analytics tools use cookies, we also recommend that you read our general privacy policy on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

Information on special web analytics tools, if available, can be found in the following sections.

Facebook Conversions API Privacy Policy

We use Facebook Conversions API, a server-side event tracking tool, on our website. The service provider is the American company Meta Platforms Inc. The company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European area.

Facebook also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Facebook uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Facebook undertakes to comply with the European

to comply with the level of data protection, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Facebook 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 processed by using the Facebook Conversions API in the privacy policy at <https://www.facebook.com/about/privacy>.


Google Analytics Privacy Policy


Google Analytics Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. More details can be found below in this data protection declaration.

 Duration of storage: depends on the properties used

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Google Analytics?

We use the analysis tracking tool Google Analytics (GA) from the American company Google Inc. on our website. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. Google Analytics collects data about your actions on our website. For example, if you click on a link, this action is stored in a cookie and sent to Google Analytics. The reports we receive from Google Analytics allow us to better tailor our website and service to your needs. In the following we will go into more detail about the tracking tool and, above all, inform you about which data is stored and how you can prevent this.

Google Analytics is a tracking tool used to analyze traffic on our website. In order for Google Analytics to work, a tracking code is built into the code of our website.

When you visit our website, this code records various actions that you take on our website. As soon as you leave our website, this data is sent to the Google Analytics servers and stored there.

Google processes the data and we receive reports on your user behavior. These reports may include the following:

- Target group reports: With target group reports, we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports help us to better serve our online advertising

analyze and improve.

- Acquisition Reports: Acquisition reports provide us with helpful information on how to attract more people to our service.
- Behavior Reports: Here we learn how you interact with our website. We can understand which path you take on our site and which links you click on.
- Conversion reports: Conversion is a process in which you perform a desired action based on a marketing message. For example, when you go from being a mere website visitor to a buyer or newsletter subscriber. assistance

From these reports we learn more about how our marketing measures are received by you. This is how we want to increase our conversion rate.

- Real-time reports: Here we always know immediately what is happening on our website. For example, we can see how many users are currently reading this text.

Why do we use Google Analytics on our website?

Our goal with this website is clear: We want to offer you the best possible service. The statistics and data from Google Analytics help us to achieve this goal.

The statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimize our site so that interested people can find it more easily on Google. On the other hand, the data helps us to better understand you as a visitor. We therefore know exactly what we need to improve on our website in order to offer you the best possible service. The data also helps us to carry out our advertising and marketing measures more individually and cost-effectively. After all, it only makes sense to show our products and services to people who care.

What data is stored by Google Analytics?

Google Analytics uses a tracking code to create a random, unique ID that is linked to your browser cookie. This is how Google Analytics recognizes you as a new user. The next time you visit our site, you will be recognized as a "returning" user. All collected data is stored together with this user ID. This makes it possible to evaluate pseudonymous user profiles in the first place.

In order to be able to analyze our website with Google Analytics, a property ID must be included in the tracking code. The data is then stored in the corresponding property. For each newly created property, the Google Analytics 4 property is the default. Alternatively, you can also create the Universal Analytics property. Depending on the property used, data is stored for different lengths of time.

Identifiers such as cookies and app instance IDs are used to measure your interactions on our website. Interactions are any type of action you take on our website. If you also use other Google systems (such as a Google account), data generated via Google Analytics can be linked to third-party cookies. Google does not pass on Google Analytics data unless we as the website operator approve it. On exceptions

it may come when required by law.

The following cookies are used by Google Analytics:

Name: _ga

Value: 2.1326744211.152112059781-5

Purpose : By default, analytics.js uses the _ga cookie to save the user ID. Basically, it serves to differentiate between website visitors.

Expiry date: after 2 years

Name: _gid

Value: 2.1687193234.152112059781-1

Purpose: The cookie is also used to distinguish between website visitors

Expiry date: after 24 hours

Name: _gat_gtag_UA_<property-id>

value: 1

Purpose: Used to lower the request rate. If Google Analytics is provided via Google Tag Manager, this cookie is given the name _dc_gtm_ <property-id>.

Expiry date: after 1 minute

Name: AMP_TOKEN

Value: no information

Purpose : The cookie has a token with which a user ID can be retrieved from the AMP client ID service. Other possible values indicate an opt-out, a request, or an error.

Expiry date: after 30 seconds to a year

Name: __utma

Value: 1564498958.1564498958.1564498958.1

Purpose: This cookie can be used to track your behavior on the website and measure performance. The cookie is updated each time information is sent to Google Analytics.

Expiry date: after 2 years

Name: __utmt

value: 1

Purpose : Like _gat_gtag_UA_<property-id>, the cookie is used to throttle the request rate.

Expiry date: after 10 minutes

Name: __utmb

Value: 3.10.1564498958

Purpose: This cookie is used to determine new sessions. It is updated every time new data or information is sent to Google Analytics.

Expiry date: after 30 minutes

Name: __utmc

Value: 167421564

Purpose: This cookie is used to set new sessions for returning visitors. This is a session cookie and is only stored until you close the browser.

Expiry date: After closing the browser

Name: __utmz

Value: m|utmccn=(referral)|utmcmd=referral|utmcct=

Purpose : The cookie is used to identify the source of traffic to our website. This means that the cookie stores where you came from on our website. That could have been another page or an advertisement.

Expiry date: after 6 months

Name: __utmv

Value: not specified

Purpose : The cookie is used to store user-defined user data.

It is always updated when information is sent to Google Analytics.

Expiry date: after 2 years

Note: This list cannot claim to be complete, since Google is constantly changing the choice of its cookies.

Here we show you an overview of the most important data collected with Google Analytics will:

Heatmaps: Google creates so-called heatmaps. Heatmaps show exactly those areas that you click on. This is how we get information about where you are on our site.

Session duration: Google defines the session duration as the time you spend on our site without leaving the site. If you have been inactive for 20 minutes, the session ends automatically.

Bounce rate: A bounce is when you only view one page on our website and then leave our website again.

Account creation : If you create an account or place an order on our website, Google Analytics collects this data.

IP address: The IP address is only shown in abbreviated form so that no clear assignment is possible.

Location: The country and your approximate location can be determined via the IP address. This process is also referred to as IP location determination.

Technical information: Technical information includes, but is not limited to, your

Browser type, your Internet provider or your screen resolution.

Source of origin: Google Analytics or we are of course also interested in which website or which advertisement you came to our site from.

Other data are contact details, any ratings, playing media (e.g. if you play a video on our site), sharing content via social media or adding it to your favorites. The list does not claim to be complete and only serves as a general guide to data storage by Google Analytics.

How long and where is the data stored?

Google has distributed their servers all over the world. Most of the servers are located in America and consequently your data is mostly stored on American servers. Here you can read exactly where the Google data centers are located: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Your data is distributed across different physical media. This has the advantage that the data can be called up more quickly and is better protected against manipulation. Every Google data center has emergency programs for your data. For example, if Google's hardware fails or natural disasters paralyze servers, the risk of a service interruption at Google remains low.

The retention period of the data depends on the properties used. When using the newer Google Analytics 4 properties, the retention period for your user data is fixed at 14 months. For other so-called event data, we have the option of choosing a retention period of 2 months or 14 months.

With Universal Analytics properties, Google Analytics has a standardized retention period of 26 months for your user data. Then your user data will be deleted.

However, we have the option of choosing the retention period for user data ourselves.

We have five options available for this:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

In addition, there is also the option that data will only be deleted if you no longer visit our website within the period of time chosen by us. In this case, the retention period will be reset each time you visit our website again within the specified period.

When the specified period has expired, the data will be deleted once a month. This retention period applies to your data that is processed with cookies, user identification and advertising IDs (e.g. DoubleClick domain cookies) are linked. Report results are based on aggregated

Data and are stored independently of user data. Aggregated data is a merging of individual data into a larger unit.

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to access, update, delete or restrict your data. You can prevent Google Analytics from using your data by using the browser add-on to disable Google Analytics JavaScript (ga.js, analytics.js, dc.js). You can download the browser add-on at <https://tools.google.com/dlpage/gaoptout?hl=de> download and install. Please note that this add-on only disables data collection by Google Analytics.

If you generally want to deactivate, delete or manage cookies, you will find the corresponding links to the instructions for the most popular browsers under the “Cookies” section.

legal basis

The use of Google Analytics requires your consent, which we have obtained with our cookie popup. According to **Article 6 Paragraph 1** lit.

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of Google Analytics, we can identify errors on the website, identify attacks and improve profitability. The legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Google Analytics if you have given your consent.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the relevant Standard Contractual Clauses here, among others:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which correspond to the standard contractual clauses and also apply to Google Analytics, can be found at <https://business.safety.google/adsprocessorterms/>.

We hope we were able to give you an understanding of the most important information about data processing by Google Analytics. If you want to learn more about the tracking service, we recommend these two links: <https://marketingplatform.google.com/about/analytics/terms/de/> and <https://support.google.com/analytics/answer/6004245?hl=de>.

Order processing contract (AVV) Google Analytics

We have concluded an order processing contract (AVV) with Google in accordance with Article 28 of the General Data Protection Regulation (GDPR). You can read about exactly what an AVV is and, above all, what must be contained in an AVV in our general section "Order Processing Agreement (AVV)".

This contract is required by law because Google processes personal data on our behalf. This clarifies that Google may only process data that you receive from us according to our instructions and must comply with the GDPR. The link to the order processing contract (AVV) can be found at <https://business.safety.google/adsprocessorterms>.

Google Analytics reports on demographic characteristics and Interests

We have activated the functions for advertising reports in Google Analytics. The Demographics and Interests reports include information about age, gender, and interests. This enables us - without being able to assign this data to individual persons -

get a better picture of our users. Learn more about the advertising features

at https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad.

You can prevent the use of your Google Account activity and information under "Advertising Settings" at <https://adssettings.google.com/authenticated> exit via checkbox.

Google Analytics in consent mode

Depending on your consent, your personal data will be processed by Google Analytics in the so-called consent mode.

You can choose whether or not to accept Google Analytics cookies. This also allows you to choose which data Google Analytics may process from you. This collected data is mainly used to measure user behavior on the website,

deliver targeted advertising and provide us with web analytics reports. As a rule, you consent to data processing by Google via a cookie consent tool. If you do not consent to data processing, only aggregated data will be collected and processed. This means that data cannot be assigned to individual users and therefore no user profile is created for you. You can also only agree to the statistical measurement. No personal data is processed and therefore not used for advertising or advertising measurement sequences.

Google Analytics IP anonymization

We have implemented Google Analytics IP address anonymization on this website. This function was developed by Google so that this website can comply with applicable data protection regulations and recommendations from local data protection authorities if they prohibit the storage of the full IP address. The anonymization or IP masking takes place as soon as the IP addresses arrive in the Google Analytics data collection network and before the data is stored or processed.

You can find more information on IP anonymization at <https://support.google.com/analytics/answer/2763052?hl=de>.

Google Optimize Privacy Policy

We use Google Optimize, a website optimization tool, on our website. The service provider is the American company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which correspond to the standard contractual clauses and also apply to Google Optimize, can be found at <https://business.safety.google/adsprocessorterms/>.

You can find out more about the data processed by using Google Optimize in the privacy policy at <https://policies.google.com/privacy?hl=en-US>.


Order processing agreement (AVV) Google Optimize

We have concluded an order processing contract (AVV) with Google in accordance with Article 28 of the General Data Protection Regulation (GDPR). You can read about exactly what an AVV is and, above all, what must be contained in an AVV in our general section "Order Processing Agreement (AVV)".


This contract is required by law because Google processes personal data on our behalf. This clarifies that Google may only process data that you receive from us according to our instructions and must comply with the GDPR. The link to the order processing contract (AVV) can be found at <https://business.safety.google/adsprocessorterms>.


Google Site Kit Privacy Policy


Google Site Kit Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. More details can be found below and in the Google Analytics privacy policy.

 Duration of storage: depends on the properties used

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Google Site Kit?

We have integrated the WordPress plugin Google Site Kit from the American company Google Inc. into our website. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With Google Site Kit, we can quickly and easily view statistics coming from various Google products such as Google Analytics directly in our WordPress dashboard. The tool or the tools integrated into Google Site Kit also collect personal data from you, among other things. In this data protection declaration, we explain why we use Google Site Kit, how long and where data is stored and which other data protection texts are relevant to you in this context.

Google Site Kit is a plugin for the WordPress content management system. With this plugin we can view important website analysis statistics directly in our dashboard. Included

are statistics collected by other Google products. Above all by Google Analytics. In addition to Google Analytics, the services Google Search Console, Page Speed Insight, Google AdSense, Google Optimize and Google Tag Manager can also be linked to Google Site Kit.

Why do we use Google Site Kit on our website?

As a service provider, it is our job to offer you the best possible experience on our website. You should feel comfortable on our website and find exactly what you are looking for quickly and easily. Statistical evaluations help us to get to know you better and to adapt our offer to your wishes and interests. We use various Google tools for these evaluations. Site Kit makes our work a lot easier in this regard because we can view and analyze the statistics of Google products right in the dashboard. So we no longer have to register separately for the respective tool. Site Kit thus always offers a good overview of the most important analysis data.

What data is stored by Google Site Kit?

If you have actively agreed to tracking tools in the cookie notice (also called script or banner), Google products such as Google Analytics will set cookies and send data from you, for example about your user behavior, to Google, where it will be stored and processed. This also includes personal data such as your IP address.

For more detailed information on the individual services, we have separate text sections in this data protection declaration. For example, see our Google Analytics Privacy Policy. Here we go into the collected data very precisely. You can find out how long Google Analytics stores, manages and processes data, which cookies can be used and how you can prevent data storage. We also have our own data protection declarations with comprehensive information for other Google services such as Google Tag Manager or Google AdSense.

In the following we show you examples of Google Analytics cookies that can be set in your browser if you have given your consent to data processing by Google.

Please note that these cookies are just a selection:

Name: _ga

Value: 2.1326744211.152112059781-2

Purpose : By default, analytics.js uses the _ga cookie to save the user ID. Basically, it serves to differentiate between website visitors.

Expiry date: after 2 years

Name: _gid

Value: 2.1687193234.152112059781-7

Purpose: This cookie is also used to distinguish between website visitors.

Expiry date: after 24 hours

Name: _gat_gtag_UA_<property-id>

value: 1

Purpose: This cookie is used to lower the request rate.

Expiry date: after 1 minute

How long and where is the data stored?

Google stores collected data on its own Google servers, which are distributed worldwide. Most of the servers are located in the United States and therefore it is quite possible that your data will also be stored there. At <https://www.google.com/about/datacenters/locations/?hl=de> see exactly where the company deploys servers.

Data collected by Google Analytics is stored for a standardized period of 26 months.

Your user data will then be deleted. The retention period applies to all data associated with cookies, user identification and advertising IDs.

How can I delete my data or prevent data storage?

You always have the right to receive information about your data, to have your data deleted, corrected or restricted. You can also deactivate, delete or manage cookies in your browser at any time.

If you generally want to deactivate, delete or manage cookies, you will find the corresponding links to the instructions for the most popular browsers under the "Cookies" section.

legal basis

The use of Google Site Kit requires your consent, which we have obtained with our cookie popup. According to **Article 6 Paragraph 1 lit.**

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of Google Site Kit, we can identify errors on the website, identify attacks and improve profitability. The legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Google Site Kit if you have given your consent.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing for recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. especially in the USA) or one

Google uses so-called standard contractual clauses (= Art. 46. Para. 2 and 3 DSGVO) for data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which also correspond to the standard contractual clauses for Google Site Kit, can be found at <https://business.safety.google/adsprocessor/terms/>.


To find out more about data processing by Google, we recommend Google's comprehensive data protection guidelines at <https://policies.google.com/privacy?hl=de>.


Jetpack Privacy Policy


Jetpack Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses.

 Duration of storage: until the data is no longer required for the services

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is jet pack?

We use the WordPress plugin Jetpack on our website. Jetpack is a software that, among other things, provides us with web analytics. Jetpack is operated by Automattic (Inc. 132 Hawthorne Street San Francisco, CA 94107, USA), which uses the technology from Quantcast (Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA) for this product. USA) uses. The integrated tracking tool also collects, stores and processes personal data from you. In this data protection declaration, we will show you exactly what data is involved, why we use Jetpack and how you can prevent this data storage.

Jetpack is a WordPress website plugin with many different features and modules.

All these tools help us to make our website more beautiful, more secure and to welcome more visitors here. The tool can also be used to display related posts, content can be shared and the loading speed of our website can also be improved with Jetpack. All features are hosted and provided by WordPress.

Why do we use Jetpack?

It is crucial for us that you feel comfortable on our website and that you find what you are looking for. We can only be successful if you are satisfied with our service. And so that we know how and where we can improve our website, we need information. Jetpack lets us see, for example, how often and how long you are on an individual website or which buttons you like to click. With the help of this information we can improve our website and adapt it to your wishes and preferences.

What data is stored by Jetpack?

Especially through the built-in tracking tool WordPress.com-Statistics, your personal data is also recorded, stored and processed. In order for the Jetpack tool to work properly, Jetpack places a cookie on your browser when you open a web page that has built-in components of the tool. The collected data is synchronized with Automattic and stored there.

In addition to the IP address (is anonymized before storage) and data on user behavior, this includes, for example, browser type, unique device ID, preferred language, data and time of page entry, operating system and information on the mobile network. Jetpack uses this information to improve its own services and offers and to get better insights into the use of its own service. The following data can also be synchronized and saved:

- For Google Ads clients, the email address and the physical address of the account are synchronized Successful and unsuccessful login attempts. For this purpose, your IP address
- and the user agent are also stored. The user IDs, usernames, email addresses, roles and skills of the registered users. But no passwords are saved The user ID of users making
- changes on the website Twitter username if configured with Jetpack
-
-

Jetpack also uses cookies to store data. In the following we show you a few selected, exemplary cookies that Jetpack uses:

Name: eucookieLaw

Value: 1613651061376112059781-6

Purpose: Stores the status of the user's consent to the use of cookies.

Expiry date: after 180 days

Name: tk_ai

value: 0

Purpose: This cookie stores a randomly generated anonymous ID. It is only used within the admin panel for tracking general analytics.

Expiry date: after the end of the session

Name: tk_tc

Value: E3%2BgJ1Pw6iYKk%2Fvj112059781-3

Purpose : This is a so-called referral cookie. This analyzes the connection between WooCommerce and a website with a Jetpack plugin.

Expiry date: after the end of the session

Note: Jetpack uses many different cookies. Which cookies are specifically used depends on the Jetpack functions used on the one hand and on your actions on the websites with an integrated Jetpack plug-in on the other. At <https://de.jetpack.com/support/cookies/> see a list of possible cookies that Jetpack uses. _____

How long and where is the data stored?

Automattic stores the collected data until it is no longer used for its own services. Beyond this period, the data will only be kept if the company is obliged to do so for legal reasons. Web server logs such as your IP address, browser type and operating system are deleted after approximately 30 days. The data is stored on the company's American servers.

How can I delete my data or prevent data storage?

As mentioned above, Jetpack uses cookies to store data. If you do not wish Jetpack to collect data from you in the future, you can opt out at <https://www.quantcast.com/opt-out/> request an "opt-out" cookie. Quantcast sets this cookie and thus no visitor data is stored from you. This is the case until you delete this cookie again.

Alternatively, you can also easily manage, deactivate or delete cookies yourself in your browser. Depending on the browser type, cookie management works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

legal basis

The use of Jetpack requires your consent, which we have obtained with our cookie popup. According to **Article 6 Paragraph 1** lit.

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of Jetpack we can detect errors on the website, identify attacks and improve profitability. The legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Jetpack if you have one

have given consent.

Jetpack also processes data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Jetpack uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Jetpack to comply with EU data protection standards when processing relevant data outside of the EU.

These clauses are based on an implementation decision of the EU Commission. You can find the decision and the clauses here: https://germany.representation.ec.europa.eu/index_de.

If you want to know more about the data protection guidelines and the processing of data by Jetpack or if you want to learn more about Automattic, we recommend that you read the data protection declaration at <https://automattic.com/privacy/>, the cookie policy at <https://automattic.com/cookies/> and also the information page <https://jetpack.com/support/what-data-does-jetpack-sync/>. We hope we were able to give you a good insight into how Jetpack processes data.

Pinterest Web Analytics Privacy Policy

We use Pinterest Web Analytics, a web analysis program, on our website.

Service provider is the American company Pinterest Inc. The company also has one

Irish registered office at Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland.

Pinterest also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Pinterest uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 GDPR) as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Pinterest undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

More information about the standard contractual clauses at Pinterest can be found at <https://policy.pinterest.com/de/privacy-policy#section-residents-of-the-eea>.

You can find out more about the data processed by using Pinterest Web Analytics in the entire privacy policy at <https://policy.pinterest.com/de/privacy-policy>.


Social Media Introduction

Social Media Privacy Policy Summary


 Affected: Visitors to the website


 Purpose: Presentation and optimization of our service, contact with visitors,

Interested parties, among other things, advertising

 Processed data: data such as telephone numbers, e-mail addresses, contact details, Data on user behavior, information about your device and your IP address.

More details can be found in the respective social media tool used.

 Duration of storage: depends on the social media platforms used Legal basis: Article 6 (1)

 (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is social media?

In addition to our website, we are also active on various social media platforms. Included data from users can be processed so that we can specifically address users who are interested in us via the social networks. In addition, elements of a social media platform may also be embedded directly into our website. This is the case, for example, if you click on a so-called social button on our website and are forwarded directly to our social media presence. So-called social media or social media refers to websites and apps through which registered members can produce content, exchange content openly or in certain groups and network with other members.

Why do we use social media?

For years, social media platforms have been where people communicate and connect online. With our social media appearances we can promote our products and

bring services closer to interested parties. The social media elements integrated into our website help you to be able to switch to our social media content quickly and without complications.

The data that is stored and processed as a result of your use of a social media channel is primarily intended to be able to carry out web analyses. The aim of these analyzes is to be able to develop more precise and personal marketing and advertising strategies.

Depending on your behavior on a social media platform, the evaluated data can be used to draw appropriate conclusions about your interests and so-called user profiles can be created. It is also possible for the platforms to present you with customized advertisements. In most cases, cookies are set in your browser for this purpose, which store data on your usage behavior.

We generally assume that we remain responsible under data protection law, even if we use the services of a social media platform. However, the European Court of Justice has decided that in certain cases the operator of the social media platform can be jointly responsible with us within the meaning of Art. 26 DSGVO. If this is the case, we will point this out separately and work on the basis of a relevant agreement.

The essence of the agreement is then reproduced below for the platform concerned.

Please note that when using the 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 not be able to claim or enforce your rights in relation to your personal data as easily.

Which data are processed?

Exactly which data is stored and processed depends on the respective provider of the social media platform. But usually it is data such as telephone numbers, e-mail addresses, data that you enter in a contact form, user data such as which buttons you click, who you like or follow, when you visited which pages, information about your device and your IP address. Most of this data is stored in cookies

saved. Especially if you have a profile on the visited social media channel and are logged in, data can be linked to your profile.

All data collected via a social media platform is also stored on the providers' servers. This means that only the providers have access to the data and can give you the right information or make changes.

If you want to know exactly what data is stored and processed by the social media providers and how you can object to the data processing, you should carefully read the respective data protection declaration of the company. Even if you have questions about data storage and data processing or want to assert corresponding rights, we recommend that you contact the provider directly.

Duration of data processing

We will inform you below about the duration of data processing if we have further information on this. For example, the social media platform Facebook stores data until it is no longer needed for its own purposes. Customer data that is compared with your own user data will be deleted within two days. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. If it is required by law, such as in the case of accounting, this storage period can also be exceeded.

Right to object

You also have the right and the ability to revoke your consent to the use of cookies or third-party providers such as embedded social media elements 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 the cookies in your browser.

Since cookies can be used with social media tools, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.


legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, 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 effective communication with you or other customers and business partners. However, we only use the tools if you have given your consent. Most social media platforms also set cookies on your browser to store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


Information on special social media platforms - if available - can be found in the following sections.

Facebook Privacy Policy


Facebook Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as customer data, user behavior data, Information about your device and your IP address.

More details can be found below in the data protection declaration.

 Duration of storage: until the data is no longer useful for Facebook's purposes

 Legal bases: Article 6(1)(a) GDPR (consent), Article 6(1)(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 Meta Platforms Inc. or for the European area of the company Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour,

Dublin 2, Ireland. These tools allow us to offer you and people who are interested in our products and services the best possible offer.

If via our embedded Facebook elements or via our Facebook page (fan page)

Both we and Facebook Ireland Ltd. collect and transmit data from you. responsible for. Facebook is solely responsible for the further processing of this data. Our joint commitments have also been set out in a publicly available agreement at https://www.facebook.com/legal/controller_addendum anchored.

This states, for example, that we must clearly inform you about the use of Facebook tools on our site. Furthermore, we are also responsible for ensuring that the tools are securely integrated into our website in accordance with data protection law. Facebook, on the other hand, is responsible for the data security of Facebook products, for example. If you have any questions about data collection and data processing by Facebook, you can contact the company directly. If you address the question to us, we are obliged to forward it to Facebook.

Below we provide an overview of the various Facebook tools, what data is sent to Facebook and how you can delete this data.

In addition to many other products, Facebook also offers the so-called "Facebook Business Tools". This is the official name of Facebook. But since the term is hardly known, we decided to just call them Facebook tools. These include, among others:

- Facebook pixel
- social plug-ins (such as the "Like" or "Share" button)
- Facebook login
- account kit
- APIs (programming interface)
- SDKs (collection of programming tools)
- Platform Integrations
- plugins
- codes
- specifications
- documentations
- Technologies and Services

Through these tools, Facebook expands its services and has the ability to receive information about 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 really interested in them.

With the help of advertisements (Facebook ads) we can reach exactly these people. In order to be able to show users appropriate advertising, however, Facebook needs information about people's wishes and needs. So will dem

Company provided information about user behavior (and contact details) on our website. As a result, Facebook collects better user data and can show interested people appropriate advertising about our products or services. The tools thus enable tailor-made advertising campaigns on Facebook.

Facebook calls data about your behavior on our website "event data". These are also used for measurement and analysis services. Facebook can thus create "campaign reports" on our behalf about the effect of our advertising campaigns. Furthermore, through analyzes we get a better insight into how you use our services, website or products. As a result, we use some of these tools to optimize your user experience on our website. For example, you can use the social plug-ins to share content on our site directly on Facebook.

What data is stored by Facebook tools?

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address can be sent.

Facebook uses this information to match the data with the data it has from you (if you are a Facebook member). Before customer data is transmitted to Facebook, so-called "hashing" takes place. This means that a data set of any size is transformed into a character string. This is also used to encrypt data.

In addition to the contact data, "event data" is also transmitted. "Event data" means the information that we receive about you on our website. For example, which subpages you visit or which products you buy from us. Facebook shares the received

Information will not be shared with third parties (such as advertisers) unless the company has explicit permission or is legally required to do so. "Event data" may also be linked to contact information. This allows Facebook to do better

offer personalized advertising. After the matching process already mentioned, Facebook deletes the contact data again.

In order to be able to deliver advertisements in an optimized manner, Facebook only uses the event data if it has been combined with other data (which was collected by Facebook in a different way). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transmitted to Facebook via cookies. Cookies are small text files that are used to store data or information in browsers. Depending on the tools used and whether you are a Facebook member, a different number of cookies will be created in your browser. In the descriptions of the individual Facebook tools, we go into more detail about individual 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 is the data stored?

In principle, Facebook stores data until it is no longer required for its own services and Facebook products. Facebook has servers all over the world where its data is stored. However, customer data will be deleted within 48 hours after it has been compared with your own user data.

How can I delete my data or prevent data storage?

In accordance with the General Data Protection Regulation, you have the right to information, correction, transferability and deletion of your data.

The data will only be completely deleted if you completely delete your Facebook account. And this is how deleting your Facebook account works:

- 1) Click Settings on the right side of Facebook.
- 2) Then click on "Your Facebook Information" in the left column.
- 3) Now click "Deactivation and Deletion".
- 4) Now select "Delete Account" and then click "Next and Delete Account"
- 5) Now enter your password, click on "Next" and then on "Delete Account"

The data that Facebook receives via our site is stored, among other things, via cookies (e.g. in the case of social plugins). You can deactivate, delete or manage individual or all cookies in your browser. Depending on which browser you use, this works in different ways. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

If you generally do not want any cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow it or not.

legal basis

If you have agreed that your data can be processed and stored by integrated Facebook tools, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, we only use the tools if you have given your consent. Most social media platforms also set cookies on your browser to store data.

We therefore recommend that you read our privacy statement on cookies carefully and consult Facebook's privacy policy or cookie policy.

Facebook also processes your data in the USA, among other places. We point out that after

In the opinion of 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 for the legality and security of data processing.

Facebook uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Facebook undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Facebook data processing terms, which correspond to the standard contractual clauses, can be found at <https://www.facebook.com/legal/terms/dataprocessing>.

We hope we have given you the most important information about the use and data processing by the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend the data guidelines at <https://www.facebook.com/about/privacy/update>.

Facebook Login Privacy Policy

We have integrated the practical Facebook login on our site. You can easily log in to us with your Facebook account without having to create another user account. If you decide to register via the Facebook login, you will be redirected to the social media network Facebook. There you can register using your Facebook user data. This login procedure saves data about you and your user behavior and transmits it to Facebook.

In order to save the data, Facebook uses various cookies. In the following we show you the most important cookies that are set in your browser or already exist when you log in to our site using the Facebook login:

Name: fr

Value: 0jieyh4c2GnlufEJ9..Bde09j...

1.0.Bde09j Purpose : This cookie is used to ensure that the social plugin on our website works as well as possible.

Expiry date: after 3 months

Name: datr

Value: 4Jh7XUA2112059781SEmPsSfzCOO4JFFI

Purpose : Facebook sets the “datr” cookie when a web browser accesses facebook.com and the cookie helps identify login activity 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 listed are just a small selection of the cookies available to Facebook. Other cookies are, for example, _fbp, sb or wd. A complete list is not possible because Facebook has a large number of cookies and uses them variably.

On the one hand, the Facebook login offers you a quick and easy registration process, on the other hand we have the opportunity to share data with Facebook. This allows us to better tailor our offering and our promotions to your interests and needs. Data that we receive from Facebook in this way is public data such as

- your facebook name
- your profile picture
- a registered email address
- friend lists
- Button information (e.g. "Like" button)
- Date of birth Language
- Place of residence
-

In return, we provide Facebook with information about your activities on our website.

This includes information about the device you are using, which subpages you visit or which products you have purchased from us.

By using Facebook Login, you agree to the data processing. You can revoke this agreement at any time. If you want to find out more information about data processing by Facebook, we recommend the Facebook data protection declaration at <https://www.facebook.com/policy.php?tid=112059781>.

If you are logged in to Facebook, you can change your settings for advertisements at https://www.facebook.com/adpreferences/advertisers/?entry_product=ad_settings_screen change yourself.

Facebook Social Plugins Privacy Policy

So-called social plug-ins from Meta Platforms Inc. are installed on our website. You can recognize these buttons by the classic Facebook logo, such as the “Like”

Button (the hand with a thumbs up) or a clear "Facebook Plug-in" label. A social plugin is a small piece of Facebook that is integrated into our site. Each plugin has its own function. The most used features are the familiar "Like" and "Share" buttons.

The following social plug-ins are offered by Facebook:

- "Save" button
- Like button, share, send and quote
- Page Plugin
- Comments
- Messenger plugin
- Embedded posts and video player
- Groups plugin

At <https://developers.facebook.com/docs/plugins> you will receive more detailed information on how the individual plug-ins are used. We use the social plug-ins on the one hand to offer you a better user experience on our site and on the other hand because Facebook can use them to optimize our advertisements.

If you have a Facebook account or <https://www.facebook.com/> If you have visited before, Facebook has already set 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 site or interact with social plug-ins (e.g. the "Like" button).

The information received will be deleted or made anonymous within 90 days.

According to Facebook, this data includes your IP address, which website you visited, the date, time and other information relating to your browser.

In order to prevent Facebook from collecting a lot of data during your visit to our website and connecting it to Facebook data, you must log out of Facebook while you are visiting the website (log out).

If you are not logged into Facebook or do not have a Facebook account, your browser will send less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you visit can be transmitted to Facebook. We would like to expressly point out that we do not know the exact content of the data. We try but you according to our current

State of knowledge as well as possible about the data processing. You can also find out how Facebook uses the data in the company's data policy at <https://www.facebook.com/about/privacy/update> read.

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

Name: dpr

Value: not specified

Purpose: This cookie is used to make the social plug-ins work on our website.

Expiry date: after the end of the session

Name: fr

Value: 0jieyh4112059781c2GnlufEJ9..Bde09j...

1.0.Bde09j Purpose : The cookie is also necessary for the plug-ins to function properly.

Expiration date:: after 3 months

Note: These cookies were set after testing, even if you are not a Facebook member.

If you are logged in to Facebook, you can change your ad settings at <https://www.facebook.com/adpreferences/advertisers/> change yourself. If you are not a Facebook user, you can go to <https://www.youronlinechoices.com/de/praferenzmanagement/?tid=112059781> basically manage your usage-based online advertising. There you have the option of deactivating or activating providers.

If you want to learn more about Facebook's privacy policy, we recommend the company's own privacy policy at <https://www.facebook.com/policy.php?tip=112059781>.

Facebook fan page privacy policy

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

Facebook also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Facebook uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Facebook undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the relevant Standard Contractual Clauses here, among others:


https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Facebook 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 processed by using Facebook in the privacy policy at <https://www.facebook.com/about/privacy>.

Instagram Privacy Policy

Instagram Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as user behavior data, information about your device and your IP address.

More details can be found below in the data protection declaration.

 Duration of storage: until Instagram no longer needs the data for its purposes Legal bases:

 Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Instagram?

We have integrated Instagram functions on our website. Instagram is a social media platform operated by Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA.

Instagram has been a subsidiary of Meta Platforms Inc. since 2012 and is one of the Facebook products.

Embedding Instagram content on our website is called embedding. This enables us to show you content such as buttons, photos or videos from Instagram directly on our website. If you call up web pages on our website that have an integrated Instagram function, data will be transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data will thus be processed across all Facebook companies.

In the following we would like to give you a more detailed insight into why Instagram collects data, what data it is and how you can largely control the data processing. Since Instagram is owned by Meta Platforms Inc., we get our information from the Instagram policies on the one hand, but also from the Meta Privacy Policy on the other.

Instagram is one of the most well-known social media networks worldwide. Instagram combines the advantages of a blog with the advantages of audiovisual platforms such as YouTube or Vimeo. You can upload photos and short videos to "Insta" (as many users casually call the platform), edit them with various filters and also share them on other social networks. And if you don't want to be active yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is the social media platform that has really taken off in recent years.

And of course we also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, a varied preparation of our content is a matter of course for us. The embedded Instagram functions allow us to enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be useful for personalized advertising on Facebook. In this way, our advertisements only get to people who are really interested in our products or services.

Instagram also uses the collected data for measurement and analysis purposes. We get summarized statistics and thus more insight into your wishes and interests. It is important to note that these reports do not personally identify you.

What data is stored by Instagram?

If you come across one of our pages that has Instagram functions (such as Instagram images or plug-ins) built in, your browser will automatically connect to Instagram's servers. Data is sent to Instagram, stored and processed. This is regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements that you see and how you use our offer. Furthermore, the date and time of your interaction with Instagram are also saved. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook distinguishes between customer data and event data. We assume that this is the case with Instagram as well. Customer data are, for example, name, address, telephone number and IP address. This customer data will only be transmitted to Instagram if it has been "hashed" beforehand. Hashing means converting a record into a string. This allows you to encrypt the contact data. In addition, the above

referred to as "event data". Facebook – and consequently also Instagram – understands "event data" to be data about your user behavior. It can also happen that contact data is combined with event data. The contact data collected will be compared with the data that Instagram already has from you.

The collected data is transmitted to Facebook via small text files (cookies), which are usually set in your browser. Depending on the Instagram functions used and whether you have an Instagram account yourself, different amounts of data are stored.

We assume that data processing works the same on Instagram as on Facebook. That means: if you have an Instagram account or www.instagram.com visited, Instagram has set at least one cookie. If this is the case, your browser sends information to Instagram via the cookie as soon as you come into contact with an Instagram function.

After 90 days at the latest (after reconciliation), this data will be deleted or deleted.

anonymized. Although we have dealt intensively with Instagram's data processing, we cannot say exactly what data Instagram collects and stores.

In the following we show you cookies that are set in your browser at least when you click on an Instagram function (such as a button or an Insta image). In our test, we assume that you do not have an Instagram account. Of course, if you are logged in to Instagram, significantly more cookies will be set in your browser.

These cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is set with high probability for security reasons to prevent falsification of requests. However, we could not find out more precisely.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram sets this cookie to optimize its own services and offers on and off Instagram. The cookie defines a unique user ID.

Expiry date: after the end of the session

Name: fbsr_112059781124024

Value: no information Purpose :

This cookie stores the log-in request for users of the Instagram app.

Expiry date: after the end of the session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie that ensures functionality on Instagram.

Expiry date: after the end of the session

Name: Urlgen

Value: "{"194.96.75.33":1901}:1iEtYv:Y833k2_UjKvXgYe112059781"

Purpose: This cookie is used for Instagram marketing purposes.

Expiry date: after the end of the session

Note: We cannot claim completeness here. Which cookies are set in the individual case depends on the embedded functions and your use of Instagram.

How long and where is the data stored?

Instagram shares the information it receives between the Facebook companies with external partners and with people you connect with around the world. Data processing is carried out in compliance with our own data policy. For security reasons, among other things, your data is distributed across the world on Facebook servers. Most of these servers are located in the USA.

How can I delete my data or prevent data storage?

Thanks to the General Data Protection Regulation, you have the right to information, transferability, correction and deletion of your data. You can manage your data in the Instagram settings. If you want to completely erase your data on Instagram, you need to permanently delete your Instagram account.

And this is how the Instagram account deletion works:

First, open the Instagram app. On your profile page, go down and click on "Help Center". You are now on the company's website. On the webpage, click "Manage Account" and then click "Delete Your Account".

If you delete your account entirely, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you is not part of your account and consequently will not be deleted.

As already mentioned above, Instagram stores your data primarily via cookies. You can manage, deactivate or delete these cookies in your browser. Management always works a bit differently depending on your browser. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

You can also basically set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, 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 store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

Instagram and Facebook also process data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Facebook uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Facebook to comply with EU data protection standards when processing relevant data outside of the EU. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the clauses here:

https://germany.representation.ec.europa.eu/index_de.


We have tried to give you the most important information about data processing by Instagram. On <https://help.instagram.com/519522125107875> you can learn more about Instagram's data policies.

Pinterest Privacy Policy


Pinterest Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as user behavior data, information about your device, your IP address and search terms.

More details can be found below in the data protection declaration.

 Duration of storage: until Pinterest no longer needs the data for its purposes Legal bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Pinterest?

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

Pinterest is a social network that specializes in graphics or photographs. The name is made up of the two words "pin" and "interest".

Users can exchange information about various hobbies and interests via Pinterest and view the respective profiles with pictures openly or in defined groups.

Why do we use Pinterest?

Pinterest has been around for a few years now and this social media platform is still one of the most visited and valued platforms. Especially suitable for our industry

Pinterest, because the platform is primarily known for beautiful and interesting pictures. Therefore
Of course we are also represented on Pinterest and want our content to be different from ours
Stage the website accordingly. The data collected can also be used for advertising purposes, so that
we can show advertising messages to precisely those people who are interested in our services or products.

What data does Pinterest process?

So-called log data can be stored. This includes information about your browser, IP address, the address of our website and the activities carried out on it (for example if you click the save or pin button), search histories, date and time of the request and cookie and device data. If you interact with an embedded Pinterest function, cookies that store various data can also be set in your browser.

Most of the time, the above log data, language preferences and clickstream data are stored in cookies. Pinterest understands clickstream data as information about your website behavior.

If you have a Pinterest account yourself and are logged in, the information collected through our site may be added 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. Here you can see a sample selection of cookies that are then set in your browser.

Name: _auth

value: 0

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

Expiry date: after one year

Name: _pinterest_referrer

value: 1

Purpose: The cookie stores that you reached Pinterest via our website.

So the URL of our website is saved.

Expiry date: after the end of the session

Name: _pinterest_sess

Value: ..9HRHZvVE0rQIUxdG89

Purpose : The cookie is used to log in to Pinterest and contains user IDs, authentication tokens and timestamps.

Expiry date: after one year

Name: _routing_id

Value: “8d850ddd-4fb8-499c-961c-77efae9d4065112059781-8”

Purpose: The 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 a user ID and the timestamp.

Expiry date: after one year

Name: csrftoken

Value: 9e49145c82a93d34fd933b0fd8446165112059781-1

Purpose: This cookie is set with high probability for security reasons to prevent falsification of requests. However, we could not find out more precisely.

Expiry date: after one year

Name: sessionFunnelEventLogged

value: 1

Purpose: We have not yet been able to find out any further information on this cookie.

Expiry date: after one day

How long and where is the data stored?

Pinterest generally stores the collected data until it is no longer needed for the purposes of the company. As soon as data storage is no longer necessary, for example to comply with legal regulations, the data will either be deleted or made anonymous so that you can no longer be identified as a person.

The data can 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 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 the cookies in your browser.

Since cookies can be used for embedded Pinterest elements, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be stored on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and effective communication with you or other customers and business partners

processed. However, we only use the tool if you have given your consent. Most social media platforms also set cookies on your browser to store data.

We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

Pinterest also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Pinterest uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 GDPR) as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Pinterest undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de.

More information about the standard contractual clauses at Pinterest can be found at <https://policy.pinterest.com/de/privacy-policy#section-residents-of-the-eea>.


We have tried to give you the most important information about data processing by Pinterest. At <https://policy.pinterest.com/de/privacy-policy> you can learn more about Pinterest's data policies.

Twitter Privacy Policy


Twitter Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as user behavior data, information about your device and your IP address.

More details can be found below in the data protection declaration.

 Duration of storage: Twitter deletes data collected from other websites after 30 days at the latest Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)



What is Twitter?

We have integrated functions from Twitter on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a

Short message service and a social media platform from Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

As far as we know, in the European Economic Area and in Switzerland, the 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 clicking on a button, can data be sent to Twitter, stored and processed there. We have no influence on this data processing and bear no responsibility. As part of this data protection declaration, 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 still others speak of a microblogging service. All of these terms have their place and mean more or less the same thing.

Both private individuals and companies use Twitter to communicate with interested people via short messages. Twitter only allows 280 characters per message. This

Messages are called "tweets". Unlike Facebook, for example, the service does not focus on expanding a network for "friends", but wants to be understood as a worldwide and open news platform. You can also have an anonymous account on Twitter and tweets can be deleted by the company on the one hand and by the users themselves on the other.

Why do we use Twitter on our website?

Like many other websites and companies, we try to offer our services and services through different channels and to communicate with our customers. Twitter, in particular, has become dear to us as a useful "small" news service. Again and again we tweet or retweet exciting, funny or interesting content. We realize that you cannot follow every channel separately. After all, you have other things to do as well. That is why we have also included Twitter functions on our website. You can experience our Twitter activity 'on the spot' or follow a direct link to our Twitter page. through the

We want to strengthen our service and the user-friendliness of our website with this integration.

What data does Twitter store?

On some of our subpages you will find the built-in Twitter functions. If you interact with the Twitter content, such as clicking on a button, Twitter can collect and store data. Even if you don't have a Twitter account yourself. Twitter calls this data "log data". This includes demographic data, browser cookie IDs, your smartphone ID, hashed email addresses, and information about which pages you have visited on Twitter and what actions you have taken. Of course, Twitter stores more data if you have a Twitter account and are logged in. This storage is mostly 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 set if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. Under no circumstances can we guarantee completeness here, since the choice of cookies is always changing and depends on your individual actions with the Twitter content.

These cookies were used in our test:

Name: personalization_id

Value: "v1_cSJIsogU51SeE112059781"

Purpose: This cookie stores information about how you use the website and which advertisements may have brought you to Twitter.

Expiry date: after 2 years

Name: long

Value: de

Purpose: This cookie saves your default or preferred language.

Expiry date: after the end of the session

Name: guest_id

Value: 112059781v1%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 the end of the session

Name: external_referer

Value: 1120597812beTA0sf5lkMrIGt

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

Expiration Date: After 6 days

Name: eu_cn

value: 1

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

Expiry date: After one year

Name: ct0

Value: c1179f07163a365d2ed7aad84c99d966

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

Expiry date: after 6 hours

Name: _twitter_sess

Value: 53D%253D-dd0248112059781-

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

Expiry date: after the end of the session

Note: Twitter also works with third parties. That's why we also recognized the three Google Analytics cookies _ga, _gat, _gid in our test.

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

How long and where is the data stored?

If Twitter collects data from other websites, it will be deleted, aggregated or otherwise hidden after a maximum of 30 days. The Twitter servers are located at various server centers in the United States. It can therefore be assumed that the data collected will be collected and stored in America. After our research, we were not able to determine for sure whether Twitter also has its own servers in Europe. In principle, Twitter can store the collected data until it is no longer useful for the company, you delete the data or there is a legal deletion period.

How can I delete my data or prevent data storage?

In its data protection guidelines, Twitter repeatedly emphasizes that it does not store any data from external website visits if you or your browser are located in the European Economic Area or Switzerland. However, if you interact directly with Twitter, Twitter will of course also store your data.

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

If you don't have a Twitter account, you can [visit twitter.com](https://twitter.com) and then click on "Personalization". You can manage the data you have collected under the item "Individualization and data".

As mentioned above, most data is stored via cookies and you can manage, deactivate or delete them in your browser. Please note that you only "edit" the cookies in the browser you have chosen. This means: if you use a different browser in the future, you will have to manage your cookies there again according to your wishes. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

You can also manage your browser so that you are informed of each individual cookie. Then you can always decide individually whether you allow a cookie or not.

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

legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, 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 store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

Twitter also processes your data in the USA, among other places. We would like to point out 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 for 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, i.e. in particular in the USA) or data transfer there, Twitter uses so-called standard contractual clauses (= Art. 46. Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Twitter undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

More information about the standard contractual clauses at Twitter can be found at <https://gdpr.twitter.com/en/controller-to-controller-transfers.html>.


We hope we have given you a basic overview of data processing by Twitter. 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 the Twitter data protection declaration at <https://twitter.com/de/privacy>.


XING data protection declaration

Xing privacy policy summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: it can be about your IP address, browser data, date and time of your page view. More details can be found below in the data protection declaration.

 Duration of storage: Xing user data is stored until deletion is requested Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)



What is Xing?

On our website we use social plugins from the social media network Xing, the company Xing SE, Dammtorstraße 30, 20354 Hamburg, Germany. With these functions, you can, for example, share content directly on Xing via our website, log in via Xing or follow interesting content. You can recognize the plug-ins by the company name or the Xing logo. If you call up a website that uses a Xing plug-in, data can be transmitted to the "Xing server", stored and evaluated. In this data protection declaration, we want to inform you about what data is involved and how you can manage or prevent this data storage.

Xing is a social network headquartered in Hamburg. The company specializes in managing professional contacts. In other words, unlike other networks, Xing is primarily about professional networking. The platform is often used for job hunting or to find employees for your own company. In addition, Xing offers interesting content on various professional topics. The global counterpart to this is the American company LinkedIn.

Why do we use Xing on our website?

There is now a flood of social media channels and we are well aware that your time is very valuable. Not every social media channel of a company can be scrutinized closely. That's why we want to make your life as easy as possible so that you can share or follow interesting content directly from our website on Xing. With such "social plug-ins" we expand our service on our website. In addition, the data collected by Xing helps us to carry out targeted advertising measures on the platform. This means that our service is only shown to people who are really interested in it.

Which data is stored by Xing?

Xing offers the share button, the follow button and the log-in button as plugins for websites. As soon as you open a page where a Xing social plug-in is installed, your browser connects

with servers in a data center used by Xing. In the case of the share button - according to Xing - no data should be stored that could derive a direct reference to a person. In particular, Xing does not store any of your IP addresses. Furthermore, no cookies are set in connection with the share button. This means that there is no evaluation of your user behavior. You can find more information on this at https://dev.xing.com/plugins/share_button/privacy_policy

With the other Xing plug-ins, cookies are only set in your browser when you interact with the plug-in or click on it. Personal data such as your IP address, browser data, date and time of your page view on Xing can be stored here. If you have a XING account and are logged in, the data collected will be assigned to your personal account and the data stored in it.

The following cookies are set in your browser if you click on the follow or log-in button and are not yet logged in to Xing. Please keep in mind that this is an example list and we cannot claim to be complete:

Name: AMCVS_0894FF2554F733210A4C98C6%40AdobeOrg

value: 1

Purpose: This cookie is used to create and store identifications of website visitors.

Expiry date: after the end of the session

Name: c_

Value: 157c609dc9fe7d7ff56064c6de87b019112059781-8

Purpose: We were not able to find out any further information about 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 the end of the session

Name: s_fid

Value: 6897CDCD1013221C-39DDACC982217CD1112059781-2

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 the unique identifier for your account.

Expiry date: after 2 years

Name: _session_id

Value: 533a0a6641df82b46383da06ea0e84e7112059781-2

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

Expiry date: after the end of the session

As soon as you are logged in to Xing or are a member, further personal data will definitely be collected, processed and stored. Xing also passes on personal data to third parties if this is necessary for the fulfillment of our 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 the data on various servers in various data centers. The company stores this data until you delete the data or until a user account is deleted. Of course, this only applies to users who are already Xing members.

How can I delete my data or prevent data storage?

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 possible data processing via your browser or manage it according to your wishes. Most data is stored via cookies. Depending on which browser you have, the administration works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

You can also basically set up your browser in such a way that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, 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 that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


We have tried to give you the most important information about data processing by Xing. At <https://privacy.xing.com/de/datenschutzerklaerung> find out more about the data processing of the social media network Xing.


Blogs and publication media Introduction


Blogs and Publication Media Privacy Statement Summary

 Affected: Visitors to the website

 Purpose: Presentation and optimization of our service and communication between website visitors, security measures and administration

 Processed data: data such as contact details, IP address and published content. More details can be found under the tools used.

 Duration of storage: depends on the tools used 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 (contract)

What are blogs and publication media?

We use blogs or other means of communication on our website with which we can communicate with you on the one hand and you can also communicate with us on the other. You can also Your data is stored and processed by us. This may be necessary so that we can display content appropriately, communication works and security is increased. In our data protection text we go into general information about which of your data can be processed. Exact information on data processing always depends on the tools and functions used. You can find this in the data protection notices of the individual providers

You precise information about the data processing.

Why do we use blogs and publication media?

Our greatest concern with our website is to offer you interesting and exciting content, and at the same time your opinions and content are important to us. That's why we want to create a good interactive exchange between us and you. With various blogs and publication options, we can achieve exactly that. For example, you can post comments about our content, comment on others' comments or, in some cases, post posts yourself.

Which data are processed?

Exactly which data is processed always depends on the communication functions we use. Very often IP address, username and the published content are saved. This is done primarily to ensure security protection, to prevent spam and to be able to take action against illegal content. For the

Cookies can also be used for data storage. These are small text files that are stored with information in your browser. You can find more information about the collected and stored data in our individual sections and in the data protection declaration of the respective provider.

Duration of data processing

We will inform you below about the duration of data processing if 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 the provision of 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. That either works 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.

Since cookies can also be used in publication media, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

legal basis

We use the 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. Insofar as the use serves to process contractual relationships or to initiate them, the legal basis is also Article 6 Paragraph 1 Sentence 1 lit. b. GDPR.

Certain types of processing, in particular the use of cookies and the use of comment or message functions, require your consent. If and to the extent that you have consented to data being processed and stored by integrated publication media, this consent is the legal basis for data processing (Art. 6 paragraph 1 lit. a GDPR). Most of the communication features we use set cookies on your browser to store data. We therefore recommend that you read our privacy policy on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

You can find information on special tools – if available – in the following sections.

WordPress emojis privacy policy

We also use so-called emojis and smilies in our blog. What emojis are exactly, we probably don't need to explain in more detail here. You know those laughing, angry, or sad faces. They are graphic elements or files that we make available and are loaded from another server. The service provider for retrieving WordPress emojis and smilies is Automattic Inc., 60 29th Street #343, San Francisco, CA 94110, USA. This third party stores your IP address in order to be able to send the emoji files to your browser.

WordPress also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

WordPress uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, WordPress undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Data Processing Agreements, which correspond to the standard contractual clauses, can be found at <https://wordpress.com/support/data-processing-agreements/>.


You can find out more about the data processed by using Automattic in the privacy policy at <https://automattic.com/privacy/>.

Online Marketing Introduction


Online Marketing Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. Personal data such as name or e-mail address can also be processed.

More details can be found in the respective online marketing tool used.

 Duration of storage: depends on the online marketing tools used Legal

 basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is online marketing?

Online marketing refers to all measures that are carried out online in order to achieve marketing goals such as increasing brand awareness or closing a deal. 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. Most of the time it is online advertising, content marketing or search engine optimization. Personal data is also stored and processed so that we can use online marketing efficiently and in a targeted manner.

On the one hand, the data helps us to show our content only to those people who are interested in it and, on the other hand, we can 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 what we have to offer. We are aware that this is not possible without deliberate measures. That's why we do online marketing. There are various tools that make it easier for us to work on our online marketing measures and, in addition, always provide suggestions for improvement via data. This allows us to target our campaigns more precisely to our target group. The purpose of these online marketing tools is ultimately to optimize our offer.

Which data are processed?

So that our online marketing works and the success of the measures can be measured, user profiles are created and data is stored, for example, in cookies (small text files). With the help of this data, we can not only place advertising in the classic way, but also display our content directly on our website in the way you prefer. There are various third-party tools that offer these functions and collect and store data from you accordingly. The named cookies store, for example, which web pages you visited on our website, how long you viewed these pages, which links or buttons you clicked or from which website you came to us. In addition, technical information can also be stored. For example, your IP address, which browser you use, which device you use to visit our website or the time when you accessed our website and when you left it again. If you have agreed that we may also determine your location, we can also store and process this.

Your IP address will be stored in pseudonymised form (i.e. abbreviated). Unique data that directly identifies you as a person, such as your name, address or email address, is only stored in a pseudonymised form as part of the advertising and online marketing process. So we cannot identify you as a person, we have only stored the pseudonymised, stored information in the user profiles.

The cookies may also be deployed, analyzed and used for advertising purposes on other websites that work with the same advertising tools. The data can then

also stored on the servers of the advertising tool providers.

In exceptional cases, unique data (name, e-mail address, etc.) can also be stored in the user profile. This storage occurs, for example, if you are a member of a social media channel that we use for our online marketing measures and the network connects previously received data with the user profile.

With all the advertising tools we use that store data from you on their servers, we only ever receive summarized information and never data that makes you identifiable as an individual. The data only show how well set advertising measures worked.

For example, we can see what actions have persuaded you or other users to come to our website and purchase a service or product there. Based on the analyzes we can improve our advertising offer in the future and adapt it even more precisely to the needs and wishes of interested persons.

Duration of data processing

We will inform you below about the duration of data processing if 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. Data stored in cookies are stored for different lengths of time. Some cookies are already deleted after leaving the website, others can be stored in your browser for several years. The respective data protection declarations of the individual providers usually provide you with precise information about the individual cookies that the provider uses.

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 deleting the cookies in your browser. The lawfulness of the processing up to the revocation remains unaffected.

Since cookies can usually be used with online marketing tools, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

legal basis

If you have consented to the use of third-party providers, the legal basis for the relevant data processing is this consent. According to **Article 6 Paragraph 1** lit.

We also have a legitimate interest in implementing online marketing measures in

to measure in an anonymous form in order to use the data obtained to optimize our offer and our measures. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use the tools if you have given your consent.

Information on special online marketing tools - if available - can be found in the following sections.

Facebook Custom Audiences Privacy Policy

We use Facebook Custom Audiences, a server-side event tracking tool, on our website. The service provider is the American company Meta Platforms Inc. The company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for the European area.

Facebook also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Facebook uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Facebook undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Facebook 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 processed by using Facebook Custom Audiences in the privacy policy at <https://www.facebook.com/about/privacy>.

Google AdMob Privacy Policy

We use Google AdMob, a mobile advertising tool, on our website. The service provider is the American company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The data processing terms for Google advertising products (Google Ads Controller-Controller Data Protection Terms), which correspond to the standard contractual clauses and also apply to Google AdMob, can be found at <https://business.safety.google/adscontrollerterms/>.

You can find out more about the data processed by using Google AdMob in the privacy policy at <https://policies.google.com/privacy?hl=de>.

Google Marketing Platform (formerly: DoubleClick)

Data protection

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 or Search Ads 360. The service provider is the American company Google Inc. For the European area, the company is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) responsible for all Google services.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. through these clauses

Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which correspond to the standard contractual clauses and also apply to Google Marketing Platform products, can be found at <https://business.safety.google/adsprocessor/terms/>.

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

LinkedIn Insight Tag Privacy Policy

We use the LinkedIn Insight Tag conversion tracking tool on our website. The service provider is the American company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The company LinkedIn Ireland Unlimited (Wilton Place, Dublin 2, Ireland) is responsible for the data protection aspects in the European Economic Area (EEA), the EU and Switzerland.

LinkedIn also processes your data in the USA, among other places. We would like to point out 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 for 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, i.e. in particular in the USA) or data transfer there, LinkedIn uses so-called standard contractual clauses (= Art. 46. Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, LinkedIn undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

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


For more information about LinkedIn Insight Tag, visit <https://www.linkedin.com/help/linkedin/answer/a427660>. You can also find out more about the data processed by using the LinkedIn Insight tag in the


Data protection declaration at <https://de.linkedin.com/legal/privacy-policy>.


Microsoft Advertising Privacy Policy

Microsoft Advertising Privacy Statement Summary

 Affected: Visitors to the website

 Purpose: Economic success and the optimization of our service.

 Processed data: access statistics, which includes data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. Personal data such as name or e-mail address can also be processed.

 Duration of storage: Microsoft stores the data until they are no longer needed to fulfill the purposes Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Microsoft Advertising?

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

You may be more familiar with Microsoft Advertising by its former name "Bing Ads". This is an advertising program from Microsoft that is based on a pay-per-click system.

This means advertisers can place ads across the Bing and Yahoo! Place and pay only when a user clicks on the ad.

Why do we use Microsoft Advertising?

We are convinced of our offers and of course we want to present them to a broad public. With Microsoft Advertising, we can bring our products or services closer to exactly those people who are really interested in them. We want to present our products not only on the famous search engine Google, but also on Bing and Yahoo! With Microsoft Advertising, we also have the option of placing ads in the so-called "Microsoft Audience Network". For example, we can also place advertisements on LinkedIn. Through conversion tracking, we learn, for example, which advertisement you used to find us, which sub-pages you particularly like and what actions you take on our website. This data enables us to adapt our website, our advertisements and our offers much better to your needs.

What data does Microsoft Advertising store?

We have integrated a conversion tracking tag (i.e. a small code snippet) from Microsoft Advertising into our website. This is the so-called 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 behavior on our website. For example, we learn about which keyword or ad you came to us from, what you click on on our website, how many people visit our website via Microsoft Ads and how long you stay on our website. All of this data relates to user behavior and not to personal data. We therefore only receive data or evaluations of your web behavior, but no personal information. Microsoft uses the data to optimize its own advertising and other services. If you have a Microsoft account yourself, the data collected can be linked to your account. It is also possible that Microsoft recognizes and stores your IP address. In order to save all this data on your user behavior, the following cookie is set in your browser after you have come to our website via a Microsoft ad:

Name: MUIDB

Value: 08A53CA3313F6255044C307E353F61CD

Purpose: This cookie is set by our embedded Microsoft tag (UET tag) and is used for synchronization across different Microsoft websites. This allows users to be recognized across different domains.

Expiry date: after one year

However, if you reach our website via a Bing ad, other cookies may also be set in your browser. Here we show you a selection of other cookies:

Name: ABDEF

Value: V=0&ABDV=0&MRNB=1594294373452&MRB=0112059781-7

Purpose: We were not able to find out any more detailed information about this cookie.

Expiry date: after one year

Name: SRCHD

Value: AF=NOFORM

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

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 behavior on our website and the interaction of 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 behavior on our website and the interaction of the Bing Map API.

Expiry date: after one year

Name: _EDGE_S

Value: mkt=de-at&SID=2EE7002D956A61511D280F2F9474607112059781-2

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

Expiry date: after the end of the browser session

Name: _SS

Value: SID=2EE7002D956A61511D280F2F94746077112059781-9

Purpose: This cookie is used, among other things, to recognize how you as a user accessed our website. In other words, which advertisement led you to our website.

Expiry date: after one year

How long and where is the data stored?

We have no influence on how Microsoft uses the collected user data. Microsoft has its own servers in operation worldwide. Most are located in the United States and therefore your data may also be stored, managed and processed on the American servers. Microsoft stores data (especially personal data) for as long as it is necessary to provide its services or products or for legal purposes.

Microsoft also mentions that the actual retention period varies greatly and depends on the product in question.

For search queries via Bing, Microsoft deletes your saved search queries after 6 months by deleting your IP address. Cookie IDs that are generated via the MUID cookie, for example, are made unrecognizable after 18 months.

How can I delete my data or prevent data storage?

You have the option of not participating in Microsoft Ads conversion tracking at any time. If you do not want Microsoft Advertising to show you interest-based ads, you can opt out at <https://account.microsoft.com/privacy/ad-settings/signedout> turn off this feature. You can also deactivate, manage or delete all cookies in your browser. Each browser works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

legal basis

If you have consented to the use of Microsoft Advertising, the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1** lit.

We also have a legitimate interest in using Microsoft Advertising to optimize our online service and our marketing efforts. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Microsoft Advertising if you have given your consent.

Microsoft also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Microsoft uses so-called standard contractual clauses (= Art. 46.

Paragraphs 2 and 3 GDPR). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Microsoft undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de


More information about the standard contractual clauses at Microsoft can be found at <https://docs.microsoft.com/en-us/compliance/regulatory/offering-eu-model-clauses>.

We hope to have given you an overview of data processing through conversion tracking by Microsoft Ads. Of course, it is always possible that Microsoft's privacy policy will change. For more information and to always am


To stay up to date, we also recommend that you read Microsoft's data protection regulations at <https://privacy.microsoft.com/de-de/privacystatement>.

Content Delivery Networks Introduction


Content Delivery Networks Privacy Policy Summary Data subjects: Website visitors

 Purpose: Optimization of our service (to make the website load faster)




 Processed data: Data such as your IP address. More details can be found below and in the individual data protection texts.



 Duration of storage: in most cases, the data is stored until it is necessary to fulfill the service are no longer required Legal bases: Article 6



 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is a Content Delivery Network?

We use a so-called content delivery network on our website. Most of the time, such a network is just called a CDN. A CDN helps us load our website quickly and smoothly, no matter your location. Your personal data will also be stored, managed and processed on the servers of the CDN provider used.

In the following, we go into more general detail about the service and its data processing. You can find detailed information about the handling of your data in the respective data protection declaration of the provider.

Each Content Delivery Network (CDN) is a network of regionally distributed servers, all connected to each other via the Internet. Content from websites (especially very large files) can be delivered quickly and smoothly via this network, even during large peak loads.

For this purpose, the CDN creates a copy of our website on your servers. Since these servers are distributed worldwide, the website can be delivered quickly. The 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 even lose patience and run away before the website is fully loaded. Of course we want to avoid that. Therefore, a fast-loading website is a matter of course for our website offer. With a content delivery network, our website loads much faster in your browser.

Using the CDN is particularly helpful when you are abroad, because the website is delivered from a server near you.

Which data are processed?

If you request a website or the content of a website and it is in a CDN

are cached, the CDN forwards the request to the server closest to you, and that server serves the content. Content Delivery Networks are built to download JavaScript libraries and are hosted on npm and github servers. Alternatively, WordPress plugins can also be loaded on most CDNs if they are available on WordPress.org be hosted. Your browser can send personal data to the content delivery network we use. This is about

Data such as IP address, browser type, browser version, which website is loaded or the time and date of the page visit. This data is collected and also stored by the CDN. Whether cookies are used to store data depends on the network used. Please read the data protection texts of the respective service.

Right to object

If you want to completely prevent this data transfer, you can use a JavaScript blocker (see for example <https://noscript.net/>) install on your PC. Of course, our website can then no longer offer the service you are used to (such as fast loading speed).

legal basis

If you have consented to the use of a content delivery network, the legal basis for the relevant data processing is this consent. According to **Art. 6 Para. 1 lit. a GDPR (consent)**, this consent represents the legal basis for the processing of personal data, as it may occur when it is collected by a content delivery network.


We also have a legitimate interest in using a content delivery network to optimize our online service and make it more secure. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use the tool if you have given your consent.


You can find information on special Content Delivery Networks - if available - in the following sections.


Cookie Consent Management Platform Introduction


Cookie Consent Management Platform Summary

 Affected: Website visitors

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

 Processed data: Data for managing the cookie settings such as IP address, time of consent, type of consent, individual consents. You can find more details on this for the tool used in each case.

 Duration of storage: Depends on the tool used, you have to rely on periods of adjust for several years

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

What is a Cookie Consent Management Platform?

We use Consent Management Platform (CMP) software on our website, which makes it easier for us and you to handle the scripts and cookies used correctly and securely.

The software automatically creates a cookie popup, scans and controls all scripts and

Cookies, offers you a cookie consent required by data protection law and helps us and you 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 want to 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 store and process data from you. It is also your right to decide which cookies you accept and which you do not. In order to grant you this right, we first need to know exactly which cookies landed on our website in the first place. Thanks to a cookie management tool, which regularly scans the website for all existing cookies, we know about all cookies and can provide you with information about them in accordance with the GDPR. You can then accept or reject cookies via the consent system.

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 will be saved so that we do not have to ask you each time you visit our website and we can also prove your consent if required by law. This is stored either in an opt-in cookie or on a server. Depending on the provider of the cookie management tool, the storage period of your cookie consent varies. This data (e.g. pseudonymous user ID, time of consent, detailed information on the cookie categories or tools, browser, device information) is usually stored for up to two years.

Duration of data processing

We will inform you below about the duration of data processing if 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. Data stored in cookies are stored for different lengths of time. Some cookies are already deleted after leaving the website, others can be stored in your browser for several 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 to object

You also have the right and the opportunity 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 the cookies in your browser.

Information on special cookie management tools, if available, can be found 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 Para. 1 lit. a GDPR), this consent is also the legal basis for the use of cookies or 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, legally compliant manner, which represents a **legitimate interest** (Article 6 (1) (f) GDPR).


BorlabsCookie Privacy Policy


We use BorlabsCookie on our website, which is, among other things, a tool for storing your cookie consent. Service provider is the German company Borlabs – Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg, Germany. You can find out more about the data processed by using BorlabsCookie in the privacy policy at <https://de.borlabs.io/datenschutz/>.

Security & Anti Spam


Security & Anti-Spam Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: 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 data protection texts.

 Duration of storage: in most cases, the data is stored until it is necessary to fulfill the service are no longer required Legal bases: Article 6

 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is security & anti-spam software?

With so-called security & anti-spam software, you can protect yourself and us from various spam or phishing mails and possible other cyber attacks. Spam is understood to be advertising emails from a mass mailing that you did not ask for yourself. Such mails are also called data garbage and can also cause costs. Phishing emails, on the other hand, are messages that aim to build 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 computers from unwanted network attacks.

Why do we use security & anti-spam software?

We attach great importance to security on our website. After all, it's not just about our safety, it's also about your safety. Unfortunately, cyber threats are now part of everyday life in the world of IT and the Internet. Hackers often try to steal personal data from an IT system with the help of a cyber attack. And therefore a good defense 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 in addition to the standardized security systems on our computer. Unauthorized traffic of data is thus better prevented and this is how we protect ourselves from cybercrime.

Which data is processed by security & anti-spam software?

Which data is collected and stored depends of course 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 fulfillment of the service offered. In principle, the service can store data such as name, address, IP address, e-mail address and technical data such as browser type or browser version. Any performance and log data can also be collected in order to identify possible incoming threats in good time. This data will be processed as part of the Services and in compliance with applicable laws. This also includes the GDPR for US providers (via the standard contractual clauses). These security services also work in some cases

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 if 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 the length of storage.

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 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 the cookies in your browser.

Since cookies can also be used with such security services, we recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

legal basis


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

Certain types of processing, in particular the use of cookies and security functions, require your consent. If you have agreed that your data can be processed and stored by integrated security services, this 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 that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


You can find information on special tools – if available – in the following sections.

cloud services


Cloud Services Privacy Policy Summary

 Those affected: 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 Browser version

More details can be found below and in the individual data protection texts or in the data protection declarations of the providers

 Duration of storage: in most cases, the data is stored until it is necessary to fulfill the service are no longer required Legal bases:

 Article 6 (1) (a) GDPR (consent), Article 6 (1) (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, processed and stored via the Internet. The relevant cloud provider manages this data. Depending on the requirements, an individual or a company can choose the storage space or computing power. Cloud storage is accessed via an API or via storage protocols. API stands for Application Programming Interface and means 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 have access to 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 fields of application and manage our information much better.

As a website operator or as a company, we use cloud services primarily for our own purposes. For example, we use the Services to manage our calendar, to store documents or other important information in the cloud. However, personal data may also be stored about you. This is the case, for example, if you provide us with your contact details (e.g. name and e-mail address) and we store our customer data with a cloud provider. Consequently, data that we process from you can also be stored and processed on external servers. If we offer certain forms or content from cloud services on our website, cookies can also be set for web analysis and advertising purposes. Furthermore, such cookies remember your settings (e.g. the language used) so that you will find your usual web environment the next time you visit our website.

What data is processed by cloud services?

Much of the data we store in the cloud has no personal reference, some data counts

however, according to the definition of the GDPR, to personal data. It is often customer data such as name, address, IP address or telephone number or technical device information. Videos, images and audio files can 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 the data in a very trustworthy and professional manner. In principle, the 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 approvals such as the right to copy files for security reasons. This data will be processed and managed as part of the Services and in compliance with applicable laws. This also includes the GDPR for US providers (via the standard contractual clauses). In some cases, these cloud services also work 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 emphasize again that all well-known cloud services (such as Amazon Drive, Google Drive or Microsoft Onedrive) obtain the right to have access to stored content in order to be able to offer and optimize their own service accordingly.

Duration of data processing

We will inform you below about the duration of data processing if we have further information on this. In general, cloud services store data until you or we revoke the data storage or delete the data again. In general, personal data is only stored for as long as is absolutely necessary for the provision of the services. However, a final data deletion from the cloud can take several months.

This is the case because the data is usually not only stored on one server, but is 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 of withdrawal here. 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 the cookies in your browser. We also recommend our general privacy policy on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations 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 a good security and storage system.

Certain types of processing, in particular the use of cookies and storage functions, require your consent. If you have consented to data from you

can be processed and stored in cloud services, this 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 that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

You can find information on special tools – if available – in the following sections.

Google Cloud Privacy Policy

We use Google Cloud, an online storage service for files, photos and videos, for our website. The service provider is the American company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which correspond to the standard contractual clauses and also apply to Google Cloud, can be found at <https://business.safety.google/adsprocessorterms/>.


You can find out more about the data processed by using Google Cloud in the privacy policy at <https://policies.google.com/privacy?hl=de>.

Audio & Video Introduction


Audio & Video Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as contact details, user behavior data, Information about your device and your IP address can be saved.

More details can be found below in the relevant data protection texts.

 Duration of storage: Data is generally stored as long as it is necessary for the purpose of the service
Legal bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What are audio and video elements?

We have included audio and video elements on our website so that you can watch videos or listen to music/podcasts directly from our website. Content is provided by service providers. All content is therefore also obtained from the corresponding servers of the providers.

These are integrated functional elements of platforms such as YouTube, Vimeo or Spotify. The use of these portals is usually free of charge, but content can also be published for a fee. With the help of these integrated elements, you can listen to or view the respective content via our website.

If you use audio or video elements on our website, your personal data may also be transmitted to the service providers, processed and stored.

Why do we use audio & video elements on our website?

Of course we 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. Just instead of you

to give a link to a video, we offer you audio and video formats directly on our website that are entertaining or informative and ideally even both. This expands our service and makes it easier for you to access interesting content. Thus, in addition to our texts and images, we also offer video and/or audio content.

What Data is Stored by Audio & Video Elements?

When you visit a page on our website that has an embedded video, for example, your server connects to the service provider's server. This also includes data from you

transferred to the third party and stored there. Some data is collected and stored regardless of whether you have an account with the third party or not. This usually includes your IP address, browser type, operating system and other general information about your device. Furthermore, most providers also collect information about your web activity. This includes session duration, bounce rate, which button you clicked or which website you use to use the service. All this information is usually stored via cookies or pixel tags (also called web beacons). Pseudonymized

Data is mostly stored in cookies in your browser. You can always find out exactly which data is stored and processed in the data protection declaration of the respective provider.

Duration of data processing

You can find out exactly how long the data is stored on the servers of the third-party providers either below in the data protection text of the respective tool or in the data protection declaration of the provider. In principle, 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 servers for several years. Data can be stored for different lengths of time, especially in cookies. Some cookies are already deleted after leaving the website, others can be stored in your browser for several years.

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 deleting the cookies in your browser. The lawfulness of the processing up to the revocation remains unaffected.

Since the integrated audio and video functions on our site usually also use cookies, you should also read our general data protection declaration on cookies. You can find out more about the handling and storage of your data in the data protection declarations of the respective third-party providers.


legal basis


If you have agreed that your data can be processed and stored by integrated audio and video elements, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, we only use the integrated audio and video elements if you have given your consent.

YouTube Privacy Policy


YouTube Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: data such as contact details, user behavior data, information about your device and Your IP address can be saved.

More details can be found below in this data protection declaration.

 Duration of storage: Data is generally stored as long as it is necessary for the purpose of the service Legal bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is YouTube?

We have embedded YouTube videos on our website. This allows us to present you with interesting videos directly on our site. YouTube is a video portal that has been a subsidiary of Google since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you call up a page on our website that has an embedded YouTube video, your browser automatically connects to the YouTube servers.

Google. Various data are transmitted (depending on the settings). Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all data processing in Europe.

In the following we would like to explain to you in more detail which data is processed, why we have integrated YouTube videos and how you can manage or delete your data.

On YouTube, users can view videos, rate them, comment on them and upload them themselves free of charge. Over the past few years, YouTube has become one of the most important social media channels worldwide. In order for us to be able to display videos on our website, YouTube provides a code snippet that we have embedded on our site.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and the best content. We strive to offer you the best possible user experience on our website. And of course interesting videos should not be missing. With the help of our embedded videos, we provide you with additional helpful content in addition to our texts and images. In addition, our website can be found more easily on the Google search engine thanks to the embedded videos.

Even if we place advertisements via Google Ads, thanks to the data collected, Google can really only show these advertisements to people who are interested in our offers.

Which data is stored by YouTube?

As soon as you visit one of our pages that has a YouTube video installed, YouTube sets at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, YouTube can mostly use cookies to 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. Other data can be contact details, any ratings, sharing content via social media or adding it to your favorites on YouTube.

If you are not signed into a Google account or a Youtube account, Google stores data with a unique identifier associated with your device, browser or app. For example, your preferred language setting is retained. But a lot of interaction data cannot be saved because fewer cookies are set.

In the following list we show cookies that were set in a test in the browser. On the one hand, we show cookies that are set without a registered YouTube account. On the other hand, we show cookies that are set with a logged-in account. The list cannot

Claim completeness because the user data always depends on the interactions on YouTube.

Name: YSC

Value: b9-CV6ojl5Y112059781-1

Purpose : This cookie registers a unique ID to save statistics of the video viewed.

Expiry date: after the end of the session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google receives statistics from 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 location.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU **Purpose :**

This cookie tries to estimate the bandwidth of the user on our website (with built-in YouTube video).

Expiry date: after 8 months

Other cookies that are set when you are logged in to your YouTube account:

Name: APISID

Value: zILlvCIZSkqGsSwI/AU1aZl6HY7112059781-

Purpose : This cookie is used to create a profile of your interests. The data is used for personalized 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 is also used for security, to check users and protect user data from unauthorized attacks.

Expiry date: after 19 years

Name: HSID

Value: AcRwpgUik9Dveht0l

Purpose : This cookie is used to create a profile of your interests. This data helps to display personalized advertising.

Expiry date: after 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQIhALLI6aL...

Purpose: This cookie stores information about your login data.

Expiry date: after 2 years

Name: SAPISID

Value: 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

Purpose : This cookie works by uniquely identifying your browser and device. It is used to create a profile of your interests.

Expiry date: after 2 years

Name: SID

Value: oQfNKjAsI112059781-

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 which advertisements you may have seen before visiting our site.

Expiry date: after 3 months

How long and where is the data stored?

The data that YouTube receives from you and processes is stored on the Google servers. Most of these servers are located in America. At <https://www.google.com/about/datacenters/inside/locations/?hl=de> see exactly where the Google data centers are located. Your data is distributed on the servers. This means that the data can be called up more quickly and is better protected against manipulation.

Google stores the collected data for different lengths of time. You can delete some data at any time, others are automatically deleted after a limited period of time and others are stored by Google for a longer period of time. Some data (such as My Activity items, photos or documents, products) stored in your Google Account will remain stored until you delete it. Even if you're not signed into a Google Account, you can delete some data associated with your device, browser, or app.

How can I delete my data or prevent data storage?

In principle, you can delete data in the Google account manually. With the automatic deletion of location and activity data introduced in 2019, information is stored for either 3 or 18 months and then deleted, depending on your decision.

Regardless of whether you have a Google account or not, you can configure your browser in such a way that Google cookies are deleted or deactivated. Depending on which browser you use, this works in different ways. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

If you generally do not want any cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow it or not.

legal basis

If you have agreed that your data can be processed and stored by integrated YouTube elements, this consent is the legal basis for data processing (**Article 6 (1) (a) 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 effective communication with you or other customers and business partners. However, we only use the integrated YouTube elements if you have given your consent. YouTube also sets cookies in your browser to store data.

We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

YouTube also processes data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

YouTube uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige YouTube to comply with EU data protection standards when processing relevant data outside of the EU.

These clauses are based on an implementation decision of the EU Commission. You can find the decision and the clauses here: https://germany.representation.ec.europa.eu/index_de.

Since YouTube is a subsidiary of Google, there is a common privacy policy. If you want to find out more about how your data is handled, we recommend the data protection declaration at <https://policies.google.com/privacy?hl=de>.

YouTube Subscribe Button Privacy Policy

We have installed the YouTube subscribe button on our website. You can usually recognize the button by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white letters on a red background and the white "Play" symbol to the left of it. However, the button can also be shown in a different design.

Our YouTube channel always offers you funny, interesting or exciting videos. With

With the built-in "subscribe button" you can subscribe to our channel directly from our website and do not have to call up the YouTube website separately. We want to make it as easy as possible for you to access our extensive content. Please note that this allows YouTube to store and process data from you.

If you see a built-in subscribe button on our site, YouTube sets at least one cookie, according to Google. This cookie stores your IP address and our URL. YouTube can also find out information about your browser, your approximate location and your default language in this way. In our test, the following four cookies were set without being logged in to YouTube:

Name: YSC

Value: b9-CV6ojl5112059781Y

Purpose : This cookie registers a unique ID to save statistics of the video viewed.

Expiry date: after the end of the session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google receives statistics from 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 location.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 11205978195Chz8bagyU

Purpose : This cookie tries to estimate the bandwidth of the user on our website (with built-in YouTube video).

Expiry date: after 8 months

Note: These cookies were set after a test and cannot claim to be complete.


If you are logged into your YouTube account, YouTube can store many of your actions/interactions on our website using cookies and assign them to your YouTube account. This gives YouTube information, for example, on how long you surf our site, what type of browser you use, what screen resolution you prefer or what actions you take.


YouTube uses this data on the one hand to improve its own services and offers, on the other hand to provide analyzes and statistics for advertisers (Google Ads

use) to provide.

Rating Platforms Introduction

Evaluation platforms summary Data subjects:

 Visitors to the website or an evaluation platform Purpose: Feedback on our products and/or services Processed data: IP address, e-mail address, name, among others. You can find more details about this below or on the respective evaluation platforms used.

 Duration of storage: depends on the respective platform Legal bases: Art. 6 Para. 1 lit. a GDPR (consent), Art. 6 Para. 1 lit. f GDPR (legitimate interests),

What are rating platforms?

You can rate our products or services on various rating platforms. We are participants on some of these platforms so that we can get feedback from you and thus optimize our offer. If you rate us via a rating platform, the data protection declaration and the general terms and conditions of the respective rating service apply. Very often you also have to register in order to submit a review. Rating technologies (widgets) can also be integrated into our website. By using such an integrated tool, data is also transmitted to the relevant provider, processed and stored.

Many of these integrated programs work on a similar principle. After you have ordered a product from us or used a service, you will be asked to submit a review by 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 rating systems also offer an interface to various social media channels in order to make the feedback accessible to several people.

Why do we use rating platforms?

Rating platforms collect feedback and ratings about our offerings. Through your ratings, we quickly receive appropriate feedback and can improve our products and/or services much more efficiently. The ratings therefore serve us on the one hand to optimize our offers and 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 are processed?

With your consent, we transmit information about you and the services you have used to the relevant rating platform. We do this to ensure that you have actually used one of our services.

Only then can you give real feedback. The transmitted data is only used

the user recognition. Which data is exactly stored and processed depends of course on the providers used. Personal data such as IP address, e-mail address or your name are usually also made available to the rating platforms. 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 e-mail address is transmitted, this is done so that the rating platform can send you an e-mail after purchasing a product. So that we can also integrate your review into our website, we also give the providers the information that you have accessed our site.

The evaluation platform used is responsible for the collected personal data.

How long and where is the data stored?

You can find out more about the duration of data processing below in the relevant data protection declaration of the provider, provided that 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. Personal data that is mentioned in a rating is usually anonymized by employees of the platform used and is therefore only visible to company administrators. The data collected is stored on the providers' servers and deleted from most providers after the end of the order.

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 deleting the 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 Art. 6 Para. 1 lit. a GDPR (consent), this consent represents the legal basis for the processing of personal data, as it may occur when it is collected by a rating portal.

We also have a legitimate interest in using an evaluation platform to optimize our online service. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use an evaluation platform if you have given your consent.

We hope we were able to give you the most important general information about the data processing of rating platforms. More information can be found below in the data protection texts or in the linked data protection declarations

company.

Google Customer Reviews Privacy Policy

We also use the Google Customer Reviews rating platform for our website.

The service provider is the American company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The data processing conditions for Google advertising products (Google Ads Controller-Controller Data Protection Terms), which correspond to the standard contractual clauses and also apply to Google customer reviews, can be found at <https://business.safety.google/adscontrollerterms/>.

You can find out more about the data processed by using Google in the data protection declaration at <https://policies.google.com/privacy?hl=en-US>.

ProvenExpert privacy policy

We also use the ProvenExpert rating platform for our website. Service provider is the German company Expert Systems AG, Quedlinburger Straße 1, 10589 Berlin, Germany.

You can find out more about the data processed by using ProvenExpert in the data protection declaration at <https://www.provenexpert.com/de-de/datenschutzbedingungen/>.


Trusted Shops privacy policy

We also use the Trusted Shops rating platform for our website. Service provider is the German company Trusted Shops GmbH, Subbelrather Straße 15c, 50823 Cologne, Germany.


You can find out more about the data processed by using Trusted Shops in the data protection declaration at <https://www.trustedshops.de/impressum-datenschutz/#datenschutz>.

Web design introduction


Web design privacy policy summary

 Affected: Visitors to the website

 Purpose: Improvement of the user experience

 Processed data: Which data are processed depends heavily on the ones used services. Usually it is about IP address, technical data, language settings, browser version, screen resolution and name of the browser. More details can be found in the web design tools used.

 Duration of storage: depends on the tools used Legal

 bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is web design?

We use various tools on our website that serve our web design. Web design is not just about making our website look pretty, as is often assumed, but also about functionality and performance. But of course the right look of a website is also one of the major goals 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. The aim is to improve your experience on our website with the help of web design. In web design jargon, one speaks of user experience (UX) and usability in this context. User experience is understood to mean all impressions and experiences that the website visitor experiences on a website. A sub-point of the user experience is usability. This is about the user-friendliness of a website. Above all, value is placed on the fact that content, subpages or products are clearly structured and that you can find what you are looking for quickly and easily. In order to offer you the best possible experience on our website, we also use so-called third-party web design tools. In this data protection declaration, all services that improve the design of our website fall under the category "web design". This can be, for example, fonts, various plugins or other integrated web design functions.

Why do we use web design tools?

How you absorb information on a website depends very much on the structure, functionality and visual perception of the website. Therefore, a good and professional web design became more and more important for us. We are constantly working on improvement

our website and also see this as an extended service for you as a website visitor.

Furthermore, a beautiful and functioning website also has economic advantages for us.

After all, you will only visit us 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, web design elements can be integrated into our pages, which can also process data. Which data is exactly depends on the tools used, of course. Below you can see exactly which tools we use for our website. For more information about data processing, we recommend that you also read the respective data protection declaration of the tools used. You can usually find out there which data is processed, whether cookies are used and how long the data is stored. Fonts such as Google Fonts also automatically transmit information such as language settings, IP address, browser version, browser screen resolution and browser name to the Google servers.

Duration of data processing

How long data is processed is very individual and depends on the web design elements used. For example, when cookies are used, the retention period can be as little as a minute, but it can also be a few years. Please be smart about this. On the one hand, we recommend our general text section on cookies and the data protection declarations of the tools used. There you can usually find out exactly which cookies are used and what information is stored in them. For example, Google Font files are stored for one year. This is to improve the loading time of a website. In principle, data is only kept for as long as is necessary to provide the service. In the case of legal requirements, data can also be stored for longer.

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. You can also prevent data collection by cookies by managing, deactivating or deleting the cookies in your browser. However, among web design elements (typically fonts) there is also data that cannot be easily deleted. This is the case when data is automatically collected directly when a page is accessed and transmitted to a third party (e.g. Google). Then 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, the legal basis for the relevant data processing is this consent. this consent

represents the legal basis for the processing of personal data, as it can occur when it is collected by web design tools, according to Art. 6 Para. 1 lit. a DSGVO (consent). to improve the site. 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 only use web design tools if you have given your consent. We definitely want to emphasize that again.

Information on special web design tools - if available - can be found in the following sections.

Adobe Fonts Privacy Policy

We use Adobe Fonts, a web font hosting service, on our website.

The service provider 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 area.

Adobe also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

Adobe uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 GDPR) as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. With these clauses, Adobe undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.


You can find the decision and the corresponding standard contractual clauses here:

https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de


More information about the processed data and the standard contractual clauses at Adobe can be found at <https://www.adobe.com/de/privacy/eudatatransfers.html>.

Google Fonts Privacy Policy

Google Fonts Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: Optimization of our service

 Data processed: Data such as IP address and CSS and font requests

More details can be found below in this data protection declaration.

 Storage period: Font files are stored by Google for one year Legal

 basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What are Google Fonts?

We use Google Fonts on our website. These are the “Google fonts” from Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.

You do not need to register or enter a password to use Google fonts. Furthermore, no cookies are stored in your browser. The files (CSS, typefaces/fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you don't have to worry about your Google account data being transmitted to Google while using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. How the data storage looks exactly, we will look at in detail.

Google Fonts (formerly Google Web Fonts) is a directory of over 800 fonts that [Google](#) Make it available to your users for free.

Many of these fonts are released under the SIL Open Font License, while others are released under the Apache License. Both are free software licenses.

Why do we use Google Fonts on our website?

With Google Fonts we can use fonts on our own website and do not have to upload them to our own server. Google Fonts is an important component in keeping the quality of our website high. All Google fonts are automatically optimized for the web and this saves data volume and is a great advantage especially for use with mobile devices. When you visit our site, the small file size ensures fast loading times. Furthermore, Google Fonts are secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partially distort texts or entire websites. Thanks to the fast Content Delivery Network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all major browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod).

So we use the Google Fonts so that we can make our entire online service as beautiful and

uniform as possible.

Which data is stored by Google?

When you visit our website, the fonts are reloaded via a Google server.

This external call transmits data to the Google servers. In this way, Google also recognizes that you or your IP address is visiting our website. The Google Fonts API was designed to reduce the use, storage and collection of end-user data to what is necessary for proper font delivery. Incidentally, API stands for "Application Programming Interface" and serves, among other things, as a data transmitter in the software sector.

Google Fonts securely stores CSS and font requests on Google and is therefore protected. The collected usage figures allow Google to determine how well the individual fonts are received. Google publishes the results on internal analysis pages, such as Google Analytics. Google also uses data from its own web crawler to determine which websites use Google fonts. This data is published in the Google Fonts BigQuery database. Entrepreneurs and developers use the Google web service BigQuery to examine and move large amounts of data.

It should be noted, however, that with each Google Font request, information such as language settings, IP address, browser version, browser screen resolution and browser name are automatically transmitted to the Google servers. Whether this data is also stored cannot be clearly determined or is not clearly communicated by Google.

How long and where is the data stored?

Google stores requests for CSS assets for one day on its servers, which are mainly located outside the EU. This enables us to use the fonts using a Google style sheet. A style sheet is a template that you can use to change the design or font of a website, for example, quickly and easily.

The font files are stored by Google for one year. Google is thus pursuing the goal of fundamentally improving the loading time of websites. When millions of websites refer to the same fonts, they are cached after the first visit and immediately reappear on all other websites visited later. Sometimes Google updates font files to reduce file size, increase language coverage, and improve design.

How can I delete my data or prevent data storage?

The data that Google stores for a day or a year cannot simply be deleted.

The data is automatically transmitted to Google when the page is accessed. In order to be able to delete this data prematurely, you must contact Google support at <https://support.google.com/?hl=de&tid=112059781> to contact. In this case, you only prevent data storage if you do not visit our site.

Unlike other web fonts, Google allows us unlimited access to all fonts. So we have unlimited access to a sea of fonts and thus get the best out of our website. You can find more about Google Fonts and other questions at <https://developers.google.com/fonts/faq?tid=112059781>. Although Google addresses data protection issues there, it does not contain really detailed information about data storage. It is relatively difficult to get really precise information about stored data from Google.

legal basis

If you have consented to the use of Google Fonts, the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1** lit.

We also have a legitimate interest in using Google Font to optimize our online service. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Google Fonts if you have given your consent.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

The Google Ads Data Processing Terms, which also correspond to the standard contractual clauses for Google Fonts, can be found at <https://business.safety.google/adsprocessorterms/>.

You can also find out which data is generally collected by Google and what this data is used for at <https://www.google.com/intl/de/policies/privacy/> read.

Google Fonts Local Privacy Policy


On our website we use Google Fonts from Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. We have integrated the Google fonts locally, ie on our web server - not on Google's servers. As a result, there is no connection to Google servers and therefore no data transmission or storage.

What are Google Fonts?


Google Fonts used to be called Google Web Fonts. This is an interactive directory of over 800 fonts that [Google](#) provided free of charge. With Google Fonts, you could use fonts without uploading them to your own server. However, in order to prevent any transfer of information to Google servers in this regard, we have downloaded the fonts to our server. In this way, we act in compliance with data protection and do not send any data to Google Fonts.

Online Map Services Introduction


Online Map Services Privacy Policy Summary

 Data subjects: Visitors to the

 website Purpose: Improving the user

 experience Processed data: Which data is processed depends heavily on the services used. It is mostly IP address, location data, search objects and/or technical data. You can find more details on this under the respective tools used.

 Duration of storage: depends on the tools used

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

What are online map services?

We also use online map services for our website as an extended service. Google Maps is probably the service you are most familiar with, but there are other providers that specialize in creating digital maps. Such services make it possible to display locations, route maps or other geographical information directly via our website. Thanks to an integrated map service, you no longer have to leave our website, for example to view the route to a location. To ensure that the online map also works on our website, map sections are integrated using HTML code. The services can then display street maps, the earth's surface, or aerial or satellite imagery.

If you use the built-in map offer, data will also be transferred to the tool used and stored there. This data may also include personal data.

Why do we use online map services on our website?

Generally speaking, it is our concern that you have a pleasant time on our website

to offer. And of course your time will only be pleasant if you can easily find your way around our website and find all the information you need quickly and easily. We therefore thought that an online card system could be a significant optimization of our service on the website. Without leaving our website, you can use the map system to easily view route descriptions, locations or points of interest. Of course, it is also super practical that you can see at a glance where our company headquarters are, so that you can find us quickly and safely. As you can see, there are just a lot of advantages and we clearly consider online map services on our website to be part of our customer service.

What data is stored by online map services?

If you open a page on our website that has an online map function installed, personal data may be transmitted to the relevant service and stored there. This is usually your IP address, which can also be used to determine your approximate location. In addition to the IP address, data such as entered search terms and longitude and latitude coordinates are also stored. For example, if you enter an address for route planning, this data will also be saved. The data is not stored by us, but on the servers of the integrated tools. You can think of it like this: You may be on our website, but when you interact with a mapping service, that interaction is actually happening on their website. In order for the service to function properly, at least one cookie is usually set in your browser. For example, Google Maps also uses cookies to record user behavior and thus to optimize its own service and to be able to place personalized advertising. You can find out more about cookies in our "Cookies" section.

How long and where is the data stored?

Every online map service processes different user data. If we have further information, we will inform you about the duration of the data processing below in the corresponding sections on the individual tools. In principle, personal data is only kept for as long as is necessary to provide the service. Google Maps, for example, stores certain data for a specified period of time, but you must delete other data yourself. At Mapbox, for example, the IP address is kept for 30 days and then deleted. You see, each tool stores data for different lengths of time. We therefore recommend that you take a close look at the data protection declarations of the tools used.

The providers also use cookies to save data on your user behavior with the map service. You can find more general information about cookies in our "Cookies" section, but you can also find out which cookies can be used in the data protection texts of the individual providers. In most cases, however, this is only an exemplary list and is not complete.

Right to object

You always have the possibility and also the right to access your personal data and also to object to the use and processing. You can also revoke the consent you have given us at any time. This is usually easiest to do with the cookie consent tool. However, there are other opt-out tools that you can use. You can also manage, delete or deactivate any cookies that are set by the providers used yourself with just a few mouse clicks. However, it may then happen that some functions of the service no longer work as usual. How you manage cookies in your browser also depends on the browser you use. In the "Cookies" section you will also find links to the instructions of the main browsers.

legal basis

If you have agreed that an online map service may be used, the legal basis for the corresponding data processing is this consent. According to Article 6 Paragraph 1 lit.

We also have a legitimate interest in using an online map service to optimize our service on our website. The corresponding legal basis for this is Art. 6 Paragraph 1 lit. f GDPR (legitimate interests). However, we only use an online map service if you have given your consent. We definitely want to have this recorded again at this point.


You will find information on special online map services – if available – in the following sections.

Google Maps Privacy Policy


Google Maps Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as search terms entered, your IP address and also the latitude and longitude coordinates.

More details can be found below in this data protection declaration.

 Duration of storage: depends on the stored data Legal

 basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is Google Maps?

We use Google Maps from Google Inc. on our website. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With Google Maps we can show you locations better and

to adapt our service to your needs. By using Google Maps, data is transmitted to Google and stored on the Google servers. Here we want to go into more detail about what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

Google Maps is an Internet map service from Google. With Google Maps, you can find the exact location of a city, attraction, lodging or business online using a PC, tablet or app. If companies are represented on Google My Business, additional information about the company is displayed in addition to the location. In order to show how to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a street map or as an aerial or satellite image. Thanks to the Street View images and the high-quality satellite images, very precise representations are possible.

Why do we use Google Maps on our website?

All of our efforts on this site aim to offer you a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information about various locations. You can see at a glance where we have our company headquarters. The route description always shows you the best or fastest way to us. You can get directions for routes by car, public transport, on foot or by bike. For us, providing Google Maps is part of our customer service.

What data is stored by Google Maps?

In order for Google Maps to be able to fully offer its service, the company must collect and store data from you. This includes, among other things, the search terms entered, your IP address and also the latitude and longitude coordinates. If you use the route planner function, the start address entered will also be saved. However, this data storage happens on the Google Maps website. We can only inform you about this, but have no influence. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie stores data about your user behavior.

Google uses this data primarily to optimize its own services and to provide you with individual, personalized advertising.

The following cookie is set in your browser due to the integration of Google Maps:

Name: NID

Value: 188=h26c1Ktha7fCQTx8rXgLyATyITJ112059781-5 Purpose :

NID is used by Google to adapt advertisements to your Google search. With the help of the cookie, Google “remembers” your most frequently entered search queries or your previous interaction with ads. So you always get tailor-made advertisements. The cookie contains a unique ID that Google uses to collect your personal preferences for advertising purposes.

Expiry date: after 6 months

Note: We cannot guarantee the completeness of the stored data. Changes can never be ruled out, especially when using cookies.

In order to identify the cookie NID, a separate test page was created, where only Google Maps was integrated.

How long and where is the data stored?

Google servers are located in data centers around the world. However, most of the servers are located in America. For this reason, your data is also increasingly stored in the USA.

Here you can read exactly where the Google data centers are located: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Google distributes the data on different data carriers. As a result, the data can be called up more quickly and is better protected against any attempts at manipulation. Each data center also has special emergency programs. If, for example, there are problems with the Google hardware or a natural disaster paralyzes the servers, the data will almost certainly remain protected.

Google stores some data for a fixed period of time. For other data, Google only offers the option of manually deleting it. The company also anonymizes information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months, respectively.

How can I delete my data or prevent data storage?

With the automatic deletion of location and activity data introduced in 2019, information on location determination and web/app activity is stored for either 3 or 18 months – depending on your decision – and then deleted. You can also manually delete this data from the history at any time via the Google account. If you want to completely prevent your location tracking, you need to pause the "Web and app activity" section in the Google account. Click "Data and Personalization" and then click the "Activity Settings" option. Here you can switch the activities on or off.

You can also deactivate, delete or manage individual cookies in your browser.

Depending on which browser you use, this always works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

If you generally do not want any cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow it or not.

legal basis

If you have consented to the use of Google Maps, the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1 lit. a GDPR (consent)**, this consent forms the legal basis for the processing of personal data,

as it may occur when recorded by Google Maps.

We also have a legitimate interest in using Google Maps to optimize our online service. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use Google Maps if you have given your consent.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:


https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de


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


If you want to learn more about data processing by Google, we recommend the company's own data protection declaration at <https://policies.google.com/privacy?hl=de>.

Content Search Provider Introduction


Content Search Provider Privacy Policy Summary


 Data subjects: Visitors to the

 website Purpose: Improving the user

 experience Processed data: Which data is processed depends heavily on the services used. It is usually an IP address, search interests and/or technical data.

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

 Duration of storage: depends on the tools used Legal

 bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

What is a content search provider?

In the meantime we have already published a lot of content on our website. And of course we don't want them to be forgotten just because they can't be found. That is why we use a content search provider on our website. Size

You probably know search engines like Google. The content search provider is basically also a search engine, but unlike Google, it doesn't search the entire web for content, just the website you are on. You can use a text field to enter terms that match the content you are looking for, and the search program will look for the posts you are looking for. If you use the integrated search function, your personal data can also be processed.

Why do we use a content search provider?

If you look around our website, you will quickly notice how much useful content we have already published over the years. There are real treasures there and we want you to find them quickly without having to click around for a long time. With a content search function directly on our website, you can quickly and easily find the content you are looking for with the help of keywords that match the topic you are looking for. This feature is really practical and we see it as our task to make your life on our website as pleasant and helpful as possible. That's why we decided to integrate a content search program into our website.

Which data are processed?

If you use the search function on our website, the integrated content search provider (such as Algolia Places or Giphy) can automatically receive and store data from you. This is technical data about your browser and data such as your IP address, device ID and the search terms you entered. Please note that IP addresses are personal data. The data protection declarations of the providers state that this information is collected and stored in order to increase security and improve their own services. The automatically recorded usage data, which does not include any personal data and is processed in an anonymous form, can also be used for analysis purposes. Some providers also pass on this anonymous data to third parties. In order to find out more about this, we recommend that you read the specific data protection declarations of the individual providers carefully. In order for the services to function properly, cookies are usually also set in your browser. You can find out more about cookies in our general section "Cookies". You can find out whether and which cookies the individual search tools use - if available - below or in the corresponding data protection declarations of the integrated tools.

How long and where is the data stored?

Basically, every content search provider processes different data. Therefore, this general section cannot specifically refer to the data processing of the individual tools

To be received. Usually, however, the services only store personal data for as long as this is necessary for the smooth functioning of the tools. Some services (e.g. Giphy) also retain personal data longer if required by legal obligations. In depersonalized form, data is also kept longer by most providers. The content search providers can also use cookies to store various data. You can read more about this in our general section on cookies. If you want to know something about the specific cookies that a search provider uses, we recommend the data protection declaration of the providers we use.

You will usually find an example list of the cookies used there.

Right to object

Always be aware: if you do not want to, no personal data may be processed about you. You always have the right to access your personal data and to object to its use. You can also withdraw your consent at any time using the cookie consent tool or other opt-out options.

You can easily manage, delete or deactivate cookies yourself via your browser. If you delete cookies, some functions of the tool may no longer work. So please don't be surprised. How you set cookies in your browser

manage also depends on the browser you use. In the "Cookies" section you will also find links to the instructions of the main browsers.

legal basis

If you have consented to a content search provider being used, the legal basis for the relevant data processing is this consent. According to Article 6 Paragraph 1 lit.

We also have a legitimate interest in using a content search provider to improve our service on our website. The corresponding legal basis for this is Art.


6 Paragraph 1 lit. f GDPR (legitimate interests). However, we only use a content search provider if you have given your consent. We definitely want to have this recorded again at this point.

Information on special content search providers - if available - can be found in the following sections.

Custom Google Search Privacy Policy

User-defined Google search Data protection declaration Summary Data

 subjects: Visitors to the website Purpose: Optimization of our service

 Processed data: Data such as IP address and search terms entered are stored by Google. More details can be found below in this data protection declaration.

 Duration of storage: the duration of storage varies depending on the data stored.

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

What is Google Custom Search?

We have integrated the Google plug-in for user-defined search on our website.

Google is the largest and best-known search engine in the world and is operated by the US company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. The user-defined Google search can transfer data from you to Google. In this data protection declaration we inform you why we use this plug-in, which data is processed and how you can manage or prevent this data transmission.

The Google Custom Search plugin is a Google search bar right on our website. The search finds like on www.google.com Instead, the search results only focus on our content and products or on a limited search area.

Why do we use Google Custom Search on our website?

A website with a lot of interesting content is often so big that you can lose track of it. We have also accumulated a lot of valuable material over time and as part of our service we want you to find our content as quickly and easily as possible. Custom Google Search makes finding interesting content a breeze. The built-in Google plug-in improves the overall quality of our website and makes it easier for you to search.

What data is stored by the custom Google search?

The custom Google search only transfers data from you to Google if you actively use the Google search built into our website. This means that only when you enter a search term in the search bar and then confirm this term (e.g. click on "Enter") will your IP address and the search term be sent to Google, saved and processed there. Based on the set cookies (such as 1P_JAR) it can be assumed that Google also receives data on website usage. If you search for content during your visit to our website using the built-in Google search function and are logged in to your Google account at the same time, Google can also assign the data collected to your Google account. As the website operator, we have no influence on what Google does with the data collected or how Google processes the data.

The following cookies are set in your browser when you use Google Custom Search and are not logged in with a Google account:

Name: 1P_JAR

Value: 2020-01-27-13112059781-5

Purpose: This cookie collects statistics on website usage and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to display relevant advertisements to users.

Expiry date: after one month

Name: CONSENT

Value: WP.282f52112059781-9

Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT is also used for security, to check users and protect user data from unauthorized attacks.

Expiry date: after 18 years

Name: NID

Value: 196=pwlo3B5fHr-8

Purpose : NID is used by Google to adapt advertisements to your Google search. With the help of the cookie, Google "remembers" your entered search queries or your previous interaction with ads. So you always get tailor-made advertisements.

Expiry date: after 6 months

Note: This list cannot claim to be complete, since Google is constantly changing the choice of its cookies.

How long and where is the data stored?

The Google servers are distributed all over the world. Since Google is an American company, most of the data is stored on American servers. At <https://www.google.com/about/datacenters/locations/?hl=de> see exactly where the Google servers are located.

Your data is distributed across different physical media. As a result, the data can be called up more quickly and is better protected against possible manipulation. Google also has corresponding emergency programs for your data. If, for example, there are internal technical problems at Google and servers are no longer working as a result, the risk of a service interruption and loss of data remains small.

Depending on which data is involved, Google stores it for different lengths of time.

You can delete some data yourself, others are automatically deleted or made anonymous by Google. However, there is also data that Google stores longer if this is necessary for legal or business reasons.

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to access, update, delete or restrict your data. There is some data that you can delete at any time. If you have a Google account, you can delete data about your web activity there or set it to be deleted after a certain period of time.

In your browser you also have the option of deactivating or deleting cookies or managing them according to your wishes and preferences. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

legal basis

If you have consented to the use of Google Custom Search, is

the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1** lit.

We also have a legitimate interest in using the custom Google search to optimize our online service. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)**. However, we only use the custom Google search if you have given your consent.

Google also processes your data in the USA, among other places. We would like to point out 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 for the legality and security of data processing.

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission.

You can find the decision and the corresponding standard contractual clauses here:


https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de


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


We hope we were able to provide you with the most important information about data processing by Google. If you want to learn more about this, we recommend Google's comprehensive data protection declaration at <https://policies.google.com/privacy?hl=de>.

Miscellaneous Introduction


Miscellaneous Data protection declaration Summary

 **Data subjects:** Visitors to the website Purpose:

 Improving the user experience Processed data:

 Which data is processed depends heavily on the services used. Usually it is an IP address and/or technical data. You can find more details on this under the respective tools used.

 Duration of storage: depends on the tools used

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

What is included under "Other"?

The "Other" category includes those services that do not fit into any of the above categories. These are usually various plugins and integrated elements that improve our website. As a rule, these functions are obtained from third parties and integrated into our website. For example, these are web search services such as Algolia Place, Giphy, Programmable Search Engine or online services for weather data such as OpenWeather.

Why do we use other third parties?

We want to offer you the best web offer in our industry with our website. A website has long been more than just a business card for a company. Rather, it's a place designed to help you find what you're looking for. In order to make our website even more interesting and helpful for you, we use various third-party services.

Which data are processed?

Whenever elements are integrated into our website, your IP address will be transmitted to the respective provider, stored and processed there. This is necessary because otherwise the content will not be sent to your browser and will not be displayed accordingly. It may also happen that service providers also use pixel tags or web beacons. These are small graphics on websites that can record a log file and also create analyzes of this file. With the information received, the providers can improve their own marketing measures. In addition to pixel tags, such information (such as which button you click or when you access which page) can also be stored in cookies. In addition to analysis data on your web behavior, technical information such as your browser type or operating system can also be stored there.

Some providers can also link the data obtained to other internal services or to third-party providers. Each provider handles your data differently. We therefore recommend that you carefully read the data protection declarations of the respective services.

We make every effort to only use services that deal very carefully with the issue of data protection.

Duration of data processing

We will inform you below about the duration of data processing if 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 also agree that we may use the service, this is the legal basis for the processing of your data (Article 6 (1) (a) GDPR).

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus our offer technically and economically

to improve. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the tools if you have given your consent.

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

Explanation of terms used

We always try to make our privacy policy as clear and understandable as possible. However, this is not always easy, especially when it comes to technical and legal issues. It often makes sense to use legal terms (such as personal data) or certain technical terms (such as cookies, IP address). But we don't want to use them without explanation. Below you will find an alphabetical list of important terms used, which we may not have sufficiently addressed in the previous data protection declaration. If these terms were taken from the GDPR and they are definitions, we will also list the GDPR texts here and add our own explanations if necessary.

supervisory authority

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

"Supervisory Authority" means an independent governmental body established by a Member State in accordance with Article 51;

Explanation: "Supervisory authorities" are always state, independent institutions that are also authorized to give instructions in certain cases. They serve to carry out the so-called state supervision and are located in ministries, special departments or other authorities.

There is an Austrian [data protection authority for data protection in Austria](#), for Germany there is a separate data protection authority for each federal state.

processor

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

"Processor" a natural or legal person, public authority, agency or other body that processes personal data on behalf of the controller;

Explanation: As a company and website owner, we are responsible for all data that we collect from you

process responsibly. In addition to those responsible, 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.

Information society service

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

"Information society service" means a service within the meaning of Article 1(1).
1(b) of Directive (EU) 2015/1535 of the European Parliament and of the Council (19);

Explanation: Basically, the term "information society" refers to a society based on information and communication technologies. Specifically, as a website visitor, you are familiar with all types of online services and most online services

belong to "services of the information society". A classic example of this is an online transaction, such as buying goods over the Internet.

Cross-border processing

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

"cross-border processing" either

a)

processing of personal data in the course of the activities of establishments of a controller or a processor in the Union takes place in more than one Member State, if the controller or processor is established in more than one Member State, or

b)

a processing of personal data in the context of the activities of an individual establishment of a controller or processor in the Union, but which has or may have a significant impact on data subjects in more than one Member State;

Explanation: If, for example, a company or other organization has branches in Spain and Croatia and personal data is processed in connection with the branches' activities, this constitutes "cross-border processing" of personal data. Even if the data is only processed in one country (as in this example in Spain), but the effects for the data subject are also recognizable in another country, one also speaks of "cross-border processing".

head office

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

"head office"

a)

in the case of a controller with establishments in more than one Member State, the place of its head office in the Union, unless the decisions regarding the Purposes and means of processing personal data will be in another establishment of the person responsible in the Union and this establishment is authorized to have these decisions implemented; in this case, the branch making such decisions shall be deemed to be the main branch;

b)

in the case of a processor with establishments in more than one Member State Place of its head office in the Union or, if the processor does not have one head office in the Union, the establishment of the processor in the Union in which the processing activities are carried out within the framework of the activities of an establishment of a Processor mainly take place to the extent that the processor is specific is subject to obligations under this regulation;

Explanation: Google, for example, is an American company that also processes data in the USA, but its European headquarters are in Ireland (Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland). From a legal point of view, Google Ireland Limited is therefore an independent company and is responsible for all Google products offered in the European Economic Area. In contrast to a main office, there are also branches, but these do not function as legally independent branches and are therefore to be distinguished from subsidiaries. A head office is always the place where a company (trading company) has its center of operations.

Relevant and Reasonable Objection

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***"Relevant and Reasonable Objection"** means an objection to a Draft decision with regard to whether there has been a violation of this regulation or whether measures are intended to be taken against the controller or the processor in the complies with this Regulation, and this objection clearly shows the scope of the risks posed by the draft decision in terms of fundamental rights and fundamental freedoms of data subjects and, where appropriate, the free movement of personal data within the Union;*

Explanation: If certain measures that we as controllers or our processors take are not in line with the GDPR, you can raise a so-called "relevant and reasoned objection". In doing so, you must explain the scope of the risks in relation to your fundamental rights and freedoms and possibly the free movement of your personal data in the EU.

pseudonymization

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***"Pseudonymization"** means the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, provided that this additional Information is kept separately and technical and organizational are subject to measures to ensure that the personal data are not attributed to an identified or identifiable natural person;*

Explanation: Our data protection declaration often refers to pseudonymised data. Pseudonymized data means that you can no longer be identified as a person unless other information is added. However, you should not confuse pseudonymisation with anonymisation. With anonymization, there is no personal reference whatsoever, so that it can really only be reconstructed with a disproportionate amount of technical effort.

company

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***"Enterprise"** means a natural or legal person engaged in an economic activity, regardless of its legal form, including partnerships or Associations regularly engaged in an economic activity;*

Explanation: We are, for example, a company and also carry out an economic activity through our website by offering and selling services and/or products. For every company there is a legal entity such as the GmbH or the AG as a formal characteristic.

Responsible

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***"Responsible"** the natural or legal person, public authority, agency or other Body that alone or jointly with others decides on the purposes and means of processing personal data; If the purposes and means of this processing are specified by Union law or the law of the Member States, the Responsible person or the specific criteria for his nomination can be provided for under Union law or the law of the Member States;*

Explanation: In our case, we are responsible for the processing of your personal data and consequently the "controller". If we pass on collected data to other service providers for processing, these are "processors". For this, an "order processing contract (AVV)" must be signed.

processing

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term means:

***"Processing"** means any operation or series of operations carried out with or without the aid of automated procedures in connection with personal data such as the*

*Collecting, capturing, organizing, arranging, storing, adapting or
Modification, reading, retrieval, use, disclosure by transmission, dissemination
or any other form of provision, comparison or disclosure
linking, restriction, deletion or destruction;*

Note: When we talk about processing in our data protection declaration, we mean any type of data processing. As mentioned above in the original GDPR declaration, this includes not only the collection but also the storage and processing of data.

All texts are copyrighted.

Source: Created with the [data protection generator](#) by AdSimple