

## Privacy Policy

Personal data (usually referred to just as "data" below) will only be processed by us to the extent necessary and for the purpose of providing a functional and user-friendly website, including its contents, and the services offered there.

Per Art. 4 No. 1 of Regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereinafter referred to as the "GDPR"), "processing" refers to any operation or set of operations such as collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction performed on personal data, whether by automated means or not.

The following privacy policy is intended to inform you in particular about the type, scope, purpose, duration, and legal basis for the processing of such data either under our own control or in conjunction with others. We also inform you below about the third-party components we use to optimize our website and improve the user experience which may result in said third parties also processing data they collect and control.

Our privacy policy is structured as follows:

- I. Information about us as controllers of your data
- II. The rights of users and data subjects
- III. Information about the data processing

### I. Information about us as controllers of your data

The party responsible for this website (the "controller") for purposes of data protection law is:

SIM-PHONIE, Ms. Sabine Nonhebel  
Lyss-Strasse 42  
CH - 2560 Nidau

Phone no. 00 41 32 558 32 31  
E-mail : [info@sim-phonie.ch](mailto:info@sim-phonie.ch)

The controller's data protection officer is:

Ms. Sabine Nonhebel, owner of the company SIM-PHONIE at the above-mentioned address

### II. The rights of users and data subjects

With regard to the data processing to be described in more detail below, users and data subjects have the right

- to confirmation of whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (cf. also Art. 15 GDPR);
- to correct or complete incorrect or incomplete data (cf. also Art. 16 GDPR);
- to the immediate deletion of data concerning them (cf. also Art. 17 DSGVO), or, alternatively, if further processing is necessary as stipulated in Art. 17 Para. 3 GDPR, to restrict said processing per Art. 18 GDPR;
- to receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (cf. also Art. 20 GDPR);
- to file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (see also Art. 77 GDPR).

In addition, the controller is obliged to inform all recipients to whom it discloses data of any such corrections, deletions, or restrictions placed on processing the same per Art. 16, 17 Para. 1, 18 GDPR.

However, this obligation does not apply if such notification is impossible or involves a disproportionate effort. Nevertheless, users have a right to information about these recipients.

**Likewise, under Art. 21 GDPR, users and data subjects have the right to object to the controller's future processing of their data pursuant to Art. 6 Para. 1 lit. f) GDPR. In particular, an objection to data processing for the purpose of direct advertising is permissible.**

### III. Information about the data processing

Your data processed when using our website will be deleted or blocked as soon as the purpose for its storage ceases to apply, provided the deletion of the same is not in breach of any statutory storage obligations or unless otherwise stipulated below.

#### *Server data*

For technical reasons, the following data sent by your internet browser to us or to our server provider will be collected, especially to ensure a secure and stable website: These server log files record the type and version of your browser, operating system, the website from which you came (referrer URL), the webpages on our site visited, the date and time of your visit, as well as the IP address from which you visited our site.

The data thus collected will be temporarily stored, but not in association with any other of your data.

The basis for this storage is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

The data will be deleted within no more than seven days, unless continued storage is required for evidentiary purposes. In which case, all or part of the data will be excluded from deletion until the investigation of the relevant incident is finally resolved.

#### *Cookies*

##### a) Session cookies

We use cookies on our website. Cookies are small text files or other storage technologies stored on your computer by your browser. These cookies process certain specific information about you, such as your browser, location data, or IP address.

This processing makes our website more user-friendly, efficient, and secure, allowing us, for example, to display our website in different languages or to offer a shopping cart function.

The legal basis for such processing is Art. 6 Para. 1 lit. b) GDPR, insofar as these cookies are used to collect data to initiate or process contractual relationships.

If the processing does not serve to initiate or process a contract, our legitimate interest lies in improving the functionality of our website. The legal basis is then Art. 6 Para. 1 lit. f) GDPR.

When you close your browser, these session cookies are deleted.

##### b) Third-party cookies

If necessary, our website may also use cookies from companies with whom we cooperate for the purpose of advertising, analyzing, or improving the features of our website.

Please refer to the following information for details, in particular for the legal basis and purpose of such third-party collection and processing of data collected through cookies.

##### c) Disabling cookies

You can refuse the use of cookies by changing the settings on your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help

function or consult the documentation for your browser or contact its maker for support. Browser settings cannot prevent so-called flash cookies from being set. Instead, you will need to change the setting of your Flash player. The steps and measures required for this also depend on the Flash player you are using. If you have any questions, please use the help function or consult the documentation for your Flash player or contact its maker for support.

If you prevent or restrict the installation of cookies, not all of the functions on our site may be fully usable.

### *Order processing*

The data you submit when ordering goods and/or services from us will have to be processed in order to fulfill your order. Please note that orders cannot be processed without providing this data.

The legal basis for this processing is Art. 6 Para. 1 lit. b) GDPR.

After your order has been completed, your personal data will be deleted, but only after the retention periods required by tax and commercial law.

In order to process your order, we will share your data with the shipping company responsible for delivery to the extent required to deliver your order and/or with the payment service provider to the extent required to process your payment.

The legal basis for the transfer of this data is Art. 6 Para. 1 lit. b) GDPR.

### *Customer account/registration*

If you create a customer account with us via our website, we will use the data you entered during registration (e.g. your name, your address, or your email address) exclusively for services leading up to your potential placement of an order or entering some other contractual relationship with us, to fulfill such orders or contracts, and to provide customer care (e.g. to provide you with an overview of your previous orders or to be able to offer you a wishlist function). We also store your IP address and the date and time of your registration. This data will not be transferred to third parties.

During the registration process, your consent will be obtained for this processing of your data, with reference made to this privacy policy. The data collected by us will be used exclusively to provide your customer account.

If you give your consent to this processing, Art. 6 Para. 1 lit. a) GDPR is the legal basis for this processing.

If the opening of the customer account is also intended to lead to the initiation of a contractual relationship with us or to fulfill an existing contract with us, the legal basis for this processing is also Art. 6 Para. 1 lit. b) GDPR.

You may revoke your prior consent to the processing of your personal data at any time under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.

The data previously collected will then be deleted as soon as processing is no longer necessary. However, we must observe any retention periods required under tax and commercial law.

### *Credit checks and scores*

If you accept any offer we make for you to pay for goods or services on account, we reserve the right to run a credit check with a credit bureau (such as Creditreform, Schufa, Bürgel, or infoscore) to obtain credit information determined on the basis of mathematical-statistical methods. For this purpose, any data you provide that is relevant to the contract, such as your name and address, will be forwarded to the credit bureau. We then use the information obtained about the statistical probability of default to decide whether we will offer you payment on account.

The legal basis for such processing is our legitimate interest to avoid default on our account per Art. 6 Para. 1 lit. f) GDPR.

### *Newsletter*

If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be sent to us. We also store the IP address of your computer and the date and time of your registration. During the registration process, we will obtain your consent to receive this newsletter and the type of content it will offer, with reference made to this privacy policy. The data collected will be used exclusively to send the newsletter and will not be passed on to third parties.

The legal basis for this is Art. 6 Para. 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.

### *Contact*

If you contact us via email or the contact form, the data you provide will be used for the purpose of processing your request. We must have this data in order to process and answer your inquiry; otherwise we will not be able to answer it in full or at all.

The legal basis for this data processing is Art. 6 Para. 1 lit. b) GDPR.

Your data will be deleted once we have fully answered your inquiry and there is no further legal obligation to store your data, such as if an order or contract resulted therefrom.

### *User posts, comments, and ratings*

We offer you the opportunity to post questions, answers, opinions, and ratings on our website, hereinafter referred to jointly as "posts." If you make use of this opportunity, we will process and publish your post, the date and time you submitted it, and any pseudonym you may have used.

The legal basis for this is Art. 6 Para. 1 lit. a) GDPR. You may revoke your prior consent under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.

In addition, we will also process your IP address and email address. The IP address is processed because we might have a legitimate interest in taking or supporting further action if your post infringes the rights of third parties and/or is otherwise unlawful.

In this case, the legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in any legal defense we may have to mount.

### *Twitter*

We maintain an online presence on Twitter to present our company and our services and to communicate with customers/prospects. Twitter is a service provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to Twitter. Twitter Inc. is certified under the Privacy Shield and committed to adhering to European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

The privacy policy of Twitter can be found at

<https://twitter.com/privacy>

### *YouTube*

We maintain an online presence on YouTube to present our company and our services and to communicate with customers/prospects. YouTube is a service of Google Ireland Limited, Gordon

## Datenschutz gem. DSGVO\_DE

House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to YouTube. Google LLC is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

The YouTube privacy policy can be found here:

<https://policies.google.com/privacy>

### *LinkedIn*

We maintain an online presence on LinkedIn to present our company and our services and to communicate with customers/prospects. LinkedIn is a service of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to LinkedIn. LinkedIn Corporation is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>

The LinkedIn privacy policy can be found here:

<https://www.linkedin.com/legal/privacy-policy>

### *Instagram*

To advertise our products and services as well as to communicate with interested parties or customers, we have a presence on the Instagram platform.

On this social media platform, we are jointly responsible with Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

The data protection officer of Instagram can be reached via this contact form:

<https://www.facebook.com/help/contact/540977946302970>

We have defined the joint responsibility in an agreement regarding the respective obligations within the meaning of the GDPR. This agreement, which sets out the reciprocal obligations, is available at the following link:

[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The legal basis may also be your consent per Art. 6 para. 1 lit. a GDPR granted to the platform operator. Per Art. 7 para. 3 GDPR, you may revoke this consent with the platform operator at any time with future effect.

When accessing our online presence on the Instagram platform, Facebook Ireland Ltd. as the operator of the platform in the EU will process your data (e.g. personal information, IP address, etc.).

This data of the user is used for statistical information on the use of our company presence on Instagram. Facebook Ireland Ltd. uses this data for market research and advertising purposes as well as for the creation of user profiles. Based on these profiles, Facebook Ireland Ltd. can provide advertising both within and outside of Instagram based on your interests. If you are logged into

## Datenschutz gem. DSGVO\_DE

Instagram at the time you access our site, Facebook Ireland Ltd. will also link this data to your user account.

If you contact us via Instagram, the personal data you provide at that time will be used to process the request. We will delete this data once we have completely responded to your query, unless there are legal obligations to retain the data, such as for subsequent fulfillment of contracts.

Facebook Ireland Ltd. might also set cookies when processing your data.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Cookies that have already been saved can be deleted at any time. The instructions to do this depend on the browser and system being used. For Flash cookies, the processing cannot be prevented by the settings in your browser, but instead by making the appropriate settings in your Flash player. If you prevent or restrict the installation of cookies, not all of the functions of Instagram may be fully usable.

Details on the processing activities, their suppression, and the deletion of the data processed by Instagram can be found in its privacy policy:

<https://help.instagram.com/519522125107875>

It cannot be excluded that the processing by Facebook Ireland Ltd. will also take place in the United States by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025.

Facebook Inc. has submitted to the EU-US Privacy Shield, thereby complying with the data protection requirements of the EU when processing data in the USA.

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

### *Social media links via graphics*

We also integrate the following social media sites into our website. The integration takes place via a linked graphic of the respective site. The use of these graphics stored on our own servers prevents the automatic connection to the servers of these networks for their display. Only by clicking on the corresponding graphic will you be forwarded to the service of the respective social network.

Once you click, that network may record information about you and your visit to our site. It cannot be ruled out that such data will be processed in the United States.

Initially, this data includes such things as your IP address, the date and time of your visit, and the page visited. If you are logged into your user account on that network, however, the network operator might assign the information collected about your visit to our site to your personal account. If you interact by clicking Like, Share, etc., this information can be stored your personal user account and possibly posted on the respective network. To prevent this, you need to log out of your social media account before clicking on the graphic. The various social media networks also offer settings that you can configure accordingly.

The following social networks are integrated into our site by linked graphics:

#### *twitter*

Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA

Privacy Policy: <https://twitter.com/privacy>

EU-US Privacy Shield

<https://www.privacyshield.gov/...0000TORzAAO&status=Active>

#### *YouTube*

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

Privacy Policy: <https://policies.google.com/privacy>

## Datenschutz gem. DSGVO\_DE

EU-US Privacy

Shield <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

### *LinkedIn*

LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Irland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085 USA.

Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

EU-US Privacy

Shield <https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>

### *Twitter plug-in*

Our website uses the plug-in of the Twitter social network. The Twitter service is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter").

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

Twitter guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Twitter's servers in the USA. For technical reasons, it is necessary for Twitter to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged in to Twitter while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Twitter. The information collected may then be assigned to your personal account at Twitter. If, for example, you use the Twitter Tweet button, this information will be stored in your Twitter account and may be published on the Twitter platform. To prevent this, you must either log out of Twitter before visiting our site or make the appropriate settings in your Twitter account.

Further information about the collection and use of data as well as your rights and protection options in Twitter's privacy policy found at

<https://twitter.com/privacy>

### *Google+ plug-in*

We use the plug-in of the Google+ social network on our website. Google+ is an online service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

Further information about the possible plug-ins and their respective functions is available from Google at

<https://developers.google.com/+web/>

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Google's servers in the USA. For technical reasons, it is necessary for Google

## Datenschutz gem. DSGVO\_DE

to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged in to Google while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Google. The information collected may then be assigned to your personal account at Google. If, for example, you use the +1 button, this information will be stored in your Google Account and may be published on the Google platform. To prevent this, you must either log out of Google before visiting our site or make the appropriate settings in your Google account.

Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at

<https://policies.google.com/privacy>

### *Google Analytics*

We use Google Analytics on our website. This is a web analytics service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The Google Analytics service is used to analyze how our website is used. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Usage and user-related information, such as IP address, place, time, or frequency of your visits to our website will be transmitted to a Google server in the United States and stored there. However, we use Google Analytics with the so-called anonymization function, whereby Google truncates the IP address within the EU or the EEA before it is transmitted to the US.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. This data can also be used to provide other services related to the use of our website and of the internet in general.

Google states that it will not connect your IP address to other data. In addition, Google provides further information with regard to its data protection practices at

<https://www.google.com/intl/de/policies/privacy/partners>,

including options you can exercise to prevent such use of your data.

In addition, Google offers an opt-out add-on at

<https://tools.google.com/dlpage/gaoptout?hl=en>

in addition with further information. This add-on can be installed on the most popular browsers and offers you further control over the data that Google collects when you visit our website. The add-on informs Google Analytics' JavaScript (ga.js) that no information about the website visit should be transmitted to Google Analytics. However, this does not prevent information from being transmitted to us or to other web analytics services we may use as detailed herein.

### *Pixel tags from Verwertungsgesellschaft WORT (VG WORT)*

Our website uses the VG WORT counter pixels provided by INFOnline GmbH, Forum Bonn Nord, Brühler Str. 9, 53119 Bonn as scalable central measurement method.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our website and the preservation of our copyright interests with regard to the contents of our site.



## Datenschutz gem. DSGVO\_DE

The pixel code is a graphic placed on our website to collect key statistical data. This makes it possible to calculate the likelihood of content being copied based on the number of hits and the nature of the contents itself. This data is collected anonymously. In order to be able to count hits and return visits, either a so-called session cookie is stored on your device by your browser or a signature is created from various information in your browser (e.g. user agent, screen resolution, etc.). However, your IP address will only be processed in an anonymized form. As an individual user, you cannot be identified at any time.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above. In addition, you may opt of this statistical measurement. By confirming the link

<https://optout.ioam.de/>

a cookie is stored on your device via your browser to prevent any further analysis. Please note, however, that you must click the above link again if you delete the cookies stored on your end device.

### *Google-Maps*

Our website uses Google Maps to display our location and to provide directions. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

If you access the Google Maps components integrated into our website, Google will store a cookie on your device via your browser. Your user settings and data are processed to display our location and create a route description. We cannot prevent Google from using servers in the USA.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in optimizing the functionality of our website.

By connecting to Google in this way, Google can determine from which website your request has been sent and to which IP address the directions are transmitted.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, the use of Google Maps and the information obtained via Google Maps is governed by the [Google Terms of Use](https://policies.google.com/terms?gl=DE&hl=en) <https://policies.google.com/terms?gl=DE&hl=en> and the [Terms and Conditions for Google Maps](https://www.google.com/intl/de_de/help/terms_maps.html) [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html).

Google also offers further information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

### *Google reCAPTCHA*

Our website uses Google reCAPTCHA to check and prevent automated servers ("bots") from accessing and interacting with our website. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

## Datenschutz gem. DSGVO\_DE

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

This service allows Google to determine from which website your request has been sent and from which IP address the reCAPTCHA input box has been used. In addition to your IP address, Google may collect other information necessary to provide and guarantee this service.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the security of our website and in the prevention of unwanted, automated access in the form of spam or similar.

Google offers detailed information at

<https://policies.google.com/privacy>

concerning the general handling of your user data.

### *Google Fonts*

Our website uses Google Fonts to display external fonts. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

When you access our site, a connection to Google is established from which Google can identify the site from which your request has been sent and to which IP address the fonts are being transmitted for display.

Google offers detailed information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

in particular on options for preventing the use of data.

### *GOOGLE Custom Search Engine ("CSE")*

For full-text search on the website, we use the Google Custom Search Engine (CSE). CSE is a service of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, hereinafter Google.

Google is certified under the EU-US Privacy Shield, thereby ensuring compliance with EU data protection regulations when processing data in the US.

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

CSE makes it possible to do a full-text search for content on our website. Access to this search function is via the Google Custom Search search box.

The legal basis for this processing of data is [Art. 6 para. 1 lit. f GDPR](#). Our legitimate interest is in the user-friendliness of the website.

The feature is integrated into website without modification as a software module from Google. If the search is activated by entering a search term, Google uses a plug-in to load the information you are looking for. At the same time, the search terms you enter and your IP address are transmitted to Google in order to perform the search and display the search results.

## Datenschutz gem. DSGVO\_DE

If you are logged into your existing Google Account at the time of the search, Google may associate the collected information with your user profile.

Google offers further information, in particular your options to prevent this use of your data, at the following links:

<https://policies.google.com/privacy>  
<https://adssettings.google.com/authenticated>

### *OpenStreetMap*

For directions on our site, we use OpenStreetMap, a service of the OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom, hereinafter referred to as "OpenStreetMap".

When you access one of our Internet pages that includes the OpenStreetMap service, OpenStreetMap stores a cookie on your terminal device via your browser. This processes your user settings and user data for the purpose of displaying the page or guaranteeing the functionality of the OpenStreetMap service. Through this processing, OpenStreetMap can recognize the website from which your request has been sent and to which IP address the directions should be transmitted.

The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

Vimeo offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:

[https://wiki.osmfoundation.org/wiki/Privacy\\_Policy](https://wiki.osmfoundation.org/wiki/Privacy_Policy).

### *YouTube*

We use YouTube on our website. This is a video portal operated by YouTube LLC, 901 Cherry Ave, 94066 San Bruno, CA, USA, hereinafter referred to as "YouTube".

YouTube is a subsidiary of Google LLC, Gordon House, Barrow Street, Dublin 4, Irland, hereinafter referred to as "Google".

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google and its subsidiary YouTube guarantee that they will follow the EU's data protection regulations when processing data in the United States.

We use YouTube in its advanced privacy mode to show you videos. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website. According to YouTube, the advanced privacy mode means that the data specified below will only be transmitted to the YouTube server if you actually start a video.

Without this mode, a connection to the YouTube server in the USA will be established as soon as you access any of our webpages on which a YouTube video is embedded.

This connection is required in order to be able to display the respective video on our website within your browser. YouTube will record and process at a minimum your IP address, the date and time the video was displayed, as well as the website you visited. In addition, a connection to the DoubleClick advertising network of Google is established.

If you are logged in to YouTube when you access our site, YouTube will assign the connection information to your YouTube account. To prevent this, you must either log out of YouTube before visiting our site or make the appropriate settings in your YouTube account.

## Datenschutz gem. DSGVO\_DE

For the purpose of functionality and analysis of usage behavior, YouTube permanently stores cookies on your device via your browser. If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at

<https://policies.google.com/privacy>

### *Vimeo*

We use Vimeo to display videos on our website. This is a service of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA, hereinafter referred to as "Vimeo."

Some of the user data is processed on Vimeo servers in the USA. Through certification according to the EU-US Privacy Shield

(<https://www.privacyshield.gov/participant?id=a2zt00000008V77AAE&status=Active>)

Vimeo guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

When you access a page on our website that has Vimeo embedded in it, a connection to Vimeo's servers in the USA is established. For technical reasons, it is necessary for Vimeo to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged into Vimeo while visiting one of our webpages containing a Vimeo video, Vimeo will associate information about your interaction with our site to your Vimeo account. If you wish to prevent this, you must either log out of Vimeo before visiting our website or configure your Vimeo user account accordingly.

For the purpose of functionality and usage analysis, Vimeo uses Google Analytics. Google Analytics stores cookies on your terminal device via your browser and transmits information about the use of those websites in which a Vimeo video is embedded to Google. It is possible that Google will process this information in the USA.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website and in Vimeo's legitimate interest in statistically analyzing user behavior for optimization and marketing purposes.

Vimeo offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:

<http://vimeo.com/privacy>.

### *Cookiebot*

We use Cookiebot to display cookie banners. Cookiebot is a product of Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark, hereinafter "Cybot."

Cookiebot informs you about the use of cookies on the website and allows you to make a decision about their use.

If you agree to the use of cookies, the following data will be automatically recorded by Cybot:

- your anonymized IP address;
- the date and time of your consent;

## Datenschutz gem. DSGVO\_DE

- the user agent of your browser;
- the provider's URL;
- an anonymous, random, and encrypted key.
- your cookie status which serves as proof of consent.

The encrypted key and cookie status are stored by means of a cookie on your device to enable the corresponding cookie status to be restored when you return to our site. This cookie automatically deletes after 12 months.

The legal basis for this processing of data is [Art. 6 para. 1 lit. f GDPR](#). Our legitimate interest is in the user-friendliness of the website and the fulfillment of the statutory requirements of GDPR.

You can prevent cookies from being installed and/or delete this cookie by adjusting the settings on your internet browser.

Go to this link to read the Cybot privacy policy:

<https://www.cookiebot.com/de/privacy-policy/>

### *Google AdWords with Conversion Tracking*

Our website uses Google AdWords and conversion tracking. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use conversion tracking to provide targeted promotion of our site. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.

If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at

<https://services.google.com/sitestats/de.html>

<http://www.google.com/policies/technologies/ads/>

<http://www.google.de/policies/privacy/>

in particular information on how you can prevent the use of your data.

### *Google AdSense*

We use Google AdSense on our website to integrate advertisements. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

Google AdSense stores cookies and web beacons on your device via your browser. This enables Google to analyze how you use our website. In addition to your IP address and the advertising formats displayed, the information thus collected will be transmitted to Google in the USA and stored there. Google may also share this information with third parties. Google states that it will not connect your IP address to other data.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, Google offers an opt-out add-on at

<https://policies.google.com/privacy>

<https://adssettings.google.com/authenticated>

in particular on options for preventing the use of data.

### *Google Remarketing*

We use the remarketing function on our website. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use this feature to deliver interest-based, personalized advertising on third-party websites that also participate in Google's advertising network.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

To allow this advertising service to function, Google stores a cookie with a sequence of numbers on your device via your browser when you visit our website. This cookie records both your visit and the use of our website in anonymous form. However, personal data will not be passed on. If you subsequently visit a third-party website that also uses the Google advertising network, advertising may appear that refers to our website or our offers there.

To permanently disable this feature, Google provides a browser plugin for most common browsers at

<https://www.google.com/settings/ads/plugin?hl=de>

Likewise, the use of cookies from certain providers, e.g. via

<http://www.youronlinechoices.com/uk/your-ad-choices/>

or

<http://www.networkadvertising.org/choices/>

## Datenschutz gem. DSGVO\_DE

can be deactivated by opt-out.

**Cross-device marketing** allows Google to track your usage patterns across multiple devices, so you may see interest-based, personalized advertising even when you switch devices. However, this requires that you have agreed to link your browsing history to your existing Google account.

Google offers more information about Google Remarketing at

<http://www.google.com/privacy/ads/>

### *MailChimp - Newsletter*

We offer you the opportunity to register for our free newsletter via our website.

We use MailChimp, a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA, hereinafter referred to as "The Rocket Science Group".

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>

the Rocket Science Group guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, the Rocket Science Group offers further information about its data protection practices at

<http://mailchimp.com/legal/privacy/>

If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be processed by The Rocket Science Group. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.

The newsletter then sent out by The Rocket Science Group will also contain a tracking pixel called a web beacon. This pixel helps us evaluate whether and when you have read our newsletter and whether you have clicked any links contained therein. In addition to further technical data, such as data about your computer hardware and your IP address, the data processed will be stored so that we can optimize our newsletter and respond to the wishes of our readers. The data will therefore increase the quality and attractiveness of our newsletter.

The legal basis for sending the newsletter and the analysis is Art. 6 Para. 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.

### *Newsletter via WhatsApp*

You can also receive our free newsletter via the instant messaging service WhatsApp. WhatsApp is a service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a subsidiary of WhatsApp Inc, 1601 Willow Road, Menlo Park, California 94025, USA, both hereinafter referred to as "WhatsApp". Some of the user data is processed on WhatsApp servers in the USA, which is certified according to the EU-US Privacy Shield.

<https://www.privacyshield.gov/participant?id=a2zt0000000TSnwAAG&status=Active>

WhatsApp guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, WhatsApp offers further information about its data protection practices at

<https://www.whatsapp.com/legal/#privacy-policy>

To receive our newsletter via WhatsApp, you need a WhatsApp account. Details of what information WhatsApp collects when you register can be found in WhatsApp's privacy policy.

If you then subscribe to our WhatsApp newsletter, the mobile number you entered during the subscription process will be processed by WhatsApp. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this

newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.

The legal basis for sending the newsletter and the analysis is Art. 6 Para. 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent. You can also block newsletter delivery by changing the settings in the WhatsApp software on your device.

### *LiveChat*

We use the LiveChat service on our website for analytics purposes and as our live chat system. This is a service of LiveChat Inc., 1 International PI, STE 1400 Boston, MA 02110 - 2619, USA, which is operated in the European Union by LiveChat Software SA. ul. Zwycięska 47, 53 - 033 Wrocław, Poland, hereinafter referred to as "LiveChat".

Through certification according to the EU-US Privacy Shield

(<https://www.privacyshield.gov/participant?id=a2zt0000000L16xAAC&status=Active>)

LiveChat guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the effective and direct support of our customers and interested parties as well as the statistical analysis of visitor behavior for the purpose of optimizing and operating our website economically.

For statistical analysis of visitor behavior and operation of the live chat system, LiveChat stores a cookie on your terminal device via your browser. This cookie processes the anonymized data and creates a pseudonymized user profile. However, the data collected will not be used for your personal identification.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

LiveChat offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:

<https://www.livechatinc.com/legal/privacy-policy/#main>.

Data Protection Statement established with the lawyers [Anwaltskanzlei Weiß & Partner](#)

---

### **Kopierbarer Link:**

#### <h2>Privacy Policy</h2>

<p>Personal data (usually referred to just as "data" below) will only be processed by us to the extent necessary and for the purpose of providing a functional and user-friendly website, including its contents, and the services offered there.</p>

<p>Per Art. 4 No. 1 of Regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereinafter referred to as the "GDPR"), "processing" refers to any operation or set of operations such as collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction performed on personal data, whether by automated means or not.</p>

<p>The following privacy policy is intended to inform you in particular about the type, scope, purpose, duration, and legal basis for the processing of such data either under our own control or in conjunction with others. We also inform you below about the third-party components we



use to optimize our website and improve the user experience which may result in said third parties also processing data they collect and control.</p>

<p>Our privacy policy is structured as follows:</p>

<p>I. Information about us as controllers of your data<br>II. The rights of users and data subjects<br>III. Information about the data processing</p>

<h3>I. Information about us as controllers of your data</h3>

<p>The party responsible for this website (the "controller") for purposes of data protection law is:</p>

<p><span style="color: #ff0000;">Sample company/entrepreneur</span><br><span style="color: #ff0000;">Any street 1</span><br><span style="color: #ff0000;">12345 Anytown</span><br><span style="color: #ff0000;">Germany</span></p>

<p><span style="color: #ff0000;">Telephone: Telephone number</span><br><span style="color: #ff0000;">Fax: Fax number</span><br><span style="color: #ff0000;">Email: muster@mustermail.xy</span></p>

<p>The controller's data protection officer is:</p>

<p><span style="color: #ff0000;">Maxie Musterfrau&nbsp;</span></p>

<p><span style="color: #ff0000;">[The following information must be added if an external data protection officer has been appointed].</span></p>

<p><span style="color: #ff0000;">Any street 1</span><br><span style="color: #ff0000;">12345 Anytown</span><br><span style="color: #ff0000;">Germany</span></p>

<p><span style="color: #ff0000;">Telephone: Telephone number</span><br><span style="color: #ff0000;">Fax: Fax number</span><br><span style="color: #ff0000;">Email: datenschutz@mustermail.xy</span></p>

<h3>II. The rights of users and data subjects</h3>

<p>With regard to the data processing to be described in more detail below, users and data subjects have the right</p>

<ul type="disc">

<li>to confirmation of whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (cf. also Art. 15 GDPR);</li>

<li>to correct or complete incorrect or incomplete data (cf. also Art. 16 GDPR);</li>

<li>to the immediate deletion of data concerning them (cf. also Art. 17 DSGVO), or, alternatively, if further processing is necessary as stipulated in Art. 17 Para. 3 GDPR, to restrict said processing per Art. 18 GDPR;</li>

<li>to receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (cf. also Art. 20 GDPR);</li>

<li>to file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (see also Art. 77 GDPR).</li>

</ul>

<p>In addition, the controller is obliged to inform all recipients to whom it discloses data of any such corrections, deletions, or restrictions placed on processing the same per Art. 16, 17 Para. 1, 18 GDPR. However, this obligation does not apply if such notification is impossible or involves a disproportionate effort. Nevertheless, users have a right to information about these recipients.</p>

<p><strong>Likewise, under Art. 21 GDPR, users and data subjects have the right to object to the controller's future processing of their data pursuant to Art. 6 Para. 1 lit. f) GDPR. In particular, an objection to data processing for the purpose of direct advertising is permissible.</strong></p>

<h3>III. Information about the data processing</h3>

Your data processed when using our website will be deleted or blocked as soon as the purpose for its storage ceases to apply, provided the deletion of the same is not in breach of any statutory storage obligations or unless otherwise stipulated below.

#### Server data

For technical reasons, the following data sent by your internet browser to us or to our server provider will be collected, especially to ensure a secure and stable website: These server log files record the type and version of your browser, operating system, the website from which you came (referrer URL), the webpages on our site visited, the date and time of your visit, as well as the IP address from which you visited our site.

The data thus collected will be temporarily stored, but not in association with any other of your data.

The basis for this storage is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

The data will be deleted within no more than seven days, unless continued storage is required for evidentiary purposes. In which case, all or part of the data will be excluded from deletion until the investigation of the relevant incident is finally resolved.

#### Cookies

##### a) Session cookies

We use cookies on our website. Cookies are small text files or other storage technologies stored on your computer by your browser. These cookies process certain specific information about you, such as your browser, location data, or IP address. &nbsp;

This processing makes our website more user-friendly, efficient, and secure, allowing us, for example, to display our website in different languages or to offer a shopping cart function.

The legal basis for such processing is Art. 6 Para. 1 lit. b) GDPR, insofar as these cookies are used to collect data to initiate or process contractual relationships.

If the processing does not serve to initiate or process a contract, our legitimate interest lies in improving the functionality of our website. The legal basis is then Art. 6 Para. 1 lit. f) GDPR.

When you close your browser, these session cookies are deleted.

##### b) Third-party cookies

If necessary, our website may also use cookies from companies with whom we cooperate for the purpose of advertising, analyzing, or improving the features of our website.

Please refer to the following information for details, in particular for the legal basis and purpose of such third-party collection and processing of data collected through cookies.

##### c) Disabling cookies

You can refuse the use of cookies by changing the settings on your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support. Browser settings cannot prevent so-called flash cookies from being set. Instead, you will need to change the setting of your Flash player. The steps and measures required for this also depend on the Flash player you are using. If you have any questions, please use the help function or consult the documentation for your Flash player or contact its maker for support.

If you prevent or restrict the installation of cookies, not all of the functions on our site may be fully usable.

#### Order processing

<p>The data you submit when ordering goods and/or services from us will have to be processed in order to fulfill your order. Please note that orders cannot be processed without providing this data.</p>

<p>The legal basis for this processing is Art. 6 Para. 1 lit. b) GDPR.</p>

<p>After your order has been completed, your personal data will be deleted, but only after the retention periods required by tax and commercial law.</p>

<p>In order to process your order, we will share your data with the shipping company responsible for delivery to the extent required to deliver your order and/or with the payment service provider to the extent required to process your payment.</p>

<h5>The legal basis for the transfer of this data is Art. 6 Para. 1 lit. b) GDPR. </h5>

#### <h4>Customer account/registration</h4>

<p>If you create a customer account with us via our website, we will use the data you entered during registration (e.g. your name, your address, or your email address) exclusively for services leading up to your potential placement of an order or entering some other contractual relationship with us, to fulfill such orders or contracts, and to provide customer care (e.g. to provide you with an overview of your previous orders or to be able to offer you a wishlist function). We also store your IP address and the date and time of your registration. This data will not be transferred to third parties.</p>

<p>During the registration process, your consent will be obtained for this processing of your data, with reference made to this privacy policy. The data collected by us will be used exclusively to provide your customer account.&nbsp;</p>

<p>If you give your consent to this processing, Art. 6 Para. 1 lit. a) GDPR is the legal basis for this processing.</p>

<p>If the opening of the customer account is also intended to lead to the initiation of a contractual relationship with us or to fulfill an existing contract with us, the legal basis for this processing is also Art. 6 Para. 1 lit. b) GDPR.</p>

<p>You may revoke your prior consent to the processing of your personal data at any time under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.</p>

<p>The data previously collected will then be deleted as soon as processing is no longer necessary. However, we must observe any retention periods required under tax and commercial law.</p>

#### <h4>Credit checks and scores</h4>

<p>If you accept any offer we make for you to pay for goods or services on account, we reserve the right to run a credit check with a credit bureau (such as Creditreform, Schufa, Bürgel, or infoscore) to obtain credit information determined on the basis of mathematical-statistical methods. For this purpose, any data you provide that is relevant to the contract, such as your name and address, will be forwarded to the credit bureau. We then use the information obtained about the statistical probability of default to decide whether we will offer you payment on account.</p>

<p>The legal basis for such processing is our legitimate interest to avoid default on our account per Art. 6 Para.1 lit. f) GDPR. </p>

#### <h4>Newsletter</h4>

<p>If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be sent to us. We also store the IP address of your computer and the date and time of your registration. During the registration process, we will obtain your consent to receive this newsletter and the type of

content it will offer, with reference made to this privacy policy. The data collected will be used exclusively to send the newsletter and will not be passed on to third parties.</p>

<p>The legal basis for this is Art. 6 Para. 1 lit. a) GDPR.</p>

<p>You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.</p>

#### <h4>Contact</h4>

<p>If you contact us via email or the contact form, the data you provide will be used for the purpose of processing your request. We must have this data in order to process and answer your inquiry; otherwise we will not be able to answer it in full or at all.</p>

<p>The legal basis for this data processing is Art. 6 Para. 1 lit. b) GDPR.</p>

<p>Your data will be deleted once we have fully answered your inquiry and there is no further legal obligation to store your data, such as if an order or contract resulted therefrom.</p>

#### <h4>User posts, comments, and ratings</h4>

<p>We offer you the opportunity to post questions, answers, opinions, and ratings on our website, hereinafter referred to jointly as "posts." If you make use of this opportunity, we will process and publish your post, the date and time you submitted it, and any pseudonym you may have used.</p>

<p>The legal basis for this is Art. 6 Para. 1 lit. a) GDPR. You may revoke your prior consent under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.</p>

<p>In addition, we will also process your IP address and email address. The IP address is processed because we might have a legitimate interest in taking or supporting further action if your post infringes the rights of third parties and/or is otherwise unlawful.</p>

<p>In this case, the legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in any legal defense we may have to mount.</p>

#### <h4>Twitter</h4>

<p>We maintain an online presence on Twitter to present our company and our services and to communicate with customers/prospects. Twitter is a service provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.</p>

<p>We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to Twitter. Twitter Inc. is certified under the Privacy Shield and committed to adhering to European privacy standards.</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active</a></p>

<p>The privacy policy of Twitter can be found at</p>

<p><a href="https://twitter.com/de/privacy" target="\_blank" rel="noopener">https://twitter.com/privacy</a></p>

#### <h4>YouTube</h4>

<p>We maintain an online presence on YouTube to present our company and our services and to communicate with customers/prospects. YouTube is a service of Google Ireland

Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA.</p>

<p>We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to YouTube. Google LLC is certified under the Privacy Shield and committed to comply with European privacy standards.</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active</a></p>

<p>The YouTube privacy policy can be found here:</p>

<p><a href="https://policies.google.com/privacy" target="\_blank"

rel="noopener">https://policies.google.com/privacy</a></p>

#### <h4>LinkedIn</h4>

<p>We maintain an online presence on LinkedIn to present our company and our services and to communicate with customers/prospects. LinkedIn is a service of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.</p>

<p>We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to LinkedIn. LinkedIn Corporation is certified under the Privacy Shield and committed to comply with European privacy standards.</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&amp;status=Active</a></p>

<p>The LinkedIn privacy policy can be found here:</p>

<p><a href="https://www.linkedin.com/legal/privacy-policy" target="\_blank"

rel="noopener">https://www.linkedin.com/legal/privacy-policy</a></p>

#### <h4>Instagram</h4>

<p>To advertise our products and services as well as to communicate with interested parties or customers, we have a presence on the Instagram platform.</p>

<p>On this social media platform, we are jointly responsible with Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.</p>

<p>The data protection officer of Instagram can be reached via this contact form:</p>

<p><a href="https://www.facebook.com/help/contact/540977946302970" target="\_blank"

rel="noopener">https://www.facebook.com/help/contact/540977946302970</a></p>

<p>We have defined the joint responsibility in an agreement regarding the respective obligations within the meaning of the GDPR. This agreement, which sets out the reciprocal obligations, is available at the following link:</p>

<p><a href="https://www.facebook.com/legal/terms/page\_controller\_addendum" target="\_blank"

rel="noopener">https://www.facebook.com/legal/terms/page\_controller\_addendum</a></p>

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The legal basis may also be your consent per Art. 6 para. 1 lit. a GDPR granted to the platform operator. Per Art. 7 para. 3 GDPR, you may revoke this consent with the platform operator at any time with future effect.

When accessing our online presence on the Instagram platform, Facebook Ireland Ltd. as the operator of the platform in the EU will process your data (e.g. personal information, IP address, etc.).

This data of the user is used for statistical information on the use of our company presence on Instagram. Facebook Ireland Ltd. uses this data for market research and advertising purposes as well as for the creation of user profiles. Based on these profiles, Facebook Ireland Ltd. can provide advertising both within and outside of Instagram based on your interests. If you are logged into Instagram at the time you access our site, Facebook Ireland Ltd. will also link this data to your user account.

If you contact us via Instagram, the personal data you provide at that time will be used to process the request. We will delete this data once we have completely responded to your query, unless there are legal obligations to retain the data, such as for subsequent fulfillment of contracts.

Facebook Ireland Ltd. might also set cookies when processing your data.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Cookies that have already been saved can be deleted at any time. The instructions to do this depend on the browser and system being used. For Flash cookies, the processing cannot be prevented by the settings in your browser, but instead by making the appropriate settings in your Flash player. If you prevent or restrict the installation of cookies, not all of the functions of Instagram may be fully usable.

Details on the processing activities, their suppression, and the deletion of the data processed by Instagram can be found in its privacy policy:

<https://help.instagram.com/519522125107875>

It cannot be excluded that the processing by Facebook Ireland Ltd. will also take place in the United States by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025.

Facebook Inc. has submitted to the EU-US Privacy Shield, thereby complying with the data protection requirements of the EU when processing data in the USA.

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

#### Social media links via graphics

We also integrate the following social media sites into our website. The integration takes place via a linked graphic of the respective site. The use of these graphics stored on our own servers prevents the automatic connection to the servers of these networks for their display. Only by clicking on the corresponding graphic will you be forwarded to the service of the respective social network.

Once you click, that network may record information about you and your visit to our site. It cannot be ruled out that such data will be processed in the United States.

Initially, this data includes such things as your IP address, the date and time of your visit, and the page visited. If you are logged into your user account on that network, however, the

network operator might assign the information collected about your visit to our site to your personal account. If you interact by clicking Like, Share, etc., this information can be stored your personal user account and possibly posted on the respective network. To prevent this, you need to log out of your social media account before clicking on the graphic. The various social media networks also offer settings that you can configure accordingly.</p><p>The following social networks are integrated into our site by linked graphics:</p>

#### <h4>twitter</h4>

<p>Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA</p>

<p>Privacy Policy: <a href="https://twitter.com/privacy" target="\_blank" rel="noopener">https://twitter.com/privacy</a></p>

<p>EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/...0000TORzAAO&amp;status=Active</a></p>

#### <h4>YouTube</h4>

<p>Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA</p>

<p>Privacy Policy: <a href="https://policies.google.com/privacy" target="\_blank" rel="noopener">https://policies.google.com/privacy</a></p>

<p>EU-US Privacy Shield <a

href="https://www.privacyshield.gov/participant?id=a2zt00000001L5AAI&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt00000001L5AAI&amp;status=Active</a></p>

#### <h4>LinkedIn</h4>

<p>LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Irland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085 USA.</p>

<p>Privacy Policy: <a href="https://www.linkedin.com/legal/privacy-policy" target="\_blank" rel="noopener">https://www.linkedin.com/legal/privacy-policy</a></p>

<p>EU-US Privacy Shield <a

href="https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&amp;status=Active</a></p>

#### <h4>Twitter plug-in</h4>

<p>Our website uses the plug-in of the Twitter social network. The Twitter service is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter").</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&amp;status=Active</a></p>

<p>Twitter guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.</p>

<p>If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Twitter's servers in the USA. For technical reasons, it is necessary for Twitter to process your IP address. In addition, the date and time of your visit to our website will also be recorded.</p>

<p>If you are logged in to Twitter while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Twitter. The information collected may then be assigned to your personal account at Twitter. If, for example, you use the Twitter Tweet button, this information will be stored in your Twitter account and may be published on the Twitter platform. To prevent this, you must either log out of Twitter before visiting our site or make the appropriate settings in your Twitter account.</p>

<p>Further information about the collection and use of data as well as your rights and protection options in Twitter's privacy policy found at</p>

<p><a href="https://twitter.com/privacy" target="\_blank" rel="noopener">https://twitter.com/privacy</a></p>

#### <h4>Google+ plug-in</h4>

<p>We use the plug-in of the Google+ social network on our website. Google+ is an online service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active</a></p>

<p>Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.</p>

<p>Further information about the possible plug-ins and their respective functions is available from Google at</p>

<p><a href="https://developers.google.com/+web/" target="\_blank"

rel="noopener">https://developers.google.com/+web/</a>&nbsp;</p>

<p>If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Google's servers in the USA. For technical reasons, it is necessary for Google to process your IP address. In addition, the date and time of your visit to our website will also be recorded.</p>

<p>If you are logged in to Google while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Google. The information collected may then be assigned to your personal account at Google. If, for example, you use the +1 button, this information will be stored in your Google Account and may be published on the Google platform. To prevent this, you must either log out of Google before visiting our site or make the appropriate settings in your Google account.</p>

<p>Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at</p>



<https://policies.google.com/privacy>

#### Google Analytics

We use Google Analytics on our website. This is a web analytics service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The Google Analytics service is used to analyze how our website is used. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Usage and user-related information, such as IP address, place, time, or frequency of your visits to our website will be transmitted to a Google server in the United States and stored there. However, we use Google Analytics with the so-called anonymization function, whereby Google truncates the IP address within the EU or the EEA before it is transmitted to the US.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. This data can also be used to provide other services related to the use of our website and of the internet in general.

Google states that it will not connect your IP address to other data. In addition, Google provides further information with regard to its data protection practices at

<https://www.google.com/intl/de/policies/privacy/partners>,

including options you can exercise to prevent such use of your data.

In addition, Google offers an opt-out add-on at

[https://tools.google.com/dlpage/gaoptout?hl=en](https://tools.google.com/dlpage/gaoptout?hl=de)

in addition with further information. This add-on can be installed on the most popular browsers and offers you further control over the data that Google collects when you visit our website. The add-on informs Google Analytics' JavaScript (ga.js) that no information about the website visit should be transmitted to Google Analytics. However, this does not prevent information from being transmitted to us or to other web analytics services we may use as detailed herein.

#### Pixel tags from Verwertungsgesellschaft WORT (VG WORT)

Our website uses the VG WORT counter pixels provided by INFOnline GmbH, Forum Bonn Nord, Brühler Str. 9, 53119 Bonn as scalable central measurement method.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our website and the preservation of our copyright interests with regard to the contents of our site.

The pixel code is a graphic placed on our website to collect key statistical data. This makes it possible to calculate the likelihood of content being copied based on the number of hits and the nature of the contents itself. This data is collected anonymously. In order to be able to count hits and return visits, either a so-called session cookie is stored on your device by your browser or a signature is created from various information in your browser (e.g. user

agent, screen resolution, etc.). However, your IP address will only be processed in an anonymized form. As an individual user, you cannot be identified at any time.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above. In addition, you may opt of this statistical measurement. By confirming the link

<https://optout.ioam.de/>

a cookie is stored on your device via your browser to prevent any further analysis. Please note, however, that you must click the above link again if you delete the cookies stored on your end device.

#### Google-Maps

Our website uses Google Maps to display our location and to provide directions. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

If you access the Google Maps components integrated into our website, Google will store a cookie on your device via your browser. Your user settings and data are processed to display our location and create a route description. We cannot prevent Google from using servers in the USA.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in optimizing the functionality of our website.

By connecting to Google in this way, Google can determine from which website your request has been sent and to which IP address the directions are transmitted.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, the use of Google Maps and the information obtained via Google Maps is governed by the [Google Terms of Use](http://www.google.de/accounts/TOS) <https://policies.google.com/terms?gl=DE&hl=de> and the [Terms and Conditions for Google Maps](http://www.google.com/intl/de_de/help/terms_maps.html) [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html).

Google also offers further information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

#### Google reCAPTCHA

Our website uses Google reCAPTCHA to check and prevent automated servers ("bots") from accessing and interacting with our website. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<a

href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active</a>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

This service allows Google to determine from which website your request has been sent and from which IP address the reCAPTCHA input box has been used. In addition to your IP address, Google may collect other information necessary to provide and guarantee this service.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the security of our website and in the prevention of unwanted, automated access in the form of spam or similar.

Google offers detailed information at

<a href="https://policies.google.com/privacy" target="\_blank" rel="noopener">https://policies.google.com/privacy</a>

concerning the general handling of your user data.

#### Google Fonts

Our website uses Google Fonts to display external fonts. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<a

href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active</a>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

When you access our site, a connection to Google is established from which Google can identify the site from which your request has been sent and to which IP address the fonts are being transmitted for display.

Google offers detailed information at

<a href="https://adssettings.google.com/authenticated" target="\_blank" rel="noopener">https://adssettings.google.com/authenticated</a>

<a href="https://policies.google.com/privacy" target="\_blank" rel="noopener">https://policies.google.com/privacy</a>

in particular on options for preventing the use of data.

#### GOOGLE Custom Search Engine ("CSE")

<p>For full-text search on the website, we use the Google Custom Search Engine (CSE). CSE is a service of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, hereinafter Google.<br><br>Google is certified under the EU-US Privacy Shield, thereby ensuring compliance with EU data protection regulations when processing data in the US.&nbsp; <br>&nbsp; <br><a href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active" target="\_blank" rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active</a><br><br>CSE makes it possible to do a full-text search for content on our website. Access to this search function is via the Google Custom Search search box.<br><br>The legal basis for this processing of data is <a title="Art. 6 GDPR: Lawfulness of processing" href="http://dejure.org/gesetze/DSGVO/6.html" target="\_blank" rel="noopener">Art. 6 para. 1 lit. f GDPR</a>. Our legitimate interest is in the user-friendliness of the website.<br><br>The feature is integrated into website without modification as a software module from Google.<br>If the search is activated by entering a search term, Google uses a plug-in to load the information you are looking for. At the same time, the search terms you enter and your IP address are transmitted to Google in order to perform the search and display the search results.<br><br>If you are logged into your existing Google Account at the time of the search, Google may associate the collected information with your user profile. <br><br>Google offers further information, in particular your options to prevent this use of your data, at the following links:<br><br><a href="https://policies.google.com/privacy" target="\_blank" rel="noopener">https://policies.google.com/privacy</a><br><a href="https://adssettings.google.com/authenticated" target="\_blank" rel="noopener">https://adssettings.google.com/authenticated</a><br><br></p>

#### <h4>OpenStreetMap</h4>

<p>For directions on our site, we use OpenStreetMap, a service of the OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom, hereinafter referred to as "OpenStreetMap".</p>

<p>When you access one of our Internet pages that includes the OpenStreetMap service, OpenStreetMap stores a cookie on your terminal device via your browser. This processes your user settings and user data for the purpose of displaying the page or guaranteeing the functionality of the OpenStreetMap service. Through this processing, OpenStreetMap can recognize the website from which your request has been sent and to which IP address the directions should be transmitted.&nbsp;</p>

<p>The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.</p>

<p>If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.</p>

<p>Vimeo offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:</p>

<p><a href="https://wiki.osmfoundation.org/wiki/Privacy\_Policy" target="\_blank" rel="noopener">https://wiki.osmfoundation.org/wiki/Privacy\_Policy</a>.</p>

#### <h4>YouTube</h4>

<p>We use YouTube on our website. This is a video portal operated by YouTube LLC, 901 Cherry Ave, 94066 San Bruno, CA, USA, hereinafter referred to as "YouTube".</p>

<p>YouTube is a subsidiary of Google LLC, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active</a></p>

<p>Google and its subsidiary YouTube guarantee that they will follow the EU's data protection regulations when processing data in the United States.</p>

<p>We use YouTube in its advanced privacy mode to show you videos. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website. According to YouTube, the advanced privacy mode means that the data specified below will only be transmitted to the YouTube server if you actually start a video.</p>

<p>Without this mode, a connection to the YouTube server in the USA will be established as soon as you access any of our webpages on which a YouTube video is embedded.</p>

<p>This connection is required in order to be able to display the respective video on our website within your browser. YouTube will record and process at a minimum your IP address, the date and time the video was displayed, as well as the website you visited. In addition, a connection to the DoubleClick advertising network of Google is established.</p>

<p>If you are logged in to YouTube when you access our site, YouTube will assign the connection information to your YouTube account. To prevent this, you must either log out of YouTube before visiting our site or make the appropriate settings in your YouTube account.</p>

<p>For the purpose of functionality and analysis of usage behavior, YouTube permanently stores cookies on your device via your browser. If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.</p>

<p>Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at</p>

<p><a href="https://policies.google.com/privacy" target="\_blank" rel="noopener">https://policies.google.com/privacy</a></p>

#### <h4>Vimeo</h4>

<p>We use Vimeo to display videos on our website. This is a service of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA, hereinafter referred to as "Vimeo."</p>

<p>Some of the user data is processed on Vimeo servers in the USA. Through certification according to the EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt00000008V77AAE&status=Active" target="\_blank"

rel="noopener">(https://www.privacyshield.gov/participant?id=a2zt00000008V77AAE&status=Active)</a></p>

<p>Vimeo guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.</p>

<p>When you access a page on our website that has Vimeo embedded in it, a connection to Vimeo's servers in the USA is established. For technical reasons, it is necessary for Vimeo to process your IP address. In addition, the date and time of your visit to our website will also be recorded.</p>

<p>If you are logged into Vimeo while visiting one of our webpages containing a Vimeo video, Vimeo will associate information about your interaction with our site to your Vimeo account. If you wish to prevent this, you must either log out of Vimeo before visiting our website or configure your Vimeo user account accordingly.</p>

<p>For the purpose of functionality and usage analysis, Vimeo uses Google Analytics. Google Analytics stores cookies on your terminal device via your browser and transmits information about the use of those websites in which a Vimeo video is embedded to Google. It is possible that Google will process this information in the USA.</p>

<p>If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.</p>

<p>The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website and in Vimeo's legitimate interest in statistically analyzing user behavior for optimization and marketing purposes.</p>

<p>Vimeo offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:</p>

<p><a href="http://vimeo.com/privacy" target="\_blank" rel="noopener">http://vimeo.com/privacy</a>.</p>

#### <h4>Cookiebot</h4>

<p>We use Cookiebot to display cookie banners. Cookiebot is a product of Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark, hereinafter "Cybot." <br><br>Cookiebot informs you about the use of cookies on the website and allows you to make a decision about their use. <br><br>If you agree to the use of cookies, the following data will be automatically recorded by Cybot:<br><br>• your anonymized IP address;<br>• the date and time of your consent;<br>• the user agent of your browser;<br>• the provider's URL;<br>• an anonymous, random, and encrypted key.<br>• your cookie status which serves as proof of consent.<br><br>The encrypted key and cookie status are stored by means of a cookie on your device to enable the corresponding cookie status to be restored when you return to our site. This cookie automatically deletes after 12 months.&nbsp;<br><br>The legal basis for this processing of data is <a title="Art. 6 GDPR: Lawfulness of processing" href="http://dejure.org/gesetze/DSGVO/6.html" target="\_blank" rel="noopener">Art. 6 para. 1 lit. f GDPR</a>. Our legitimate interest is in the user-friendliness of the website and the fulfillment of the statutory requirements of GDPR.<br><br>You can prevent cookies from being installed and/or delete this cookie by adjusting the settings on your internet browser.</p>

<p>Go to this link to read the Cybot privacy policy:<br><br><a href="https://www.cookiebot.com/de/privacy-policy/" target="\_blank" rel="noopener">https://www.cookiebot.com/de/privacy-policy/</a></p>

#### <h4>Google AdWords with Conversion Tracking</h4>

<p>Our website uses Google AdWords and conversion tracking. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active" target="\_blank" rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&amp;status=Active</a></p>

<p>Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>We use conversion tracking to provide targeted promotion of our site. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.</p>

<p>If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.</p>

<p>If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.</p>

<p>The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.</p>

<p>You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.</p>

<p>In addition, Google provides further information with regard to its data protection practices at</p>

<p><a href="https://services.google.com/sitestats/de.html" target="\_blank" rel="noopener">https://services.google.com/sitestats/de.html</a></p>

<p><a href="http://www.google.com/policies/technologies/ads/" target="\_blank" rel="noopener">http://www.google.com/policies/technologies/ads/</a>&nbsp;</p>

<p><a href="http://www.google.de/policies/privacy/" target="\_blank" rel="noopener">http://www.google.de/policies/privacy/</a></p>

<p>in particular information on how you can prevent the use of your data.</p>

#### <h4>Google AdSense</h4>

<p>We use Google AdSense on our website to integrate advertisements. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a href="https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active" target="\_blank" rel="noopener">https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active</a></p>

<p>Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>Google AdSense stores cookies and web beacons on your device via your browser. This enables Google to analyze how you use our website. In addition to your IP address and the advertising formats displayed, the information thus collected will be transmitted to Google in the USA and stored there. Google may also share this information with third parties. Google states that it will not connect your IP address to other data.</p>

<p>The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.</p>

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, Google offers an opt-out add-on at

<https://policies.google.com/privacy>

<https://adssettings.google.com/authenticated>

in particular on options for preventing the use of data.

#### Google Remarketing

We use the remarketing function on our website. This is a service provided by Google Inc., Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use this feature to deliver interest-based, personalized advertising on third-party websites that also participate in Google's advertising network.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

To allow this advertising service to function, Google stores a cookie with a sequence of numbers on your device via your browser when you visit our website. This cookie records both your visit and the use of our website in anonymous form. However, personal data will not be passed on. If you subsequently visit a third-party website that also uses the Google advertising network, advertising may appear that refers to our website or our offers there.

To permanently disable this feature, Google provides a browser plugin for most common browsers at

<https://www.google.com/settings/ads/plugin>

<https://www.google.com/settings/ads/plugin?hl=de>

Likewise, the use of cookies from certain providers, e.g. via

<http://www.youronlinechoices.com/uk/your-ad-choices>

<http://www.youronlinechoices.com/uk/your-ad-choices/>

or

<http://www.networkadvertising.org/choices/>

<http://www.networkadvertising.org/choices/>

can be deactivated by opt-out.

**Cross-device marketing** allows Google to track your usage patterns across multiple devices, so you may see interest-based, personalized advertising even when you switch devices. However, this requires that you have agreed to link your browsing history to your existing Google account.

Google offers more information about Google Remarketing at

<http://www.google.com/privacy/ads/>

<http://www.google.com/privacy/ads/>

#### MailChimp - Newsletter

We offer you the opportunity to register for our free newsletter via our website.



<p>We use MailChimp, a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA, hereinafter referred to as "The Rocket Science Group".</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active</a></p>

<p>the Rocket Science Group guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, the Rocket Science Group offers further information about its data protection practices at</p>

<p><a href="http://mailchimp.com/legal/privacy/" target="\_blank" rel="noopener">http://mailchimp.com/legal/privacy/</a></p>

<p>If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be processed by The Rocket Science Group. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.</p>

<p>The newsletter then sent out by The Rocket Science Group will also contain a tracking pixel called a web beacon. This pixel helps us evaluate whether and when you have read our newsletter and whether you have clicked any links contained therein. In addition to further technical data, such as data about your computer hardware and your IP address, the data processed will be stored so that we can optimize our newsletter and respond to the wishes of our readers. The data will therefore increase the quality and attractiveness of our newsletter.</p>

<p>The legal basis for sending the newsletter and the analysis is Art. 6 Para. 1 lit. a) GDPR.</p>

<p>You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.</p>

#### <h4>Newsletter via WhatsApp</h4>

<p>You can also receive our free newsletter via the instant messaging service WhatsApp. WhatsApp is a service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, a subsidiary of WhatsApp Inc, 1601 Willow Road, Menlo Park, California 94025, USA, both hereinafter referred to as "WhatsApp". Some of the user data is processed on WhatsApp servers in the USA, which is certified according to the EU-US Privacy Shield.</p>

<p><a

href="https://www.privacyshield.gov/participant?id=a2zt0000000TSnwAAG&status=Active" target="\_blank"

rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000TSnwAAG&status=Active</a></p>

<p>WhatsApp guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, WhatsApp offers further information about its data protection practices at</p>

<p><a href="https://www.whatsapp.com/legal/#privacy-policy" target="\_blank" rel="noopener">https://www.whatsapp.com/legal/#privacy-policy</a></p>

<p>To receive our newsletter via WhatsApp, you need a WhatsApp account. Details of what information WhatsApp collects when you register can be found in WhatsApp's privacy policy.</p>

<p>If you then subscribe to our WhatsApp newsletter, the mobile number you entered during the subscription process will be processed by WhatsApp. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.</p>

<p>The legal basis for sending the newsletter and the analysis is Art. 6 Para. 1 lit. a) GDPR.</p>

<p>You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent. You can also block newsletter delivery by changing the settings in the WhatsApp software on your device.</p>

#### <h4>LiveChat</h4>

<p>We use the LiveChat service on our website for analytics purposes and as our live chat system. This is a service of LiveChat Inc., 1 International Pl, STE 1400 Boston, MA 02110 - 2619, USA, which is operated in the European Union by LiveChat Software SA. ul. Zwycięska 47, 53 - 033 Wrocław, Poland, hereinafter referred to as "LiveChat".</p>

<p>Through certification according to the EU-US Privacy Shield</p>

<p><a href="https://www.privacyshield.gov/participant?id=a2zt0000000L16xAAC&status=Active" target="\_blank" rel="noopener">https://www.privacyshield.gov/participant?id=a2zt0000000L16xAAC&status=Active</a></p>

<p>LiveChat guarantees that it will follow the EU's data protection regulations when processing data in the United States.</p>

<p>The legal basis for collecting and processing this information is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the effective and direct support of our customers and interested parties as well as the statistical analysis of visitor behavior for the purpose of optimizing and operating our website economically.</p>

<p>For statistical analysis of visitor behavior and operation of the live chat system, LiveChat stores a cookie on your terminal device via your browser. This cookie processes the anonymized data and creates a pseudonymized user profile. However, the data collected will not be used for your personal identification.</p>

<p>If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.</p>

<p>LiveChat offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:</p>

<p><a href="https://www.livechatinc.com/legal/privacy-policy/#main" target="\_blank" rel="noopener">https://www.livechatinc.com/legal/privacy-policy/#main</a>.</p>

<p><a href="https://www.ratgeberrecht.eu/leistungen/muster-datenschutzerklaerung.html" target="\_blank" rel="noopener">Model Data Protection Statement</a> for <a href="https://www.ratgeberrecht.eu/" target="\_blank">Anwaltskanzlei Weiß & Partner</a></p>