

# Data protection

## 1) Information about the collection of personal data and contact details of the person responsible

**1.1** We are pleased that you are visiting our website and thank you for your interest. In the following we inform you about the handling of your personal data when using our website. Personal data is all data with which you can be personally identified.

**1.2** The person responsible for data processing on this website within the meaning of the General Data Protection Regulation (GDPR) is Lino Casu, Lino Casu, Heinrichstraße 14, 65428 Rüsselsheim, Germany, Tel.: +491781018701, email: noob.god@t-online.de . The person responsible for the processing of personal data is the natural or legal person who alone or jointly with others decides on the purposes and means of the processing of personal data.

**1.3** For security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the person responsible), this website uses an SSL or TLS encryption. You can recognize an encrypted connection by the character string "https://" and the lock symbol in your browser line.

## 2) Data collection when visiting our website

If you only use our website for informational purposes, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the time of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if necessary: in anonymous form)

The processing takes place in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to subsequently check the server log files if there are concrete indications of illegal use.

### **3) Hosting & Content Delivery Network**

#### **3.1 Google Cloud CDN**

On our website we use a so-called Content Delivery Network ("CDN") from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). A content delivery network is an online service that is used to deliver large media files in particular (such as graphics, page content or scripts) through a network of regionally distributed servers connected via the Internet. The use of Google's Content Delivery Network helps us to optimize the loading speed of our website.

Processing is carried out in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in providing our website securely and efficiently, and improving the stability and functionality of our website. You can find more information about Google's data protection regulations at the following Internet address: <https://www.google.de/policies/privacy/>

#### **3.2 jet pack**

On our website we use the Content Delivery Network ("CDN") from Jetpack, a service of Automattic Inc., 60 29th Street #343, San Francisco, CA 94110, USA (hereinafter "Automatic"). A content delivery network is an online service that is used to deliver large media files in particular (such as graphics, page content or scripts) through a network of regionally distributed servers connected via the Internet. Using Jetpack's Content Delivery Network helps us to optimize our website's loading speeds.

Processing is carried out in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in providing our website securely and efficiently, and improving the stability and functionality of our website. For more information, see Jetpack's privacy policy at <https://automattic.com/de/privacy/>

### **4) Cookies**

In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your end device and enable us or our partner companies (third-party cookies) to recognize your browser on your next visit (persistent cookies). If cookies are set, they collect and process certain user information such as browser and location data as well as IP address values to an individual extent. Persistent cookies are automatically deleted after a specified period,

If personal data is also processed by individual cookies implemented by us, the processing takes place in accordance with Article 6 Paragraph 1 lit. b GDPR either

for the execution of the contract or according to Art. 6 Para. 1 lit. f GDPR to protect our legitimate interests in the best possible functionality of the website as well as a customer-friendly and effective design of the site visit.

We may work with advertising partners who help us to make our website more interesting for you. For this purpose, cookies from partner companies are also stored on your hard drive when you visit our website (third-party cookies). If we work together with the aforementioned advertising partners, you will be informed individually and separately about the use of such cookies and the scope of the information collected in each case within the following paragraphs.

Please note that you can set your browser so that you are informed about the setting of cookies and can decide individually whether to accept them or exclude the acceptance of cookies for certain cases or in general. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. These can be found for the respective browsers under the following links:

Microsoft Edge:

<https://support.microsoft.com/de-de/microsoft-edge/temporary-allowing-of-cookies-and-website-data-in-microsoft-edge-597f04f2-c0ce-f08c-7c2b-541086362bd2>

Firefox: <https://support.mozilla.org/de/kb/cookies-allow-and-reject> Chrome:

<http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647> Safari:

<https://support.apple.com/de-de/guide/safari/sfri11471/mac>

Opera: <http://help.opera.com/Windows/10.20/de/cookies.html>

Please note that if cookies are not accepted, the functionality of our website may be restricted.

## **5) Contact**

**5.1** When contacting us (e.g. via contact form or e-mail), personal data is collected. Which data is collected when using a contact form can be seen from the respective contact form. This data is stored and used exclusively for the purpose of answering your request or for establishing contact and the associated technical administration. The legal basis for the processing of this data is our legitimate interest in answering your request in accordance with Article 6 (1) (f) GDPR. If your contact is aimed at concluding a contract, the additional legal basis for processing is Art. 6 (1) (b) GDPR. Your data will be deleted once your request has been processed. This is the case

## 5.2 WhatsApp business

We offer visitors to our website the opportunity to contact us via the WhatsApp messaging service of WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. For this we use the so-called "Business Version" of WhatsApp.

If you contact us via WhatsApp on the occasion of a specific transaction (e.g. an order placed), we will save and use the mobile phone number you use on WhatsApp and - if provided - your first and last name in accordance with Article 6 Paragraph 1 lit. b. DSGVO for processing and answering your request. On the same legal basis, we may ask you via WhatsApp to provide additional data (order number, customer number, address or e-mail address) in order to be able to assign your request to a specific transaction.

If you use our WhatsApp contact for general inquiries (e.g. about the range of services, availability or our website), we will save and use the mobile phone number you use on WhatsApp and - if provided - your first and last name in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of our legitimate interest in the efficient and timely provision of the desired information.

Your data will always only be used to answer your request via WhatsApp. A disclosure to third parties does not occur.

Please note that WhatsApp Business has access to the address book of the mobile device we use for this purpose and automatically transfers telephone numbers stored in the address book to a server of the parent company Meta Platforms Inc. in the USA. To operate our WhatsApp business account, we use a mobile device in whose address book only the

WhatsApp contact data of users who have also contacted us via WhatsApp are saved.

This ensures that every person whose WhatsApp contact details are stored in our address book, when using the app on their device for the first time, by accepting the WhatsApp terms of use in the transmission of their WhatsApp telephone number from the address books of their chat contacts in accordance with Art. 6 Paragraph 1 lit. a GDPR has consented. A transmission of data from users who do not use WhatsApp and/or have not contacted us via WhatsApp is therefore excluded.

Purpose and scope of the data collection and the further processing and use of the data by WhatsApp as well as your rights in this regard

Please refer to WhatsApp's data protection information for setting options to protect your privacy:

<https://www.whatsapp.com/legal/?eea=1#privacy-policy>

## **6) Registration at the portal or forum**

You can register on our website by providing personal data. Which personal data is processed for the registration results from the input mask used for the registration. We use the so-called double opt-in procedure for registration, ie your registration is not complete until you have previously confirmed your registration by clicking on the link contained in a confirmation e-mail sent to you for this purpose. If you do not confirm this within 24 hours, your registration will be automatically deleted from our database. Providing the above data is mandatory. You can provide all other information voluntarily by using our portal.

If you use our portal, we store your data required to fulfill the contract, including any information on the method of payment, until you finally delete your access. Furthermore, we store the data you provide voluntarily for the duration of your use of the portal, unless you delete them beforehand. You can manage and change all information in the protected customer area. The legal basis is Article 6 (1) (f) GDPR.

In addition, we store any content you post (such as public posts, wall posts, guest book entries, etc.) to operate the website. We have a legitimate interest in providing the website with the full user-generated content. The legal basis for this is Article 6 (1) (f) GDPR. If you delete your account, your public statements, especially in the forum, will remain visible to all readers, but your account will no longer be accessible. All other data will be deleted in this case.

## **7) Data processing to process donations**

For the processing of donations that you may send us, we usually process the following personal data: first and last name, address, e-mail address.

Your data will be stored by us together with the information on the amount of the donation, the frequency of the donation and the purpose of the donation and will be kept for ten years.

Depending on the payment method selected, the above data will also be forwarded to the payment service provider you have selected for the donation and processed there exclusively and only to the extent necessary to process your donation.

The processing mentioned above takes place on the basis of Art. 6 Paragraph 1 lit. b GDPR and serves exclusively to carry out your donation payment properly and to record it in the accounts. The storage for a period of 10 years is based on Art. 6 Paragraph 1 lit. c GDPR in connection with § 147 AO, according to which we are subject to a corresponding storage obligation for the business transaction.

## **8) Comment function**

As part of the comment function on this website, your comment, information about the time the comment was created and the name of the commentator you have chosen will be saved and published on this website. Furthermore, your IP address will be logged and saved. The IP address is stored for security reasons and in the event that the person concerned violates the rights of third parties or posts illegal content by submitting a comment. We need your e-mail address in order to contact you if a third party should complain that your published content is illegal. The legal basis for the storage of your data is Article 6 Paragraph 1 lit. b and f GDPR. We reserve the right to delete comments if they are objected to as illegal by third parties.

As a user, you can subscribe to the follow-up comments. You will receive a confirmation email to ensure that you are the owner of the email address provided (double opt-in procedure). The legal basis for data processing in the case of subscribing to comments is Article 6 (1) (a) GDPR. You can unsubscribe from current comment subscriptions at any time with effect for the future. For more information on how to unsubscribe, please refer to the confirmation e-mail.

## **9) Use of Customer Data for Direct Marketing**

### **9.1 Sign up for our email newsletter**

If you register for our e-mail newsletter, we will regularly send you information about our offers. The only mandatory information for sending the newsletter is your e-mail address. Providing further data is voluntary and is used to be able to address you personally. We use the so-called double opt-in procedure to send the newsletter. This means that we will only send you an e-mail newsletter if you have expressly confirmed to us that you consent to receiving newsletters. We will then send you a confirmation email asking you to click on a link to confirm that you wish to receive the newsletter in the future.

By activating the confirmation link, you give us your consent to the use of your personal data in accordance with Article 6 (1) (a) GDPR. When you register for the newsletter, we save your IP address entered by the Internet Service Provider (ISP) as well as the date and time of registration in order to be able to trace possible misuse of your e-mail address at a later point in time. The data collected by us when registering for the newsletter is used exclusively for advertising purposes by way of the newsletter. You can unsubscribe from the newsletter at any time via the link provided for this purpose in the newsletter or by sending a message to the person responsible mentioned above. After you have unsubscribed, your e-mail address will be deleted immediately from our newsletter distribution list,

have consented to data or we reserve the right to use data beyond that, which is permitted by law and about which we will inform you in this declaration.

## **9.2 Sending the e-mail newsletter to existing customers**

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for goods or services from our range by e-mail that are similar to those you have already purchased. According to Section 7 (3) UWG, we do not have to obtain your separate consent for this. In this respect, data processing takes place solely on the basis of our legitimate interest in personalized direct advertising in accordance with Article 6 (1) (f) GDPR. If you initially objected to the use of your e-mail address for this purpose, we will not send you an e-mail. You are entitled to object to the use of your e-mail address for the aforementioned advertising purpose at any time with effect for the future by notifying the person responsible named at the beginning. You only incur transmission costs for this according to the basic tariffs. After receipt of your objection, the use of your e-mail address for advertising purposes will be stopped immediately.

## **9.3-Newsletter dispatch via MailChimp**

Our email newsletters are sent via the technical service provider The Rocket Science Group, LLC d/b/a MailChimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA (<http://www.mailchimp.com/>), to whom we pass on the data you provided when registering for the newsletter. This transfer takes place in accordance with Article 6 (1) (f) GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system. Please note that your data is usually transferred to a MailChimp server in the USA and stored there.

MailChimp uses this information to send and statistically evaluate the newsletter on our behalf. For the evaluation, the e-mails sent contain so-called web beacons or tracking pixels, which represent one-pixel image files that are stored on our website. In this way it can be determined whether a newsletter message has been opened and which links have been clicked on. With the help of the web beacons, Mailchimp automatically creates general, non-personal statistics about the reaction behavior to newsletter campaigns. On the basis of our legitimate interest in the statistical evaluation of the

Newsletter campaigns to optimize advertising communication and better focus on recipient interests are recorded by the web beacons in accordance with Art. 6 Para. 1 lit f DSGVO but also data of the respective newsletter recipient (e-mail address, time of retrieval, IP address, browser type and operating system) and utilized. This data allows an individual conclusion to be drawn about the newsletter recipient and is processed by Mailchimp to automatically generate statistics that show whether a specific recipient has opened a newsletter message.

If you want to deactivate the data analysis for statistical evaluation purposes,

you have to unsubscribe from the newsletter.

MailChimp can also use this data in accordance with Article 6 (1) (f) GDPR itself due to its own legitimate interest in the needs-based design and optimization of the service and for market research purposes, for example to determine which countries the recipients come from. However, MailChimp does not use the data of our newsletter recipients to write to them ourselves or to pass them on to third parties.

To protect your data in the USA, we have concluded a data processing agreement ("Data Processing Agreement") with MailChimp based on the standard contractual clauses of the European Commission in order to enable the transmission of your personal data to MailChimp. If you are interested, this data processing contract can be viewed at the following Internet address: <https://mailchimp.com/legal/data-processing-addendum/>

You can view MailChimp's privacy policy here: <https://mailchimp.com/legal/privacy/>

#### - Newsletter dispatch via MailChimp

Our email newsletters are sent via the technical service provider The Rocket Science Group, LLC d/b/a MailChimp, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA (<http://www.mailchimp.com/>), to whom we pass on the data you provided when registering for the newsletter. This transfer takes place in accordance with Article 6 (1) (f) GDPR and serves our legitimate interest in using an effective, secure and user-friendly newsletter system. Please note that your data is usually transferred to a MailChimp server in the USA and stored there.

MailChimp uses this information to send the newsletter on our behalf. MailChimp does not use the data of our newsletter recipients to write to them ourselves or to pass them on to third parties.

To protect your data in the USA, we have concluded a data processing agreement ("Data Processing Agreement") with MailChimp based on the standard contractual clauses of the European Commission in order to enable the transmission of your personal data to MailChimp. If you are interested, this data processing contract can be viewed at the following Internet address: <https://mailchimp.com/legal/data-processing-addendum/>

You can view MailChimp's privacy policy here: <https://mailchimp.com/legal/privacy/>

#### **9.4 WhatsApp newsletter**

If you subscribe to our WhatsApp newsletter, we will regularly send you information about our offers via WhatsApp. The only mandatory information for sending the newsletter is your mobile phone number.

To send the newsletter, please include our mobile phone number in the address contacts of your mobile phone and send us the message "Start" via WhatsApp. By sending this WhatsApp message, you give us your consent to the use of your personal data in accordance with Article 6 Paragraph 1 lit



DSGVO for the purpose of sending the newsletter. We will then add you to our newsletter distribution list.

The data collected by us when registering for the newsletter is processed exclusively for the purpose of advertising by way of the newsletter. You can unsubscribe from the newsletter at any time by sending us the message "Stop" via WhatsApp. After you have unsubscribed, your mobile phone number will be deleted immediately from our newsletter distribution list, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we will inform you in this declaration.

Please note that WhatsApp has access to the address book of the mobile device we use to send the newsletter and automatically transfers telephone numbers stored in the address book to a Facebook server in the USA.

To send our WhatsApp newsletter, we therefore use a mobile device in whose address book only the WhatsApp contact details of our newsletter recipients are stored. This ensures that every person whose WhatsApp contact details are stored in our address book, when using the app on their device for the first time, by accepting the WhatsApp terms of use in the transmission of their WhatsApp telephone number from the address books of their chat contacts in accordance with Art. 6 Paragraph 1 lit. a GDPR has consented. A transmission of data from users who do not use WhatsApp and/or have not contacted us via WhatsApp is therefore excluded.

Purpose and scope of the data collection and the further processing and use of the data by WhatsApp as well as your rights in this regard

Please refer to WhatsApp's data protection information for setting options to protect your privacy:

<https://www.whatsapp.com/legal/?eea=1#privacy-policy>

## **10) Web Analytics Services**

### **10.1 Google (Universal) Analytics**

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google (Universal) Analytics uses so-called "cookies", which are text files that are stored on your end device and that enable an analysis of your use of the website. The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transmitted to a Google server and stored there. It can also be transmitted to the servers of Google LLC. come in the US.

This website uses Google (Universal) Analytics exclusively with the "\_anonymizeIp()" extension, which anonymizes the IP address by shortening it

ensures and excludes a direct personal reference. As a result of the extension, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google LLC server in the USA and shortened there. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide us with other services related to website activity and internet usage. The IP address transmitted by your browser as part of Google (Universal) Analytics is not merged with other Google data. Using a special function, the so-called "demographic characteristics", Google Analytics also enables the creation of statistics with statements about the age, gender and interests of site visitors on the basis of an evaluation of interest-based advertising and using third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target group-optimized alignment of marketing measures. However, data records collected via the "demographic characteristics" cannot be assigned to a specific person. Gender and interests of site visitors based on an evaluation of interest-based advertising and using third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target group-optimized alignment of marketing measures. However, data records collected via the "demographic characteristics" cannot be assigned to a specific person. Gender and interests of site visitors based on an evaluation of interest-based advertising and using third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target group-optimized alignment of marketing measures. However, data records collected via the "demographic characteristics" cannot be assigned to a specific person.

All of the processing described above, in particular the setting of Google Analytics cookies for reading information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, Google Analytics will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website. We have concluded an order processing contract with Google for the use of Google Analytics, which obliges Google to protect the data of our site visitors and not to pass it on to third parties.

For the transmission of data from the EU to the USA, Google relies on the so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

Further information on Google (Universal) Analytics can be found here:  
<https://policies.google.com/privacy?hl=de&gl=de>

## **10.2 Google Analytics 4**

This website uses Google Analytics 4, a service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"), with which the use of websites can be analysed.

When using Google Analytics 4, so-called "cookies" are used by default. Cookies are text files that are stored on your end device and enable an analysis of your use of a website. The information collected by cookies about your use of the website (including the IP address transmitted by your device and shortened by the last few digits, see below) is usually transmitted to a Google server and stored and processed there.

This may also result in information being transmitted to the servers of Google LLC based in the USA, where the information may be processed further.

When using Google Analytics 4, the IP address transmitted by your end device when you use the website is automatically and automatically collected and processed only in an anonymous manner, so that a direct

Personal reference of the recorded information is excluded. This automatic anonymization is done by shortening the last digits of the IP address transmitted by your end device by Google within member states of the European Union (EU) or other contracting states of the Agreement on the European Economic Area (EEA).

On our behalf, Google uses this and other information to evaluate your use of the website, to compile reports on your website activities or usage behavior and to provide us with other services related to your website and internet usage. The shortened IP address transmitted by your end device as part of Google Analytics 4 is not merged with other Google data. The data recorded as part of the use of Google Analytics 4 is kept for 2 months and then deleted.

Google Analytics 4 enables a special function, the so-called "demographic characteristics", to also generate statistics with statements about the age, gender and interests of website users based on an evaluation of interest-based advertising and using third-party information. This makes it possible to determine and differentiate between groups of users of the website for the purpose of target group-optimized alignment of marketing measures. However, data collected via the "demographic characteristics" cannot be assigned to a specific person and therefore not to you personally. This data collected via the "demographic characteristics" function is kept for two months and then deleted.

All of the processing described above, in particular the setting of Google Analytics cookies for storing and reading information on the device you use to use the website, will only take place if you have given us permission to do so in accordance with Art. 6 Para. 1 lit. a DSGVO have given your express consent. Without your consent, Google Analytics 4 will not be used while you are using the website. You can revoke the consent you have given at any time with effect for the future. To exercise your revocation, please deactivate this service using the "Cookie Consent Tool" provided on the website.

In connection with this website, the "UserIDs" function is also used as an extension of Google Analytics 4. By assigning individual user IDs, we can have cross-device reports (reports) created by Google (so-called "cross device tracking"). This means that your usage behavior can also be analyzed across devices if you have given your consent to the use of Google Analytics 4 in accordance with Article 6 Paragraph 1 lit Your relevant login data in your personal account on various

devices are registered. The data collected in this way shows, among other things, on which end device you clicked on an ad for the first time and on which end device the relevant conversion took place.

In connection with this website, the Google Signals service is also used as an extension of Google Analytics 4. With Google Signals we can

have cross-device reports (reports) created by Google (so-called "cross device tracking"). If you have activated "personalized ads" in your settings in your Google account and have linked your Internet-enabled devices to your Google account, Google can monitor usage behavior when you give your consent to the use of Google Analytics 4 in accordance with Art. 6 Para. 1 lit. a DSGVO analyze across devices and create database models based on this. The logins and device types of all website users who were logged into a Google account and made a conversion are taken into account. The data shows, among other things, on which end device you clicked on an ad for the first time and on which end device the conversion took place. We do not receive any personal data from Google, only statistics based on Google Signals. You have the option of deactivating the "Personalized ads" function in the settings of your Google account and thus switching off the cross-device analysis in connection with Google Signals. To do this, follow the instructions on this page:

<https://support.google.com/ads/answer/2662922?hl=en>

Further information on Google Signals can be found under the following link: <https://support.google.com/analytics/answer/7532985?hl=de>

We have concluded a so-called order processing contract with Google for our use of Google Analytics 4, which obliges Google to protect the data of our website users and not to pass it on to third parties.

To ensure compliance with the European level of data protection, even when data is transferred from the EU or the EEA to the USA and possible further processing there, Google relies on the so-called standard contractual clauses of the European Commission, which we have contractually agreed with Google.

Further legal information on Google Analytics 4, including a copy of the standard contractual clauses mentioned, can be found under the following link: <https://policies.google.com/privacy?hl=de&gl=de>

Details on the processing triggered by Google Analytics 4 and how Google handles data from websites can be found here:

<https://policies.google.com/technologies/partner-sites>

### **10.3-jet pack**

This offer uses the web analytics service Jetpack (formerly WordPress.com-Stats) provided by Automattic Inc., 60 29th Street #343, San Francisco, CA 94110-4929, USA, using tracking technology from Quantcast Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA. With the help of Jetpack, pseudonymised visitor data is collected, evaluated and stored. Pseudonymised usage profiles can be created and evaluated from this data for the same purpose.

Jetpack uses so-called cookies, i.e. small text files that are stored locally in the cache of the website visitor's Internet browser. These cookies are used, among other things, to recognize the browser and thus enable the statistical data to be determined more precisely. The data of the user's IP address is also collected, but it is pseudonymised immediately after collection and before it is stored in order to exclude any personal reference. The information generated by the cookie about your use of this website (including the pseudonymised IP address) is transferred to a server in the USA and stored there to protect the interests mentioned above.

All of the processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, Jetpack will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

In order to permanently object to the data collection and storage of your visitor data for the future, you can alternatively download an opt-out cookie from Quantcast under the following link, which means that no visitor data from your browser will be collected and stored at Jetpack in the future:

<https://www.quantcast.com/opt-out>

The opt-out cookie is set by Quantcast.

- Simple Analytics

This offer uses the web analytics service "Simple Analytics" operated by Adriaan van Rossum, Korteweegje 49, 3247BH Dirksland, The Netherlands. With the help of Simple Analytics, certain usage data from site visitors (date and time of access, browser user agent) is collected in an anonymous form, evaluated and processed in automatic reports. On the one hand, these enable us to continuously optimize our online offer and, on the other hand, help to identify and rectify technical problems such as error messages when pages are viewed or search engine problems. Simple Analytics operates using a simple script code without the use of cookies, which means that Simple Analytics never sets cookies on your end device.

The information processed via Simple Analytics never refers to us personally and therefore does not allow any conclusions to be drawn about your person.

All of the processing described above, in particular the reading of information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, Simple Analytics will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please deactivate this service in the "Consent Tool" provided on the website.

Further information on data processing by and data protection by

You can find Simple Analytics at <https://docs.simpleanalytics.com/what-we-collect>

## **11) Retargeting/ remarketing/ referral advertising**

### **Google Ads Remarketing**

Our website uses the functions of Google Ads Remarketing, with which we advertise this website in Google search results and on third-party websites. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). For this purpose, Google sets a cookie in the browser of your end device, which automatically enables interest-based advertising using a pseudonymous cookie ID and based on the pages you visit. Any further data processing will only take place if you have given your consent to Google linking your Internet and app browser history to your Google account and using information from your Google account to personalize ads that you see on the web regard. In this case, if you are logged in to Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. To do this, Google will temporarily link your personal data to Google Analytics data in order to form target groups. As part of the use of Google Ads Remarketing, personal data may also be transmitted to the servers of Google LLC. come in the US. As part of the use of Google Ads Remarketing, personal data may also be transmitted to the servers of Google LLC. come in the US. As part of the use of Google Ads Remarketing, personal data may also be transmitted to the servers of Google LLC. come in the US.

All of the processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, Google Ads Remarketing will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. To exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website.

You can also permanently object to the setting of cookies by Google Ads Remarketing by downloading and installing the Google browser plug-in available under the following link:

<https://support.google.com/ads/answer/7395996?>

Further information and the data protection regulations regarding advertising and Google can be found here:

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

## **12) Site Functionalities**

### **12.1 Facebook plugins with 2-click solution**

Our website uses so-called social plugins ("plugins") from the social network Facebook, which is operated by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). In order to increase the protection of your data when you visit our website, the plugins are initially deactivated using a so-called "2-click" solution.

You can recognize deactivated plugins by the fact that they have a gray background. This integration ensures that when you visit a page on our website that contains such plugins, no connection to the Facebook servers is established. Your browser only establishes a direct connection to the Facebook servers when you activate the plugins and thus give your consent to data transmission in accordance with Article 6 Paragraph 1 lit. The content of the respective plugin is transmitted directly to your browser and integrated into the page. The plugin then transmits data (including your IP address) to Facebook. We have no influence on the amount of data that Facebook collects using the plugins. As far as we know, Facebook receives information about which of our websites you have currently and previously visited. By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website even if you do not have a Facebook profile or are not currently logged in. The information collected (including your IP address) is transmitted directly from your browser to a Meta Platforms Inc. server in the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your contacts there. that your browser has called up the corresponding page of our website if you do not have a profile on Facebook or are not currently logged in. The information collected (including your IP address) is transmitted directly from your browser to a Meta Platforms Inc. server in the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your contacts there. that your browser has called up the corresponding page of our website if you do not have a profile on Facebook or are not currently logged in. The information collected (including your IP address) is transmitted directly from your browser to a Meta Platforms Inc. server in the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your contacts there. transmitted to the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your contacts there. transmitted to the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Facebook server and stored there. The information is also published on Facebook and displayed to your contacts there.

You can revoke your consent at any time by deactivating the activated plugin by clicking on it again. However, the revocation has no effect on the data that has already been transferred to Facebook.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options for protecting your privacy can be found in Facebook's data protection information: <https://www.facebook.com/policy.php>

### **12.2 Facebook plugins with Shariff solution**

Our website uses so-called social plugins ("plugins") from the social network Facebook, which is operated by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the Facebook servers is established. If you click on the button, a new browser window opens and calls up the Facebook page on which you (possibly

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options for protecting your privacy can be found in Facebook's data protection information: <https://www.facebook.com/policy.php>

### **12.3 Instagram plugin as a Shariff solution**

Our website uses so-called social plugins ("plugins") of the online service

Instagram used by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland ("Facebook").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the Instagram servers is established. If you click on the button, a new browser window opens and calls up the Instagram page, on which you can interact with the plugins there (possibly after entering your login data).

Purpose and scope of the data collection and the further processing and use of the data by Instagram as well as your rights and

Please refer to Instagram's privacy policy for setting options to protect your privacy: <https://help.instagram.com/155833707900388/>

#### **12.4** LinkedIn plugin as a Shariff solution

Our website uses so-called social plugins ("plugins") from the online service LinkedIn, which is operated by the LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the LinkedIn servers is established. If you click on the button, a new browser window opens and calls up the LinkedIn page, on which you can interact with the plugins there (possibly after entering your login data).

The purpose and scope of the data collection and the further processing and use of the data by LinkedIn as well as your rights in this regard and setting options for protecting your privacy can be found in LinkedIn's data protection information: <https://www.linkedin.com/legal/privacy-policy>

#### **12.5** LinkedIn plugin with 2-click solution

Our website uses so-called social plugins ("plugins") from the online service LinkedIn, which is operated by the LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ("LinkedIn").

In order to increase the protection of your data when you visit our website, the plugins are initially deactivated using a so-called "2-click" solution. You can recognize deactivated plugins by the fact that they have a gray background. This integration ensures that when you visit a page on our website that contains such plugins, no connection to the LinkedIn servers is established. Your browser only establishes a direct connection to the LinkedIn servers when you activate the plugins and thus give your consent to data transmission in accordance with Article 6 (1) (a) GDPR. The content of the respective plugin is transmitted directly to your browser and integrated into the page. The plugin then transmits data (including your IP address) to LinkedIn. We have no control over the scope



the data that LinkedIn collects with the help of the plugins. As far as we know, LinkedIn receives information about which of our websites you have currently and previously accessed. By integrating the plugins, LinkedIn also receives the information that your browser has accessed the corresponding page of our website if you do not have a LinkedIn profile or are not currently logged in. The information collected (including your IP address) is transmitted directly from your browser to a LinkedIn Inc. server in the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a LinkedIn server and stored there. The information is also published on LinkedIn and displayed to your contacts there.

You can revoke your consent at any time by deactivating the activated plugin by clicking on it again. However, the revocation has no effect on the data that has already been transferred to LinkedIn.

The purpose and scope of the data collection and the further processing and use of the data by LinkedIn as well as your rights in this regard and setting options for protecting your privacy can be found in LinkedIn's data protection information: <https://www.linkedin.com/legal/privacy-policy>

#### **12.6** Pinterest plugin as a Shariff solution

So-called social plugins ("plugins") from the Pinterest social network operated by Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland ("Pinterest") are used on the seller's website.

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the Pinterest servers is established. If you click on the button, a new browser window opens and calls up the Pinterest page, where you can interact with the plugins there (possibly after entering your login data).

The purpose and scope of the data collection and the further processing and use of the data by Pinterest as well as your rights in this regard and setting options for protecting your privacy can be found in Pinterest's data protection information: <https://about.pinterest.com/de/privacy-policy>

#### **12.7** Twitter plugins with 2-click solution

Our website uses so-called social plugins ("plugins") from the microblogging service Twitter, which is operated by the Twitter International Company, One Cumberland Place, Fenian Street

Dublin 2, D02 AX07 Ireland ("Twitter").

In order to increase the protection of your data when you visit our website, the plugins are initially deactivated using a so-called "2-click" solution. You can recognize deactivated plugins by the fact that they have a gray background. This integration ensures that when you visit a page on our website that contains such plugins, no connection to the Twitter servers is established.

Your browser only establishes a direct connection to the Twitter servers when you activate the plugins and thus give your consent to data transmission in accordance with Article 6 Paragraph 1 lit. The content of the respective plugin is transmitted directly to your browser and integrated into the page. The plugin then transmits data (including your IP address) to Twitter. We have no influence on the amount of data that Twitter collects using the plugins. As far as we know, Twitter receives information about which of our websites you have currently and previously accessed. By integrating the plugins, Twitter also receives the information that your browser has accessed the corresponding page of our website if you do not have a Twitter profile or are not currently logged in. The information collected (including your IP address) is transmitted directly from your browser to a Twitter Inc. server in the USA and stored there. If you interact with the plugins, the corresponding information is also sent directly to a Twitter server and stored there. The information is also published on Twitter and displayed to your contacts there.

You can revoke your consent at any time by deactivating the activated plugin by clicking on it again. However, the revocation has no effect on the data that has already been transferred to Twitter.

The purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your rights in this regard and setting options for protecting your privacy can be found in Twitter's data protection information: <https://twitter.com/privacy>

#### **12.8 Twitter plugin as a Shariff solution**

Our website uses so-called social plugins ("plugins") from the microblogging service Twitter, which is operated by the Twitter International Company, One Cumberland Place, Fenian Street

Dublin 2, D02 AX07 Ireland ("Twitter").

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the Twitter servers is established. If you click on the button, a new browser window opens and calls up the Twitter page, on which you can (possibly after entering your login data) interact with the plugins there. Please note that information collected when interacting with the plugin (including your IP address) is sent directly from your browser to a Twitter Inc. server in the USA and stored there.

The purpose and scope of the data collection and the further processing and use of the data by Twitter as well as your rights in this regard and setting options for protecting your privacy can be found in Twitter's data protection information: <https://twitter.com/privacy>

#### **12.9 Xing plugins**

The "XING Share button" is used on this website. When calling this

On the website, a short-term connection to the servers of XING AG ("XING") is established via your browser, with which the "XING Share Button" functions (in particular the calculation/display of the counter value) are provided. XING does not store any of your personal data when you access this website. In particular, XING does not store any IP addresses. There is also no evaluation of your usage behavior via the use of cookies in connection with the "XING Share button". You can access the current data protection information on the "XING Share Button" and additional information on this website: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

#### **12.10** AddThis bookmarking plugins with Shariff solution

Our website uses so-called social plugins ("plugins") from the AddThis bookmarking service, which is provided by AddThis LLC, Inc. 8000 Westpark Drive, Suite 625, McLean, VA 2210, USA ("AddThis") as part of Oracle Corporation is operated.

In order to increase the protection of your data when you visit our website, these buttons are not fully integrated as plugins, but only integrated into the page using an HTML link. This type of integration ensures that when you visit a page on our website that contains such buttons, no connection to the AddThis servers is established. If you click on the button, a new browser window opens and calls up the AddThis page, on which you can (if necessary after entering your login data) interact with the plugins there.

You can revoke your consent at any time by deactivating the activated plugin by clicking on it again. However, the revocation has no effect on the data that has already been transferred to AddThis.

The purpose and scope of the data collection and the further processing and use of the data by AddThis as well as your rights in this regard and setting options for protecting your privacy can be found in the AddThis data protection information: <https://www.addthis.com/privacy/privacy-policy>

#### **12.11** Integration of the Instagram feed via Lightwidget

On our website we use the services of Lightwidget, a widget provided by Black Sail Division, Krystian Żwak, Molczyn 17, Leszna Gorna, 43-445 Dziegielow, Poland ([www.lightwidget.com](http://www.lightwidget.com)) to display thumbnails of our Instagram profile. The Lightwidget uses cookies, i.e. small text files that are stored locally in the cache of your Internet browser.

The widget establishes a connection to the servers of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland ("Instagram") when visitors visit our website. In this way, Instagram basically receives all information that the Instagram servers request from your browser. This includes in particular the IP address, the browser used and the operating system of your computer as well as other data typically stored in server log files. This information is sent directly from your browser to an Instagram server

and stored there. In individual cases, the Instagram servers can also be located in the

located in the United States.

All of the processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

Further information on data protection at Instagram can be found in the provider's data protection declaration at:

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

Further information on data protection at Black Sail Division (Lightwidget) can be found in the provider's data protection declaration at: <https://lightwidget.com/privacy>

#### **12.12** Integration of the Instagram feed via SnapWidget

On our website we use the services of SnapWidget, a widget from SnapWidget (Pty) Ltd. based in Johannesburg, South Africa ([www.snapwidget.com](http://www.snapwidget.com)) to display thumbnail images of our Instagram profile. SnapWidget uses cookies, i.e. small text files that are stored locally in the cache of your Internet browser.

The widget establishes a connection to the servers of Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland ("Instagram") when visitors visit our website. In this way, Instagram basically receives all information that the Instagram servers request from your browser. This includes in particular the IP address, the browser used and the operating system of your computer as well as other data typically stored in server log files. This information is sent directly from your browser to an Instagram server

and stored there. In individual cases, the Instagram servers may also be located in the USA.

All of the processing described above, in particular the setting of cookies for reading information on the end device used, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website.

Further information on data protection at Instagram can be found in the provider's data protection declaration at:

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

For more information on privacy for SnapWidget, see <https://snapwidget.com/privacy>

#### **12.13** Use of Youtube videos

This website uses the YouTube embedding function to display and play videos from the provider "Youtube", which belongs to Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

The extended data protection mode is used here, which according to the provider

storage of user information only starts when the video(s) is/are played. If the playback of embedded YouTube videos is started, the provider "Youtube" uses cookies to collect information about user behavior. According to information from "Youtube", these are used, among other things, to collect video statistics, improve user-friendliness and prevent abusive practices. If you are logged in to Google, your data will be assigned directly to your account when you click on a video. If you do not wish to be associated with your profile on YouTube, you must log out before activating the button. You have the right to object to the creation of these user profiles, whereby you must contact YouTube to exercise this right. When using YouTube, personal data may also be transmitted to the servers of Google LLC. come in the US.

Regardless of whether the embedded videos are played back, a connection to the Google network is established each time this website is accessed, which can trigger further data processing operations without our influence.

All of the processing described above, in particular the reading of information on the end device used via the tracking pixel, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, YouTube videos will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website via alternative options communicated to you on the website.

Further information on data protection at "Youtube" can be found in the YouTube terms of use at <https://www.youtube.com/static?template=terms> and in Google's data protection declaration at

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

#### **12.14 Using Vimeo Videos**

Plugins of the video portal Vimeo of Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA are integrated on our website. If you access a page on our website that contains such a plugin, your browser establishes a direct connection to the Vimeo servers. The content of the plugin is transmitted directly to your browser by Vimeo and integrated into the page. Through this integration, Vimeo receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Vimeo account or are not currently logged in to Vimeo. This information (including your IP address) is transmitted directly from your browser to a Vimeo server in the USA and stored there.

If you are logged in to Vimeo, Vimeo can immediately assign your visit to our website to your Vimeo account. If you interact with the plugins (e.g. by pressing the start button of a video), this information is also transmitted directly to a Vimeo server and stored there.

If you do not want Vimeo to use the data collected via our website

directly assigned to your Vimeo account, you must log out of Vimeo before visiting our website.

The purpose and scope of the data collection and the further processing and use of the data by Vimeo as well as your rights in this regard and setting options for protecting your privacy can be found in Vimeo's data protection information: <https://vimeo.com/privacy>

The Google Analytics tracking tool from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, is automatically integrated into videos from Vimeo that are integrated on our site. This is Vimeo's own tracking, to which we have no access and which cannot be influenced from our side. Google Analytics uses so-called "cookies" for tracking, these are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server and stored there; this may also result in transmission to the Google LLC server. come in the US.

All of the processing described above, in particular the reading of information on the end device used via the tracking pixel, will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. Without this consent, Vimeo videos will not be used during your visit to the site.

You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please deactivate this service in the "Cookie Consent Tool" provided on the website via alternative options communicated to you on the website.

## **12.15 SoundCloud**

Functionalities of the music service SoundCloud, an offer from SoundCloud Global Limited & Co. KG, Rheinsberger Str. 76/77, 10115 Berlin ("Soundcloud"), for the playback of music titles are integrated on this website.

When you visit this page, a direct connection can be established between your browser and the SoundCloud servers via this integration, even if you do not have an account for SoundCloud or are not logged into one. SoundCloud receives the information that you have visited our site. The information collected in this respect (possibly including your IP address) is transmitted directly from your browser to a SoundCloud server in the EU and stored there. However, the information is not used to personally identify you and is not shared with third parties.

If you play a music title using the corresponding function while you are logged into your SoundCloud account, SoundCloud can assign your visit to our site to your user account.

The data processing described above takes place in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in the appealing acoustic design of visits to our website.

If you do not want SoundCloud to prevent your visit to our site

SoundCloud user account, please log out of your SoundCloud

- User account off. You can also object to the loading of the SoundCloud function and thus the data processing operations described above with add-ons for your browser for the future, e.g. with the script blocker "NoScript" (<http://noscript.net/>). For more information, see Soundcloud's privacy policy at <https://soundcloud.com/pages/privacy>

#### **12.16 Spotify**

Plugins from the Spotify music service, an offer from Spotify AB, Birger Jarlsgatan 61, 113 56 Stockholm, Sweden ("Spotify"), are integrated on this website for the playback of music titles. You can recognize the Spotify plugins by the green logo on our site. You can find an overview of the Spotify plugins at: <https://developer.spotify.com>.

When you visit this page, a direct connection can be established between your browser and the Spotify servers via the plugin, even if you do not have a Spotify account or are not logged into one. Spotify receives the information that you have visited our site. The information collected in this respect (including your IP address) is transmitted directly from your browser to a Spotify server and stored there. However, the information is not used to personally identify you and is not shared with third parties.

If you click on the Spotify button while you are logged into your Spotify account, Spotify can assign your visit to our site to your user account.

The data processing described above takes place in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in the appealing acoustic design of visits to our website.

If you do not want Spotify to be able to associate your visit to our site with your Spotify user account, please log out of your Spotify user account. You can also object to the loading of the Spotify plugin and thus the data processing operations described above with add-ons for your browser for the future, e.g. with the script blocker "NoScript"

(<http://noscript.net/>).

For more information, see Spotify's privacy policy at <https://www.spotify.com/de/legal/privacy-policy/>.

#### **12.17-TeamViewer**

We use the "TeamViewer" service from TeamViewer Germany GmbH, Bahnhofplatz 2,

73033 Göppingen to conduct online meetings, video conferences and/or webinars.

When using TeamViewer, different data is processed. The scope of the processed data depends on which data you provide before or during participation in an online meeting, video conference or webinar. When using TeamViewer, the data of the communication participants is processed and stored on the servers of TeamViewer Germany GmbH. This data includes in particular your registration data (name,

email address, telephone (optional) and password) and meeting data (topic, participant IP address, device information, description (optional)). In addition, visual and auditory contributions from the participants as well as voice inputs can be processed in chats.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

Otherwise, the legal basis for data processing when conducting online meetings, video conferences or webinars is our legitimate interest in conducting the online meeting, webinar or video conference effectively in accordance with Article 6 Paragraph 1 Letter f GDPR.

We have concluded an order processing contract with TeamViewer Germany GmbH, with which we oblige the provider to protect the data of our site visitors and not to pass it on to third parties. For more information on how TeamViewer uses data, see TeamViewer's privacy policy at

<https://www.teamviewer.com/de/datenschutzinformation/>  
- Google Meet

We use the "Google Meet" service from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (hereinafter "Google Meet") to conduct online meetings, video conferences and/or webinars.

When using Google Meet, different data is processed. The scope of the processed data depends on which data you provide before or during participation in an online meeting, video conference or webinar. When using Google Meet, the data of the communication participants is processed and stored on Google servers. This data can include, in particular, your registration data (name, email address, telephone (optional) and password) and meeting data (topic, participant IP address, device information, description (optional)). In addition, visual and auditory contributions from the participants as well as voice inputs can be processed in chats. This can also lead to a transmission to the servers of Google LLC. come in the US.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

Otherwise, the legal basis for data processing when conducting online meetings, video conferences or webinars is our legitimate interest in conducting the online meeting, webinar or video conference effectively in accordance with Article 6 Paragraph 1 Letter f GDPR. Learn more about data usage by Google Meet



can be found in Google's privacy policy at <https://www.google.de/policies/privacy/>

- Microsoft Teams

We use the "Microsoft Teams" service from Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA (hereinafter "Microsoft Teams") to conduct online meetings, video conferences and/or webinars.

When using Microsoft Teams, different data is processed. The scope of the processed data depends on which data you provide before or during participation in an online meeting, video conference or webinar. When using Microsoft Teams, the data of the communication participants is processed and stored on Microsoft Teams servers. This data can include, in particular, your registration data (name, email address, telephone (optional) and password) and meeting data (topic, participant IP address, device information, description (optional)). In addition, visual and auditory contributions from the participants as well as voice inputs can be processed in chats.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

Otherwise, the legal basis for data processing when conducting online meetings, video conferences or webinars is our legitimate interest in conducting the online meeting, webinar or video conference effectively in accordance with Article 6 Paragraph 1 Letter f GDPR. Further information on the use of data by Microsoft Teams can be found in the Microsoft Teams data protection declaration at <https://privacy.microsoft.com/de-de/privacystatement>

- Zoom

We use the "Zoom" service from Zoom Video Communications Inc., 55 Almaden Blvd, Suite 600, San Jose, CA 95113, USA (hereinafter "Zoom") to conduct online meetings, video conferences and/or webinars.

When using Zoom, different data is processed. The scope of the processed data depends on which data you provide before or during participation in an online meeting, video conference or webinar. When using Zoom, the data of the communication participants is processed and stored on Zoom servers. This data can include, in particular, your registration data (name, email address, telephone (optional) and password) and meeting data (topic, participant IP address, device information, description (optional)). In addition, visual and auditory contributions from the participants as well as voice inputs can be processed in chats.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 Paragraph 1 lit. b

GDPR as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

Otherwise, the legal basis for data processing when conducting online meetings, video conferences or webinars is our legitimate interest in conducting the online meeting, webinar or video conference effectively in accordance with Article 6 Paragraph 1 Letter f GDPR. For more information on how Zoom uses data, see Zoom's privacy policy at

<https://zoom.us/docs/de-de/privacy-and-legal.html>

## **12.18 Facebook connect**

On our website you can create a customer account or register using the social plugin "Facebook Connect" of the social network Facebook, which is operated by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ( "Facebook"), operated, using the so-called single sign-on technology, if you have a Facebook profile. You can recognize the social plugins of "Facebook Connect" on our website by the blue button with the Facebook logo and the inscription "Log in with Facebook" or "Connect with Facebook" or "Log in with Facebook" or "Sign in with Facebook".

If you access a page on our website that contains such a plugin, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted directly from Facebook to your browser and integrated into the page. Through this integration, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook profile or are not currently logged in to Facebook. This information (including your IP address) is transmitted directly from your browser to a Meta Platforms Inc. server in the USA and stored there. These data processing operations are carried out in accordance with Art. 6 Para. 1 lit.

By using this "Facebook Connect" button on our website, you also have the option of logging in or registering on our website using your Facebook user data. Only if you give your express consent in accordance with Article 6 (1) (a) GDPR prior to the registration process based on a corresponding notice about the exchange of data with Facebook, will we receive when using the "Facebook Connect" button from Facebook, depending on your personal data protection settings on Facebook, the general and publicly accessible information stored in your profile. This information includes user ID, name, profile picture, age and gender.

We would like to point out that after changes to Facebook's data protection conditions and terms of use, your profile pictures, the user IDs of your friends and the friends list may also be transferred if you mark them as "public" in your privacy settings on Facebook became. The data transmitted by Facebook will be used by us

Creation of a user account with the necessary data (title, first name, last name, address data, country, e-mail address, date of birth), saved and processed if you have approved this on Facebook. Conversely, based on your consent, data (e.g. information about your surfing or purchasing behavior) can be transmitted by us to your Facebook profile.

The consent given can be revoked at any time by sending a message to the person responsible named at the beginning of this data protection declaration.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights in this regard and setting options for protecting your privacy can be found in Facebook's data protection information: <https://www.facebook.com/policy.php>

If you do not want Facebook to directly assign the data collected via our website to your Facebook profile, you must log out of Facebook before visiting our website. You can also completely prevent the Facebook plugins from loading with add-ons for your browser, e.g. with "Adblock Plus" (<https://adblockplus.org/de/>).

## **12.19 Google sign in**

On our website you can create a customer account or register via the "Google Sign-In" service from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google") as part of the so-called Sign up for Single Sign On technology if you have a Google profile. You can recognize the Google sign-in function on our website by the button "Sign in with Google", "Sign in with Google account" or "Sign in with Google". If you call up a page on our website that contains a Google login function, your browser establishes a direct connection to the Google servers. The content of the registration button is transmitted directly to your browser by Google and integrated into the page. Through this integration, Google receives the information that your browser has called up the corresponding page of our website, even if you do not have a Google profile or are not currently logged in to Google. This information (including your IP address) is transmitted from your browser directly to a Google server and stored there. It may also be transmitted to the Google LLC servers. come in the US. These data processing operations are carried out in accordance with Article 6 (1) (f) GDPR on the basis of Google's legitimate interest in the display of personalized advertising based on surfing behavior. this may also result in transmission to the servers of Google LLC. come in the US. These data processing operations are carried out in accordance with Article 6 (1) (f) GDPR on the basis of Google's legitimate interest in the display of personalized advertising based on surfing behavior. this may also result in transmission to the servers of Google LLC. come in the US. These data processing operations are carried out in accordance with Article 6 (1) (f) GDPR on the basis of Google's legitimate interest in the display of personalized advertising based on surfing behavior.

By using the Google login button on our website, you also have the option of logging in or registering on our website using your Google user data. Only if you give your express consent in accordance with Article 6 (1) (a) GDPR prior to the registration process on the basis of a corresponding notice about the exchange of data with Google, will we receive information from Google when using the Google button, depending on your personally made data protection settings at Google, the general and publicly accessible information stored in their profile. This information includes user ID, name, profile picture, age and

Gender.

We would like to point out that after changes to Google's data protection conditions and terms of use, your profile pictures, the user IDs of your friends and the friends list may also be transferred if you mark them as "public" in your privacy settings on Google became. The data transmitted by Google will be stored and processed by us to create a user account with the necessary data (title, first name, last name, address data, country, e-mail address, date of birth), if you have approved this with Google. Conversely, based on your consent, we can transfer data (e.g. information about your surfing or purchasing behavior) to your Google profile.

The consent given can be revoked at any time by sending a message to the person responsible named at the beginning of this data protection declaration.

The purpose and scope of the data collection and the further processing and use of the data by Google as well as your rights in this regard and setting options for protecting your privacy can be found in Google's data protection information: <https://policies.google.com/privacy?hl=de&gl=de>

You can view the terms of use for using "Google Sign-In" here: <https://policies.google.com/terms>

If you do not want Google to directly assign the data collected via our website to your Google profile, you must log out of Google before visiting our website. You can also completely prevent the loading of the Google plugins with add-ons for your browser, eg with "Adblock Plus" (<https://adblockplus.org/de/>).

#### **12.20-Google Forms**

We use the Google Forms service from Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland ("Google") to conduct surveys or online forms. Google Forms enables us to design and evaluate surveys and online forms. In addition to the personal data that you enter in the forms, information about your operating system, browser, date and time of your visit, referrer URL and your IP address is also collected, transmitted to Google and stored on Google servers. The information you enter in the forms is stored in a password-protected manner to ensure that third-party access is excluded and only we can evaluate the information data for the purpose specified in the form.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

We have concluded an order processing contract with Google for the use of Google Forms, which obliges Google to protect the data of our site visitors and not to pass it on to third parties. One

Processing takes place regularly within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. However, data transfers to the USA cannot be ruled out.

For the transmission of data from the EU to the USA, Google relies on the so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

For more information about Google Forms and Google's privacy policy, visit: <https://policies.google.com/privacy?hl=de>

#### - Gravity Forms

To conduct surveys or online forms, we use the "Gravity Forms" service from Rocketgenius Inc., 1620 Centerville Turnpike STE 102, Virginia Beach, VA 23464, USA (Gravity Forms). Gravity Forms enables us to design and evaluate surveys and online forms. In addition to the personal data you enter in the forms, information about your operating system, browser, date and time of your visit, referrer URL and your IP address is also collected, transmitted to Gravity Forms and stored on Gravity Forms servers. The information you enter in the forms is stored in a password-protected manner to ensure that third-party access is excluded and only we can evaluate the information data for the purpose specified in the form.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

We have concluded an order processing contract with Gravity Forms for the use of the above services, which obliges Gravity Forms to protect the data of our site visitors and not to pass it on to third parties. Processing takes place regularly within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. However, data transfers to the USA cannot be ruled out.

For the transmission of data from the EU to the USA, Gravity Forms relies on the so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA. For more information and Gravity Forms privacy policy, visit: <https://www.gravityforms.com/privacy/>

#### - Microsoft Forms

We use the Microsoft Forms service from Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft") to conduct surveys or online forms. Microsoft Forms enables us to design and evaluate surveys and online forms. In addition to the respective personal data that you enter in the forms,

Information about your operating system, browser, date and time of your visit, referrer URL and your IP address is collected, transmitted to Microsoft and stored on Microsoft servers. The information you enter in the forms is stored in a password-protected manner to ensure that third-party access is excluded and only we can evaluate the information data for the purpose specified in the form.

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

We have concluded an order processing contract with Microsoft for the use of Microsoft Forms, which obliges Microsoft to protect the data of our site visitors and not to pass it on to third parties. Processing takes place regularly within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. However, data transfers to the USA cannot be ruled out.

For the transmission of data from the EU to the USA, Microsoft relies on the so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

Further information on Microsoft Forms and Microsoft's data protection regulations can be found at: <https://privacy.microsoft.com/de-de/privacystatement>

- SmartSurvey

To conduct surveys or online forms, we use the service of SmartSurvey Ltd., Basepoint Business Center Oakfield Close, Tewkesbury Business Park, Tewkesbury, Gloucestershire, GL20 8SD, United Kingdom ("SmartSurvey"). SmartSurvey enables us to design and evaluate surveys and online forms. In addition to the personal data you enter in the forms, information about your operating system, browser, date and time of your visit, referrer URL and your IP address is also collected, transmitted to SmartSurvey and stored on SmartSurvey servers. The information you enter in the forms is stored with password protection to ensure that

When processing personal data that is required to fulfill a contract with you (this also applies to processing operations that are required to carry out pre-contractual measures), Article 6 (1) (b) GDPR serves as the legal basis. If you have given us your consent to the processing of your data, the processing will take place on the basis of Article 6(1)(a) GDPR. A given consent can be revoked at any time with effect for the future.

We have concluded an order processing contract with SmartSurvey for the use of the above services, which obliges SmartSurvey to

protect the privacy of our site visitors and not share it with third parties and SmartSurvey's privacy policy can be found at: <https://www.smartsurvey.co.uk/privacy-policy>

#### **12.21-Yumpu**

We use the "Yumpu" service from i-magazine AG ("Yumpu"), Gewerbestrasse 3, 9444 Diepoldsau, Switzerland, to display PDF files on our website. With Yumpu, the content of pdf files is displayed as a so-called flip catalogue, freely accessible to everyone and easy to read directly in the web browser, without the files having to be downloaded first. To run the service, your web browser retrieves the content directly from Yumpu. Yumpu receives information about your web browser and the operating system used as well as your IP address. Yumpu uses this data solely for the purpose of presenting the affected files online. Insofar as personal data is collected and transmitted to Yumpu, this is done in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interest in the user-friendly retrieval and the optimal integration of PDF files on our website. In the case of the transmission of data to Yumpu in Switzerland, the appropriate level of data protection is determined by the European Commission's adequacy decision

guaranteed. For more information, see Yumpu's privacy policy at [https://www.yumpu.com/de/info/privacy\\_policy](https://www.yumpu.com/de/info/privacy_policy).

#### **12.22-Adobe Fonts (Typekit)**

This site uses so-called web fonts provided by Adobe Systems Incorporated, 345 Park Avenue, San Jose, CA 95110-2704, USA ("Adobe") for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display text and fonts correctly.

For this purpose, the browser you are using must connect to the Adobe servers. This may also result in the transmission of personal data to the Adobe servers in the USA. In this way, Adobe is informed that our website has been accessed via your IP address.

The processing of personal data in the course of establishing a connection with the provider of the fonts will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website. If your browser does not support web fonts, a standard font will be used by your computer.

You can find more information about Adobe Fonts at <https://fonts.adobe.com/> and in Adobe's privacy policy: <https://www.adobe.com/de/privacy.html>

#### **- Google Web Fonts**

This site uses so-called web fonts provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google") for the uniform display of fonts. When you call up a page, your browser loads the

required web fonts in your browser cache to display text and fonts correctly.

For this purpose, the browser you are using must connect to the Google servers. This can also result in the transmission of personal data to the servers of Google LLC. come in the US. In this way, Google becomes aware that our website has been accessed via your IP address. The processing of personal data in the course of establishing a connection with the provider of the fonts will only be carried out if you have given us your express consent in accordance with Article 6 (1) (a) GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the "Cookie Consent Tool" provided on the website. If your browser does not support web fonts, a standard font will be used by your computer.

You can find more information about Google Web Fonts at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>

### **12.23 Google reCAPTCHA**

On this website we use the reCAPTCHA function of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). This function is primarily used to distinguish whether an entry is made by a natural person or whether it is misused by machine and automated processing. The service includes sending the IP address and any other data required by Google for the reCAPTCHA service to Google and is carried out in accordance with Article 6 (1) (f) GDPR on the basis of our legitimate interest in determining individual personal responsibility on the Internet and avoiding abuse and spam. When using Google reCAPTCHA, personal data may also be transmitted to the servers of Google LLC. come in the US. Further information on Google reCAPTCHA and Google's data protection declaration can be found at: <https://www.google.com/intl/de/policies/privacy/> If required by law, we have your consent to the processing of your data described above in accordance with Art. 6 Paragraph 1 lit. a GDPR obtained. You can revoke your consent at any time with effect for the future. To exercise your revocation, please follow the above-described option to make an objection. You can revoke your consent at any time with effect for the future. To exercise your revocation, please follow the above-described option to make an objection. You can revoke your consent at any time with effect for the future. To exercise your revocation, please follow the above-described option to make an objection.

For the transmission of data from the EU to the USA, Google relies on the so-called standard data protection clauses of the European Commission, which are intended to ensure compliance with the European data protection level in the USA.

### **12.24 Google Translate**

This site uses the "Google Translate" translation service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google") via an API integration. In order for the translation to be automatically displayed after you have selected a national language, the browser you are using connects to the Google servers. Google uses so-called "cookies" for this, which are text files that are stored on



are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transmitted to a Google server and stored there. It can also be transmitted to the servers of Google LLC. come in the US.

If personal data is processed, this is done in accordance with Article 6 Paragraph 1 Letter f GDPR on the basis of our legitimate interest in a barrier-free and universal accessibility of our website.

You can see more information about Google Translate and Google's privacy policy at: <https://www.google.com/policies/privacy/>

Insofar as this is legally required, we have obtained your consent in accordance with Art. 6 (1) (a) GDPR to process your data as described above. You can revoke your consent at any time with effect for the future. To exercise your revocation, deactivate this service in the "Cookie Consent Tool" provided on the website.

### **13) Tools and Miscellaneous**

#### **13.1 Cookie Consent Tool**

This website uses a so-called "cookie consent tool" to obtain effective user consent for cookies that require consent and cookie-based applications. The "Cookie-Consent-Tool" is displayed to users when the page is accessed in the form of an interactive user interface, on which consent can be given for certain cookies and/or cookie-based applications by ticking the box. By using the tool, all cookies/services that require consent are only loaded if the respective user gives their consent by ticking the box. This ensures that such cookies are only set on the respective end device of the user if consent has been given.

The tool sets technically necessary cookies to save your cookie preferences. Personal user data is generally not processed here.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is carried out in accordance with Article 6 (1) (f) GDPR on the basis of our legitimate interest in a legally compliant, user-specific and user-friendly consent management for cookies and therefore a legally compliant design of our website.

Another legal basis for processing is Art. 6 (1) (c) GDPR. As the person responsible, we are subject to the legal obligation to make the use of technically unnecessary cookies dependent on the respective user consent. Further information on the operator and the setting options of the cookie content tool can be found directly in the corresponding user interface on our website.

#### **13.2-Google Maps**

On our website we use Google Maps (API) from Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google Maps is a web service for displaying interactive (land) maps to visually display geographic information. Using this service will show you our location and make it easier to get there.

As soon as you call up those sub-pages in which the Google Maps map is integrated, information about your use of our website (such as your IP address) is transmitted to Google's servers and stored there. This can also result in transmission to the servers of Google LLC. come in the US. This occurs regardless of whether Google provides a user account through which you are logged in or whether a user account exists. If you are logged in to Google, your data will be assigned directly to your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. The collection, storage and evaluation are carried out in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of Google's legitimate interest in the display of personalized advertising, market research and/or the needs-based design of Google websites. You have the right to object to the creation of these user profiles, although you must contact Google to exercise this right. If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot then be used. Market research and/or the needs-based design of Google websites. You have the right to object to the creation of these user profiles, although you must contact Google to exercise this right. If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot then be used. Market research and/or the needs-based design of Google websites. You have the right to object to the creation of these user profiles, although you must contact Google to exercise this right. If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot then be used. If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot then be used. If you do not agree to the future transmission of your data to Google when using Google Maps, you also have the option of completely deactivating the Google Maps web service by switching off the JavaScript application in your browser. Google Maps and thus also the map display on this website cannot then be used.

You can view Google's terms of use at <https://www.google.de/intl/de/policies/terms/regional.html>, the additional terms of use for Google Maps can be found at

[https://www.google.com/intl/de\\_US/help/terms\\_maps.html](https://www.google.com/intl/de_US/help/terms_maps.html)

Detailed information on data protection in connection with the use of Google Maps can be found on the Google website ("Google Privacy Policy"): <https://www.google.de/intl/de/policies/privacy/>

Insofar as this is legally required, we have obtained your consent in accordance with Art. 6 (1) (a) GDPR to process your data as described above. You can revoke your consent at any time with effect for the future. To exercise your revocation, please follow the above-described option to make an objection.

#### - OpenStreetMap

This site uses the open source mapping service "OpenStreetMap" from the OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom via an API to show you the location of our company and to make it easier for you to get there .

In order for the map services of OpenStreetMap to be made available to you, the service collects your IP address when the page is accessed and transmits it to an OpenStreetMap server, where it is stored.

This data processing is carried out in accordance with Art. 6 Para. 1 lit. f GDPR on the basis of our

legitimate interest in an attractive presentation of our online offers and the easy findability of our location.

If you do not agree to the future transmission of your data to OpenStreetMap, you have the option of completely deactivating the OpenStreetMap web service by switching off the JavaScript application in your browser. OpenStreetMap and thus also the map display on this website cannot then be used.

You can find more information about OpenStreetMap's data protection regulations at the following Internet address:

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

Insofar as this is legally required, we have obtained your consent in accordance with Art. 6 (1) (a) GDPR to process your data as described above. You can revoke your consent at any time with effect for the future. To exercise your revocation, please follow the above-described option to make an objection.

### **13.3-Cerber Security**

For security purposes, this website uses the "Cerber Security" plugin, a service provided by Cerber Tech, Inc., 1732 1st Ave 20291, New York City, New York, 10128, USA (hereinafter "Cerber"). The plugin protects the website and the associated IT infrastructure against unauthorized third-party access, cyber attacks, viruses and malware. Cerber collects the IP addresses of users and, if necessary, other data about your behavior on our website (in particular accessed URLs and header information) in order to recognize and ward off illegitimate page access and dangers. The recorded IP address is compared with a list of known attackers. If the recorded IP address is recognized as a security risk, Cerber can automatically block it for page access.

The data processing described is carried out in accordance with Article 6 (1) (f) GDPR on the basis of our legitimate interests in protecting the website from harmful cyber attacks and in maintaining structural and data integrity and security. Cerber Tech, Inc. relies on the standard data protection clauses according to Art. 46 sentence 2 lit. c GDPR as the legal basis for the transmission of data to the USA. If visitors to the website have login rights, Cerber also sets cookies (= small text files) on the visitor's end device. With the help of the cookies, certain location and device information can be read out, which enables an assessment to be made as to whether the login-authorized access comes from a legitimate person. At the same time, access rights can be evaluated via the cookies and released via an internal firewall according to the authorization level. Finally, the cookies are used to register irregular access by site administrators from new devices or new locations and to notify other administrators of this.

These cookies are only set if a user has login rights. Cerber does not set any cookies for site visitors without login authorization.

If personal data is processed via the cookies, the

Processing in accordance with Art. 6 Para.1 lit f. GDPR on the basis of our legitimate interest in preventing illegitimate access to the site administration and preventing unauthorized administrator access.

We have concluded a data processing agreement with Cerber Tech, Inc., with which we oblige the company to protect the data of site visitors and not to pass it on to third parties. Learn more about how Cerber Tech, Inc. uses data. for Cerber, see Cerber's privacy policy at <https://my.wpcerber.com/privacy-policy/>

#### **14) Rights of the data subject**

**14.1**The applicable data protection law grants you the following data subject rights (rights to information and intervention rights) vis-à-vis the person responsible with regard to the processing of your personal data, whereby reference is made to the legal basis given for the respective exercise requirements:

- Right to information according to Art. 15 GDPR;
- Right to rectification according to Art. 16 GDPR;
- Right to erasure according to Art. 17 GDPR;
- Right to restriction of processing in accordance with Art. 18 GDPR;
- Right to information according to Art. 19 GDPR;
- Right to data portability according to Art. 20 GDPR;
- Right to revoke granted consent in accordance with Art. 7 Para. 3 GDPR;
- Right to complain according to Art. 77 GDPR.

#### **14.2 RIGHT TO OBJECT**

IF WE PROCESS YOUR PERSONAL DATA ON THE BASIS OF A BALANCING OF INTERESTS IN OUR PREVIOUS LEGITIMATE INTERESTS, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THIS PROCESSING FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION WITH EFFECT FOR THE FUTURE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP THE PROCESSING OF THE DATA INVOLVED. HOWEVER, FURTHER PROCESSING REMAINS RESERVED IF WE CAN PROVE COMPREHENSIVE REASONS FOR PROCESSING THAT OVERRIDE YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FUNDAMENTAL FREEDOMS, OR IF THE PROCESSING IS FOR THE CERTIFICATION, EXERCISE OR DEFENSE OF LEGAL CLAIMS.

IF YOUR PERSONAL DATA IS PROCESSED BY US FOR DIRECT ADVERTISING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA FOR THE PURPOSES OF SUCH ADVERTISING. YOU MAY OBJECT AS DESCRIBED ABOVE.

IF YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL STOP THE PROCESSING OF THE DATA INVOLVED FOR DIRECT MARKETING PURPOSES.

#### **15) Duration of storage of personal data**

The duration of the storage of personal data is based on the respective legal basis, the processing purpose and - if relevant - also based on the respective statutory retention period (e.g. commercial and tax retention periods).

When processing personal data on the basis of an express consent in accordance with Article 6 Paragraph 1 lit. a GDPR, this data is stored until the person concerned revokes his consent.

If there are statutory retention periods for data that are processed as part of legal or similar obligations on the basis of Article 6 (1) (b) GDPR, this data will be routinely deleted after the retention period has expired, provided that it is no longer required to fulfill or initiate a contract and/or we have no legitimate interest in further storage.

When personal data is processed on the basis of Article 6 (1) (f) GDPR, this data is stored until the data subject exercises his or her right to object under Article 21 (1) GDPR, unless we can provide compelling reasons worthy of protection for processing that outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

When processing personal data for the purpose of direct advertising on the basis of Article 6 Paragraph 1 lit. f GDPR, this data is stored until the data subject exercises his right of objection under Article 21 Paragraph 2 GDPR.

Unless otherwise stated in the other information in this declaration on specific processing situations, stored personal data will be deleted when they are no longer necessary for the purposes for which they were collected or otherwise processed.