

# Privacy Policy

## Privacy Policy

We have written this privacy policy (version 21.09.2021-311833007) in order to explain to you, in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller – and the processors commissioned by us (e.g. providers) – process, will process in the future and what legal options you have. The terms used are to be considered as gender-neutral.

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

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

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

## Scope

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

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

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

## Legal bases

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

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

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

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

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

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

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

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

## Contact details of the data protection controller

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

AULIOS GmbH

Marius-Julian Marx

Lohmühlenstraße 65, 12435 Berlin, Deutschland

Authorised to represent: Marius-Julian Marx

Email: [hello@aulios.com](mailto:hello@aulios.com)

Phone:

Company details: [www.audios.com/terms-and-conditions](http://www.audios.com/terms-and-conditions)

## Storage Period

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

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

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

## Rights in accordance with the General Data Protection Regulation

You are granted the following rights in accordance with the provisions of the [GDPR](#) (General Data Protection Regulation) and the Austrian [Data Protection Act \(DSG\)](#):

- right to rectification (article 16 GDPR)
- right to erasure (“right to be forgotten”) (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- right to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)
- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at <https://www.data-protection-authority.gv.at/>.

## Berlin Data protection authority

**State Commissioner for Data Protection:** Maja Smolczyk

**Address:** Friedrichstraße 219, 10969 Berlin






**Phone number:** 030/138 89-0

**E-mail address:** mailbox@datenschutz-berlin.de

**Website:** <https://www.datenschutz-berlin.de/>

## Web hosting

## Web hosting Overview

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

## What is web hosting?

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

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

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

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

Illustration:



## Why do we process personal data?

The purposes of data processing are:

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

## Which data are processed?

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

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html?tid=311833007>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e. g. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the IP address of the device from the website is being accessed from (e.g. COMPUTERTNAME and 194.23.43.121)
- date and time
- in so-called web server log files

## How long is the data stored?

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

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

## Legal basis

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

## Amazon Web Services (AWS) Privacy Policy

We use Amazon Web Services (AWS) for our website, which is a web hosting provider, among other things. The provider of this service is the American company Amazon Web Services, Inc., 410 Terry Avenue North, Seattle WA 98109, USA.






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

Amazon Web Services (AWS) uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Amazon Web Services (AWS) to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data that are processed through the use of Amazon Web Services (AWS) in their Privacy Policy at [https://aws.amazon.com/privacy/?nc1=h\\_ls](https://aws.amazon.com/privacy/?nc1=h_ls).

## Web Analytics

### Web Analytics Privacy Policy Overview

-  Affected parties: visitors to the website
-  Purpose: Evaluation of visitor information to optimise the website.
-  Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this from the respective web analytics tool directly.
-  Storage period: depending on the respective web analytics tool used
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

## What is Web Analytics?

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

## Why do we run Web Analytics?

We have a clear goal in mind when it comes to our website: we want to offer our industry's best website on the market. Therefore, we want to give you both, the best

and most interesting offer as well as comfort when you visit our website. With web analysis tools, we can observe the behaviour of our website visitors, and then improve our website accordingly for you and for us. For example, we can see the average age of our visitors, where they come from, the times our website gets visited the most, and which content or products are particularly popular. All this information helps us to optimise our website and adapt it to your needs, interests and wishes.

### **Which data are processed?**

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

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

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





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

## **Duration of data processing**

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

## **Right to object**

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

## **Legal basis**

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

In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors, which enables us to technically and economically improve our offer. With Web Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f of the GDPR (legitimate interests)**. Nevertheless, we only use these tools if you have given your consent.

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

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

## **Firestore Privacy Policy**

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

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

## Google Optimize Privacy Policy

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

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

## Facebook Pixel Privacy Policy

We use Facebook's Facebook pixel on our website. For that, we have implemented a code on our website. The Facebook pixel is a segment of a JavaScript code, which, in case you came to our website via Facebook ads, loads an array or functions that enable Facebook to track your user actions. For example, if you buy a product on our website, the Facebook pixel is triggered and stores your actions on our website in one or more cookies. These cookies enable Facebook to match your user data (customer data such as IP address, user ID) with the data of your Facebook account. After that, Facebook deletes your data again. The collected data is anonymous as well as inaccessible and can only be used for ad placement purposes. If you are a Facebook user and you are logged in, your visit to our website is automatically assigned to your Facebook user account.

We exclusively want to show our products or services to persons, who are interested in them. With the aid of the Facebook pixel, our advertising measures can get better adjusted to your wishes and interests. Therefore, Facebook users get to see suitable advertisement (if they allowed personalised advertisement). Moreover, Facebook uses the collected data for analytical purposes and for its own advertisements.

In the following we will show you the cookies, which were set on a test page with the Facebook pixel integrated to it. Please consider that these cookies are only examples. Depending on the interaction that is made on our website, different cookies are set.

**Name:** \_fbp

**Value:** fb.1.1568287647279.257405483-6311833007-7

**Purpose:** Facebook uses this cookie to display advertising products.

**Expiration date:** after 3 months

**Name:** fr

**Value:** 0aPf312HOS5Pboo2r..Bdeiuf...1.0.Bdeiuf.

**Purpose:** This cookie is used for Facebook pixels to function properly.

**Expiration date:** after 3 months

**Name:** comment\_author\_50ae8267e2bdf1253ec1a5769f48e062311833007-3

**Value:** Name of the author

**Purpose:** This cookie saves the text and name of a user who e.g. leaves a comment.

**Expiration date:** after 12 months

**Name:** comment\_author\_url\_50ae8267e2bdf1253ec1a5769f48e062

**Value:** https%3A%2F%2Fwww.testseite...%2F (URL of the author)

**Purpose:** This cookie saved the URL of the website that the user types into a text box on our website.

**Expiration date:** after 12 months

**Name:** comment\_author\_email\_50ae8267e2bdf1253ec1a5769f48e062

**Value:** email address of the author

**Purpose:** This cookie saves the email address of the user, if they provided it on the website.

**Expiration date:** after 12 months

**Note:** The above-mentioned cookies relate to an individual user behaviour. Moreover, especially concerning the usage of cookies, changes at Facebook can never be ruled out.

If you are registered on Facebook, you can change the settings for advertisements yourself at

[https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen). If

you are not a Facebook user, you can manage your user based online advertising at

<https://www.youronlinechoices.com/uk/your-ad-choices>. You have the option to

activate or deactivate any providers there.

We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. Data

processing is done mainly through Facebook Pixel. This may lead to data not being anonymously processed and stored. Furthermore, US government authorities may get access to individual data. The data may also get linked to data from other Facebook services you have a user account with.

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

## Privacy Policy for Facebook's Automatic Advanced Matching

Along with Facebook's pixel function, we have also activated Automatic Advanced Matching. This function allows us to send hashed emails, names, genders, cities, states, postcodes and dates of birth or telephone numbers as additional information to Facebook, provided you have made them available to us. This activation gives us the opportunity to customise advertising campaigns even better to persons who are interested in our services or products.

## Google Analytics Privacy Policy

### Google Analytics Privacy Policy Overview



Affected parties: website visitors



Purpose: Evaluation of visitor information to optimise the website.



Processed data: Access statistics that contain data such as the location of access, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this in the privacy policy below.



Storage period: depending on the properties used



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

## What is Google Analytics?

We use the tracking and analysis tool Google Analytics (GA) of the US-American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics collects data on your actions on our website. Whenever you click a link for example, this action is saved in a cookie and transferred to Google Analytics. With the help of reports which we receive from Google Analytics, we can adapt our website and our services better to your wishes. In the following, we will explain the tracking tool in more detail, and most of all, we will inform you what data is saved and how you can prevent this.

Google Analytics is a tracking tool with the purpose of conducting data traffic analysis of our website. For Google Analytics to work, there is a tracking code integrated to our website. Upon your visit to our website, this code records various actions you perform on your website. As soon as you leave our website, this data is sent to the Google Analytics server, where it is stored.

Google processes this data and we then receive reports on your user behaviour. These reports can be one of the following:

- Target audience reports: With the help of target audience reports we can get to know our users better and can therefore better understand who is interested in our service.
- Advertising reports: Through advertising reports we can analyse our online advertising better and hence improve it.
- Acquisition reports: Acquisition reports provide us helpful information on how we can get more people enthusiastic about our service.
- Behaviour reports: With these reports, we can find out how you interact with our website. By the means of behaviour reports, we can understand what path you go on our website and what links you click.
- Conversion reports: A conversion is the process of leading you to carry out a desired action due to a marketing message. An example of this would be transforming you from a mere website visitor into a buyer or a newsletter subscriber. Hence, with the help of these reports we can see in more detail, if our marketing measures are successful with you. Our aim is to increase our conversion rate.
- Real time reports: With the help of these reports we can see in real time, what happens on our website. It makes us for example see, we can see how many users are reading this text right now.

## **Why do we use Google Analytics on our website?**

The objective of our website is clear: We want to offer you the best possible service. Google Analytics' statistics and data help us with reaching this goal.

Statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our page in a way, that makes it easier to be found by interested people on Google. On the other hand, the data helps us to get a better understanding of you as our visitor. Therefore, we can very accurately find out what we must improve on our website, in order to offer you the best possible service. The analysis of that data also enables us to carry out our advertising and marketing measures in a more individual and more cost-effective way. After all, it only makes sense to show our products and services exclusively to people who are interested in them.

## **What data is stored by Google Analytics?**

With the aid of a tracking code, Google Analytics creates a random, unique ID which is connected to your browser cookie. That way, Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a "recurring" user. All data that is collected gets saved together with this very user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

To analyse our website with Google Analytics, a property ID must be inserted into the tracking code. The data is then stored in the corresponding property. Google Analytics 4-property is standard for every newly created property. An alternative however, is the Universal Analytics Property. Depending on the property that is being used, data are stored for different periods of time.

Your interactions on our website are measured by tags such as cookies and app instance IDs. Interactions are all kinds of actions that you perform on our website. If you are also using other Google systems (such as a Google Account), data generated by Google Analytics can be linked with third-party cookies. Google does not pass on any Google Analytics data, unless we as the website owners authorise it. In case it is required by law, exceptions can occur.

The following cookies are used by Google Analytics:

**Name:** `_ga`

**Value:** 2.1326744211.152311833007-5

**Purpose:** By default, analytics.js uses the cookie `_ga`, to save the user ID. It generally serves the purpose of differentiating between website visitors.

**Expiration date:** After 2 years

**Name:** `_gid`

**Value:** 2.1687193234.152311833007-1

**Purpose:** This cookie also serves the purpose of differentiating between website users

**Expiration date:** After 24 hours

**Name:** `_gat_gtag_UA_<property-id>`

**Value:** 1

**Verwendungszweck:** It is used for decreasing the demand rate. If Google Analytics is provided via Google Tag Manager, this cookie gets the name `_dc_gtm_<property-id>`.

**Expiration date:** After 1 minute

**Name:** AMP\_TOKEN

**Value:** No information

**Purpose:** This cookie has a token which is used to retrieve the user ID by the AMP Client ID Service. Other possible values suggest a logoff, a request or an error.

**Expiration date:** After 30 seconds up to one year

**Name:** `__utma`

**Value:** 1564498958.1564498958.1564498958.1

**Purpose:** With this cookie your behaviour on the website can be tracked and the site performance can be measured. The cookie is updated every time the information is sent to Google Analytics.

**Expiration date:** After 2 years

**Name:** `__utmt`

**Value:** 1

**Purpose:** Just like `_gat_gtag_UA_<property-id>` this cookie is used for keeping the requirement rate in check.

**Expiration date:** After 10 minutes

**Name:** `__utmb`

**Value:** 3.10.1564498958

**Purpose:** This cookie is used to determine new sessions. It is updated every time

new data or information gets sent to Google Analytics.

**Expiration date:** After 30 minutes

**Name:** \_\_utmc

**Value:** 167421564

**Purpose:** This cookie is used to determine new sessions for recurring visitors. It is therefore a session cookie, and only stays stored until you close the browser again.

**Expiration date:** After closing the browser

**Name:** \_\_utmz

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

**Purpose:** This cookie is used to identify the source of the number of visitors to our website. This means, that the cookie stored information on where you came to our website from. This could be another site or an advertisement.

**Expiration date:** After 6 months

**Name:** \_\_utmv

**Value:** No information

**Purpose:** The cookie is used to store custom user data. It gets updated whenever information is sent to Google Analytics.

**Expiration date:** After 2 years

**Note:** This list is by no means exhaustive, since Google are repeatedly changing the use of their cookies.

Below we will give you an overview of the most important data that can be evaluated by Google Analytics:

**Heatmaps:** Google creates so-called Heatmaps on. These Heatmaps make it possible to see the exact areas you click on, so we can get information on what routes you make on our website.

**Session duration:** Google calls the time you spend on our website without leaving it session duration. Whenever you are inactive for 20 minutes, the session ends automatically.

**Bounce rate** If you only look at one page of our website and then leave our website again, it is called a bounce.

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

**IP-Address:** The IP address is only shown in a shortened form, to make it impossible to clearly allocate it.

**Location:** Your approximate location and the country you are in can be defined by the IP address. This process is called IP location determination.

**Technical information:** Information about your browser type, your internet provider and your screen resolution are called technical information.



**Source:** Both, Google Analytics as well as ourselves, are interested what website or what advertisement led you to our site.

Further possibly stored data include contact data, potential reviews, playing media (e.g. when you play a video on our site), sharing of contents via social media or adding our site to your favourites. This list is not exhaustive and only serves as general guidance on Google Analytics' data retention.

## **How long and where is the data stored?**

Google has servers across the globe. Most of them are in America and therefore your data is mainly saved on American servers. Here you can read detailed information on where Google's data centres are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=en>

Your data is allocated to various physical data mediums. This has the advantage of allowing to retrieve the data faster, and of protecting it better from manipulation. Every Google data centre has respective emergency programs for your data. Hence, in case of a hardware failure at Google or a server error due to natural disasters, the risk for a service interruption stays relatively low.

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

Google Analytics has a 26 months standardised period of retaining your user data. After this time, your user data is deleted. However, we have the possibility to choose the retention period of user data ourselves. There are the following five options:

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

Additionally, there is the option for data to be deleted only if you no longer visit our website within a period determined by us. In this case, the retention period will be reset every time you revisit our website within the specified period.

As soon as the chosen period is expired, the data is deleted once a month. This retention period applies to any of your data which is linked to cookies, user identification and advertisement IDs (e.g. cookies of the DoubleClick domain). Any report results are based on aggregated information and are stored independently of any user data. Aggregated information is a merge of individual data into a single and bigger unit.

## **How can I delete my data or prevent data retention?**

Under the provisions of the European Union's data protection law, you have the right to obtain information on your data and to update, delete or restrict it. With the help of

a browser add on that can deactivate Google Analytics' JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download this add on at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. Please consider that this add on can only deactivate any data collection by Google Analytics.

If you generally want to deactivate, delete or manage all cookies (independently of Google Analytics), you can use one of the guides that are available for any browser:

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

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

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

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

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

## Legal basis

The use of Google Analytics requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a of the GDPR (consent)**, this is the legal basis for the processing of personal data when collected via web analytics tools.

In addition to consent, we have legitimate interest in analysing the behaviour of website visitors, in order to technically and economically improve our offer. With Google Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f of the GDPR (legitimate interests)**. Nevertheless, we only use Google Analytics if you have given your consent.

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

We hope we could provide you with the most important information about data processing by Google Analytics. If you want to find out more on the tracking service, we recommend these two links:

<https://marketingplatform.google.com/about/analytics/terms/gb/> and <https://support.google.com/analytics/answer/6004245?hl=en>.

## Google Analytics IP Anonymisation

We implemented Google Analytics' IP address anonymisation to this website. Google developed this function, so this website can comply with the applicable privacy laws and the local data protection authorities' recommendations, should they prohibit the retention of any full IP addresses.

The anonymisation or masking of IP addresses takes place, as soon as they reach Google Analytics' data collection network, but before the data would be saved or processed.

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

## Google Analytics Reports on demographic characteristics and interests

We have turned on Google Analytics' functions for advertising reports. These reports on demographic characteristics and interests contain details about age, gender and interests. Through them we can get a better picture of our users – without being able to allocate any data to individual persons. You can learn more about advertising functions at [auf](#)

[https://support.google.com/analytics/answer/3450482?hl=en&utm\\_id=ad](https://support.google.com/analytics/answer/3450482?hl=en&utm_id=ad).

You can terminate the use of your Google Account's activities and information in "Ads Settings" at <https://adssettings.google.com/authenticated> via a checkbox.

## Google Analytics Deactivation Link

By clicking on the following **deactivation link** you can prevent Google from tracking your further visits. Caution: The deletion of cookies, the use of your browser's incognito/private mode or the use of a different browser may lead to your data being collected again.

Deactivate Google Analytics

## Google Analytics' Data Processing Amendment

By accepting the amendment on data processing in Google Analytics, we entered a contract with Google concerning the use of Google Analytics.

You can find out more about the amendment on data processing for Google Analytics here: [https://support.google.com/analytics/answer/3379636?hl=en&utm\\_id=ad](https://support.google.com/analytics/answer/3379636?hl=en&utm_id=ad)

## Google Analytics Google Signals Privacy Policy

We have activated Google signals in Google Analytics. Through this, any existing Google Analytics functions (advertising reports, remarketing, cross-device reports and reports on interests and demographic characteristics) are updated, to result in

the summary and anonymisation of your data, should you have permitted personalised ads in your Google Account.

The special aspect of this is that it involves cross-device tracking. That means your data can be analysed across multiple devices. Through the activation of Google signals, data is collected and linked to the Google account. For example, it enables Google to recognise when you look at a product on a smartphone and later buy the product on a laptop. Due to activating Google signals, we can start cross-device remarketing campaigns, which would otherwise not be possible to this extent. Remarketing means, that we can show you our products and services across other websites as well.


Moreover, further visitor data such as location, search history, YouTube history and data about your actions on our website are collected in Google Analytics. As a result, we receive improved advertising reports and more useful information on your interests and demographic characteristics. These include your age, the language you speak, where you live or what your gender is. Certain social criteria such as your job, your marital status or your income are also included. All these characteristics help Google Analytics to define groups of persons or target audiences.


Those reports also help us to better assess your behaviour, as well as your wishes and interests. As a result, we can optimise and customise our products and services for you. By default, this data expires after 26 months. Please consider, that this data is only collected if you have agreed to personalised advertisement in your Google Account. The retained information is always exclusively summarised and anonymous data, and never any data on individual persons. You can manage or delete this data in your Google Account.

## Google Site Kit Privacy Policy

### Google Site Kit Privacy Policy Overview

 Affected parties: website visitors

 Purpose: Evaluation of visitor information to optimise the website.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. More details can be found below and in Google Analytics' privacy policy.

 Storage period: depending on the properties used

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

## What is Google Site Kit?

We have integrated the WordPress plugin Google Site Kit of the American company Google Inc. to our website. For Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With Google Site Kit, we can quickly and easily view statistics of various Google products such as Google Analytics directly on our WordPress dashboard. The in Google Site Kit

integrated tools also collect your personal data. In this privacy policy we will explain why we use Google Site Kit, how long and where your data is stored, and which other privacy policies may be relevant to you in this context.

Google Site Kit is a plugin for the WordPress content management system. With this plugin we can view important website analysis statistics directly in our dashboard. These are statistics that are collected by other Google products – primarily by Google Analytics. In addition to Google Analytics, the services Google Search Console, Page Speed Insight, Google AdSense, Google Optimize and Google Tag Manager can also be linked to Google Site Kit.

## **Why do we use Google Site Kit on our website?**

As a service provider, it is our job to offer you the best possible experience on our website. You should feel comfortable on our website. Moreover, you should be able to quickly and easily find exactly what you are looking for. Statistical evaluations help us to get to know you better and to adapt our offer to your wishes and interests. We use various Google tools for these evaluations. Site Kit makes our work a lot easier because we can view and analyse the statistics of Google products on its dashboard. Therefore, we must no longer register for using the respective tools. Site Kit always provides a good overview of the most important analysis data.

## **What data are stored by Google Site Kit?**

If you have consented to the use of tracking tools in the cookie notice (also called script or banner), cookies will be set by Google products such as Google Analytics. Also, on about you, such as your user behaviour, will be sent to Google, where it is stored and processed. This also includes personal data such as your IP address.

You can find more detailed information on the individual services in the respective separate sections of this privacy policy. In our privacy policy on Google Analytics for example, you will be able to view information on the exact types of data that are collected. You will also learn how long Google Analytics stores, manages and processes data, what cookies can be used and how you can prevent data retention. We also have respective comprehensive privacy policies for other Google services such as Google Tag Manager or Google AdSense.

In the following, we will show you exemplary Google Analytics cookies that may be set in your browser if you have consented to Google's data processing. Please note that this list contains only a selection of potential cookies:

**Name:** `_ga`

**Value:**2.1326744211.152311833007-2

**Purpose:**Usually analytics.js uses the `_ga` cookie to store the user ID. Therefore, it can differentiate between website visitors.

**Expiry date:** after 2 years

**Name:** `_gid`

**Value:**2.1687193234.152311833007-7

**Purpose:** This cookie does also differentiate between website visitors.

**Expiry date:** after 24 hours

**Name:** \_gat\_gtag\_UA\_<property-id>

**Value:** 1

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

**Expiry date:** after 1 minute

## How long and where are the data stored?

Google stores the collected data on its own servers, which are distributed all around the world. Most servers are in the United States, so your data may likely be stored there. At <https://www.google.com/about/datacenters/inside/locations/?hl=uk> you can see exactly where the company provides servers.

Data that is collected by Google Analytics is stored for a standard period of 26 months. After this time, your user data will be deleted. This retention period applies to any data linked to cookies, user identification and advertising IDs.

## How can I delete my data or prevent data retention?

You always reserve the right to either receive information about your data, or to have your data deleted, rectified, or reduced. You can also deactivate, delete, or manage cookies in your browser at any time. In the following we will show you the respective instructions to do this in the most common browsers:

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

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

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

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

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

Please note that when using this tool, your data may also be stored and processed outside the EU. Under current European data protection law most third countries (including the USA) are not considered secure for this matter. Data must not be transferred to, stored and processed in such insecure third countries, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

## Legal basis

The use of Google Site Kit requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for processing personal data, such as when it is collected by web analytics tools.

In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors, and thus technically and economically improving our offer. With the help of Google Site Kit, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate**

**interests).** Nevertheless, we only use Google Site Kit if you have given us your consent.

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






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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

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

## Google Tag Manager Privacy Policy

### Google Tag Manager Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Organisation of individual tracking tools
-  Processed data: Google Tag Manager itself does not store any data. The data record tags of the web analytics tools used.
-  Storage period: depending on the web analytics tool used
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

### What is Google Tag Manager?

We use Google Tag Manager by the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) for our website.

This Tag Manager is one of Google's many helpful marketing products. With it, we can centrally integrate and manage code sections of various tracking tools, that we use on our website.

In this privacy statement we will explain in more detail, what Google Tag Manager does, why we use it and to what extent your data is processed.

Google Tag Manager is an organising tool with which we can integrate and manage website tags centrally and via a user interface. Tags are little code sections which e.g. track your activities on our website. For this, segments of JavaScript code are integrated to our site's source text. The tags often come from Google's intern products, such as Google Ads or Google Analytics, but tags from other companies can also be integrated and managed via the manager. Since the tags have different

tasks, they can collect browser data, feed marketing tools with data, embed buttons, set cookies and track users across several websites.

## **Why do we use Google Tag Manager for our website?**

Everybody knows: Being organised is important! Of course, this also applies to maintenance of our website. In order to organise and design our website as well as possible for you and anyone who is interested in our products and services, we rely on various tracking tools, such as Google Analytics.

The collected data shows us what interests you most, which of our services we should improve, and which other persons we should also display our services to. Furthermore, for this tracking to work, we must implement relevant JavaScript Codes to our website. While we could theoretically integrate every code section of every tracking tool separately into our source text, this would take too much time and we would lose overview. This is the reason why we use Google Tag Manager. We can easily integrate the necessary scripts and manage them from one place. Additionally, Google Tag Manager's user interface is easy to operate, and requires no programming skills. Therefore, we can easily keep order in our jungle of tags.

## **What data is stored by Google Tag Manager?**

Tag Manager itself is a domain that neither uses cookies nor stores data. It merely functions as an "administrator" of implemented tags. Data is collected by the individual tags of the different web analysis tools. Therefore, in Google Tag Manager the data is sent to the individual tracking tools and does not get saved.

However, with the integrated tags of different web analysis tools such as Google Analytics, this is quite different. Depending on the analysis tool used, various data on your internet behaviour is collected, stored and processed with the help of cookies. Please read our texts on data protection for more information on the particular analysis and tracking tools we use on our website.

We allowed Google via the account settings for the Tag Manager to receive anonymised data from us. However, this exclusively refers to the use of our Tag Manager and not to your data, which are saved via code sections. We allow Google and others, to receive selected data in anonymous form. Therefore, we agree to the anonymised transfer of our website data. However, even after extensive research we could not find out what summarised and anonymous data it is exactly that gets transmitted. What we do know is that Google deleted any info that could identify our website. Google combines the data with hundreds of other anonymous website data and creates user trends as part of benchmarking measures. Benchmarking is a process of comparing a company's results with the ones of competitors. As a result, processes can be optimised based on the collected information.

## **How long and where is the data stored?**

When Google stores data, this is done on Google's own servers. These servers are located all over the world, with most of them being in America. At <https://www.google.com/about/datacenters/inside/locations/?hl=en> you can read in detail where Google's servers are.



In our individual data protection texts on the different tools you can find out how long the respective tracking tools store your data.

## How can I delete my data or prevent data retention?

Google Tag Manager itself does not set any cookies but manages different tracking websites' tags. In our data protection texts on the different tracking tools you can find detailed information on how you can delete or manage your data.

Please note that when using this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data must not be transferred, stored and processed to insecure third countries, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

## Legal basis

The use of the Google Tag Manager requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for personal data processing, such as when it is collected by web analytics tools.

In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors and thus technically and economically improving our offer. With the help of Google Tag Managers we can also improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. We only use Google Tag Manager if you have given us your consent.

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)


If you want to learn more about Google Tag Manager, we recommend their FAQs at <https://support.google.com/tagmanager/?hl=en#topic=3441530>.


## Hotjar Privacy Policy

## Hotjar Privacy Policy Overview

 Affected parties: website visitors

 Purpose: To evaluate visitor information for optimising user experience.

 Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses.

 Storage period: the data will be deleted after one year

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

## What is Hotjar?

We use Hotjar of the company Hotjar Limited (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta) on our website, to statistically evaluate visitor data. Hotjar is a service which analyses the behaviour and feedback of you as a user of our website by combining analysis and feedback tools. We receive reports as well as visual displays from Hotjar, which show us how you move on our site. Personal data is anonymised automatically and never reaches Hotjar's servers. This means you as the website user are not personally identified, while we can still learn much about your user behaviour.

As mentioned in the above paragraph, Hotjar helps us analyse the behaviour of our site visitors. Some of the tools Hotjar offers are e.g. heatmaps, conversion funnels, visitor recording, incoming feedback, feedback polls and surveys (you can find more information about it at <https://www.hotjar.com/>). Therewith, Hotjar helps us to provide you a better user experience as well as an improved service. On the one hand it offers good analysis of online behaviour and on the other hand it gives us good feedback on our website's quality. Besides the analytical aspects we of course also want to know your opinion about our website. This is possible thanks to the feedback tool.

## Why do we use Hotjar on our website?

Within the last years the importance of websites' user experience has gained in importance. And justifiably so – a website should be structured in a way that makes the user feel comfortable and is easy to navigate. Thanks to Hotjar's analysis and the feedback tools, we can make our website and our offer more attractive. To us, Hotjar's Heatmaps has proven particularly valuable, as it helps with presenting and visualising data. In that sense, Hotjar's Heatmaps e.g. helps us see what you like to click on and where you scroll to.

## What data is stored by Hotjar?

Hotjar automatically collects information on your user behaviour while you surf our website. In order to be able to collect this information, we implemented a tracking code. We integrated a tracking code, to be able to collect this information. The following data can be gathered via your computer or your browser:

- Your computer's IP address (is collected and saved in an anonymous format)
- Screen size
- Browser information (which browser and version etc.)
- Your location (but only the country)
- Your language preference
- Visited websites (subpages)
- Date and time of access to one of our subpages (websites)

Moreover, cookies also save data that have been placed on your computer (mostly your browser), although no personal data is collected. Generally, Hotjar does not pass collected data to third parties. However, Hotjar explicitly emphasises that it is sometimes necessary to share data with Amazon Web Services. \_ parts of your information is saved on its servers. Nonetheless, Amazon is bound to a confidentiality obligation and cannot disclose these data.

Only a limited number of people (employees of Hotjar) have access to the stored information. Furthermore, Hotjar's servers are protected by firewalls and IP restrictions (only authorised IP addresses have access). Firewalls are security systems which protect computers from unwanted network accesses. They serve as barriers between Hotjar's secure internal network and the internet. Moreover, Hotjar also uses third-party companies for their services, such as Google Analytics or Optimizely. These firms can also save information that your browser sends to our website.

The following cookies are used by Hotjar. Since we refer to the cookie list in Hotjar's privacy statement at <https://www.hotjar.com/legal/policies/cookie-information>, not every cookie has a sample value. The list shows examples of utilised Hotjar cookies and does not claim to be exhaustive.

**Name:** ajs\_anonymous\_id

**Value:** %2258832463-7cee-48ee-b346-a195f18b06c3%22311833007-5

**Purpose:** This cookie is generally used for analysis purposes and helps with counting our website's visitors by tracking whether they have been to the website before.

**Expiry date:** after one year

**Name:** ajs\_group\_id

**Value:** 0

**Purpose:** This cookie collects data on user behaviour. Based on the similarities between website visitors, the data can then be assigned to a specific visitor group.

**Expiry date:** after one year

**Name:** \_hjid

**Value:** 699ffb1c-4bfb-483f-bde1-22cfa0b59c6c

**Purpose:** This cookie is used to maintain a Hotjar user ID, which is unique for the website in the browser. That way, upon the next website visits, the user behaviour can be assigned to the same user ID.

**Expiry date:** after one year

**Name:** \_hjMinimizedPolls

**Value:** 462568311833007-8

**Verwendungszweck:** Every time you minimise a feedback poll widget, Hotjar sets this cookie. It ensures that the widget stays minimised when you surf our sites.

**Expiry date:** after one year

**Name:** \_hjIncludedInSample

**Value:** 1

**Purpose:** This session cookie is used to inform Hotjar if you are part of the selected individuals (sample), who are used for the creation of funnels.

**Expiry date:** after one year

**Name:** \_hjClosedSurveyInvites

**Purpose:** This cookie is set when you see an invitation to a feedback poll in a popup window. It is used to ensure that this invitation appears to you only once.

**Expiry date:** after one year

**Name:** \_hjDonePolls

**Purpose:** This cookie is set in your browser whenever you finish a round of questions for feedback in a poll widget. Therewith, Hotjar prevents you from receiving the same polls in the future.

**Expiry date:** after one year

**Name:** \_hjDoneTestersWidgets

**Purpose:** This cookie is used when you enter your data in the “recruit user tester” widget. With this widget we want to engage you as a tester. The cookie is used to prevent the form from reappearing repeatedly.

**Expiry date:** after one year

**Name:** \_hjMinimizedTestersWidgets

**Purpose:** This cookie is set to keep the “recruit user tester“ widget minimised across all our pages. The cookie is set upon you minimising this widget once.

**Expiry date:** after one year

**Name:** \_hjShownFeedbackMessage

**Purpose:** This cookie is set if you minimise or amend the given feedback. This is done so the feedback is instantly loaded as minimised when you navigate to another page, on which it is displayed.

**Expiry date:** after one year

## **How long and where is the data stored?**

We integrated a tracking code to our website, which is transmitted to Hotjar’s servers in Ireland (EU). This tracking code contacts Hotjar’s servers and sends a script to your computer or any terminal device with which you are accessing our website. The script collects certain data concerning your interaction with our website. Then, the data is sent to Hotjar’s servers for processing. Moreover, Hotjar imposed a limit of retaining data for up to 365 days on itself. This means that all data collected by Hotjar which is over one year old are deleted automatically.

## **How can I erase my data or prevent data retention?**

Hotjar saves none of your personal data for its analysis. The company even advertises with the slogan “We track behaviour, not individuals“. In addition, it is always possible for you to prevent the collection of your data. For this you simply need to visit Hotjar’s [“Opt-out page“](#) and click on “deactivate Hotjar“. Please note that deleting cookies, using your browser’s private mode or utilising a different browser will result in the collection of data again. Furthermore, you can activate the “Do Not Track” button in your browser. To do this in Chrome for example, you must click on the three bars and select “Settings“. In the section “Data Protection“ you will find the option “Send a ‘Do Not Track’ request with your browsing traffic“. Finally, you must click on this button and no data will be collected by Hotjar.

## Legal basis

The use of Hotjar requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a GDPR (consent)** , this consent represents the legal basis for personal data processing , such as when it is collected by web analytics tools.

In addition to consent, we have legitimate interest in analysing the behaviour of website visitors, and thus technically and economically improving our offer. With the help of Hotjar, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit.f GDPR (legitimate interests)**. Nevertheless, we only use Hotjar if you have given us your consent.

You can find more details on the privacy policy and on what data Hotjar uses and how it is utilised at <https://www.hotjar.com/legal/policies/privacy?tid=311833007>.

## Email-Marketing

### Email Marketing Overview



Affected parties: newsletter subscribers



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



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



Storage duration: for the duration of the subscription



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

## What is Email-Marketing?

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

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

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

## **Why do we use Email-Marketing?**

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing – often just referred to as “newsletters” – as an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you newsletters, system emails or other notifications via email. Whenever the term “newsletter” is used in the following text, it mainly refers to emails that are sent regularly. We of course don’t want to bother you with our newsletter in any way. Thus, we genuinely strive to offer only relevant and interesting content. In our emails you can e.g. find out more about our company and our services or products. Since we are continuously improving our offer, our newsletter will always give you the latest news, or special, lucrative promotions. Should we commission a service provider for our email marketing, who offers a professional mailing tool, we do this in order to offer you fast and secure newsletters. The purpose of our email marketing is to inform you about new offers and also to get closer to our business goals.

## **Which data are processed?**

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

## **Duration of data processing**

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

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

## **Withdrawal – how can I cancel my subscription?**

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

## **Legal basis**

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

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

## **ActiveCampaign Privacy Policy**

On our website we use ActiveCampaign, which is a service for our email marketing. The provider of this service is the American company ActiveCampaign, 1 N Dearborn St 5th floor, Chicago, IL 60602, USA.

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

In ActiveCampaign's privacy policy at <https://www.activecampaign.com/legal/privacy-policy>, you can find out more about the data that are being processed by using ActiveCampaign.

## CleverReach Privacy Policy

We use CleverReach on our website, which is a service for our email marketing. The service provider is the German company CleverReach GmbH & Co. KG, Schafjückenweg 2, 26180 Rastede, Germany. You can find out more about the data that is processed through the use of CleverReach in the privacy policy at <https://www.cleverreach.com/de/datenschutz/>

## Clickfunnels Privacy Policy

On our website we use Clickfunnels, which is a service for our email marketing. The provider of this service is the American company Etison LLC, 3443 W. Bavaria Street, Eagle, ID 83616, USA.






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

Clickfunnels uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Clickfunnels to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

In Clickfunnels's privacy policy at <https://signup.clickfunnels.com/privacy-policy>, you can find out more about the data that are being processed by using Clickfunnels.

## MailChimp Privacy Policy

### MailChimp Privacy Policy Overview

-  Affected parties: newsletter subscribers
-  Purpose: direct marketing via email, notification of events that are relevant to the system
-  Processed data: data entered during registration, but at least the email address.
-  Storage duration: for the subscription period
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

### What is MailChimp?

Like many other websites, we use the services of the newsletter company MailChimp on our website. The operator of MailChimp is the company The Rocket Science



Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. With the aid of MailChimp we can easily send you interesting news via newsletter. For the use of the service we do not have to install anything but can still access a pool of very efficient features. In the following we will give more details on this email marketing service and will inform you about the most important data protection aspects.

MailChimp is a cloud-based newsletter management service. "Cloud-based" means that we do not need to install MailChimp on our own computer or server. Instead, we use the service on an external server, or more specifically via an IT infrastructure, which is available via the internet. Using a software this way is also called SaaS (software as a service).



MailChimp allows us to choose from a wide range of different email types. Depending on what goal we want to reach with our newsletter, we can run individual campaigns, regular campaigns, auto responders (automated emails), A/B tests, RSS campaigns (mailings at pre-set times and frequencies) and follow-up campaigns.

## **Why do we use MailChimp on our website?**

The reason we would use any newsletter service is so we can stay in contact with you. We want to keep you on the loop about what news or attractive offers we have for you at the time. As we constantly seek out the easiest and best solutions for our marketing measures, we have decided on MailChimp as our newsletter management service. While the software is very easy to use, it offers many helpful features. For example, it allows us to create interesting and attractive newsletters in only a short time. With integrated design templates we can create every newsletter in an individual way. Due to the “responsive design” feature, our contents are also presented in a readable and pleasant way on your smartphone (or any other mobile device).

With tools such as A/B testing or the extensive analysis options, we can swiftly tell how you like our newsletters. This means that we can react if necessary and improve our offer or our services.

Another advantage is MailChimp’s “cloud system”. The data is not stored and processed directly on our server. We can retrieve the data from external servers and therefore save our memory space and also decrease maintenance effort.

## **What data is stored by MailChimp?**

Rocket Science Group LLC (MailChimp) operate online platforms which enable us to get in contact with you, provided you subscribed to our newsletter. If you become a subscriber of our newsletter via our website, by email you agree to become a member of a MailChimp email list. Then, MailChimp saves your subscription data and your IP address, so it can verify your entry into the list provider. Moreover, MailChimp stores your email address, your name, your physical address and demographic information, such as language or location.

This information is used to send emails to you and to allow certain other MailChimp functions (e.g. the evaluation of newsletters).

MailChimp also shares information with third parties to improve its services. Moreover, MailChimp shares certain data with advertising partners of third parties to get a better understanding of its clients’ interests, in order to provide relevant contents and target-oriented advertising.

With so-called “web beacons” (small graphics in HTML emails), MailChimp can determine if an email has arrived, has been opened or if links have been clicked. This information is then stored on MailChimp’s servers. That way we receive statistical evaluations and can see how you liked our newsletter. Therefore, we can tailor our offer better to your wishes and improve our service.

Moreover, MailChimp are allowed to use this data for improving their own service. Thus, they can for example technically optimise the distribution or determine the location (or the country) of the recipient.

The following cookies can be set by MailChimp. This list is not exhaustive and is merely an exemplary selection:

**Name:** AVESTA\_ENVIRONMENT

**Value:** Prod

**Purpose:** This cookie is necessary to provide the services of MailChimp. It is always set when a user registers for a newsletter mailing list.

**Expiry date:** at the end of the session

**Name:** ak\_bmsc

**Value:** F1766FA98C9BB9DE4A39F70A9E5EEAB55F6517348A7000001311833007-3

**Purpose:** The cookie is used to differentiate a human from a bot. That way secure reports on the use of a website can be created.

**Expiry date:** after 2 hours

**Name:** bm\_sv

**Value:**

A5A322305B4401C2451FC22FFF547486~FEsKGvX8eovCwTeFTzb8//I3ak2Au...

**Purpose:** This cookie comes from MasterPass Digital Wallet (a MasterCard service) and is used to offer a secure and easy virtual payment process to visitors. For this purpose, the user is anonymously identified on the website.

**Expiry date:** after 2 hours

**Name:** \_abck

**Value:** 8D545C8CCA4C3A50579014C449B045311833007-9

**Purpose:** We could not find any further information about the purpose of this cookie.

**Expiry date:** after one year

For better display you might sometimes open our newsletter via a specified link. This can be the case if your email program does not work or if the newsletter is not displayed correctly. The newsletter will then be shown via a MailChimp website. MailChimp also uses cookies on its websites (small text files which save data on your browser).

Personal data can be processed by MailChimp and their partners (e.g. Google Analytics). MailChimp is responsible for the collection of this data and we have no influence on it. MailChimp's "Cookie Statement" (at:

<https://mailchimp.com/legal/cookies/>) tells you exactly how and why the company uses cookies.

## How long and where is the data stored?

Since MailChimp is an American company, all retained data is stored on American servers.

Generally, the data stays permanently stored on MailChimp's servers and is deleted only when you request it. You can have your contact information with us deleted. This

permanently removes all your personal data for us and anonymises you in MailChimp's reports. However, you can also request the erasure of your data permanently at MailChimp. Then all your data are removed from there and we receive a notification from MailChimp. After we receive the email we have 30 days to delete your contact details from all integrations.

## How can I erase my data or prevent data retention?

You can withdraw your approval for the receipt of our newsletters anytime, by clicking the link in the lower area of the received newsletter email. When you click on the unsubscribe link, your data with MailChimp gets deleted.

When you land on a MailChimp website via a link in our newsletter and cookies are consequently set in your browser, you can delete or deactivate these cookies anytime.

Depending on the browser, the deactivation or deletion differs slightly. The following instructions show how to manage cookies in your browser:

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

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

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

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

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

If you generally do not want to allow any cookies, you can set up your browser in a way so it would notify you whenever a potential cookie is about to be set. This lets you decide upon the placement of every single cookie.

## Legal basis

MailChimp sends our newsletter on the basis of your **consent** (Article 6 (1) (a) GDPR). This means that we are only allowed to mail you a newsletter if you have actively registered for it beforehand. If consent is not required, the newsletter is sent on the basis of **legitimate interest** in direct marketing (Article 6 (1) (f)), provided this is legally permitted. We record your registration process so we can keep proof of compliance with our laws.

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

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

to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more on MailChimp's use of cookies at <https://mailchimp.com/legal/cookies/>. Furthermore, at <https://mailchimp.com/legal/privacy/> you can find more information on data protection at MailChimp (Privacy).






## MailChimp Data Processing Addendum

We entered a contract with MailChimp on the processing of order data (Data Processing Addendum). This contract serves as a protection of your personal data and ensures that MailChimp follows the applicable data protection regulations and does not disclose your personal data to third parties.

You can find more information on this contract at <https://mailchimp.com/legal/data-processing-addendum/>.

## Google AdSense Privacy Policy

### Google AdSense Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: economic success and service optimisation.
-  Processed data: Access statistics containing data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed.
-  Storage duration: depending on the cookies used and on the retained data
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

### What is Google AdSense?

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

The advertising program Google AdSense has been around since 2003. As opposed to Google Ads (previously: Google AdWords) it is not possible to advertise on Google AdSense oneself. Google AdSense displays advertisements on websites, such as ours. The biggest advantage of this web service compared to some others, is that

Google AdSense only shows ads to you which match our website's contents. Google has its own algorithm which calculates what ads are shown to you. Of course, we only want to show you ads that interest you and provide you added value. Google checks which advertisements are suitable for our users, considering your interests, your user behaviour and our offer. At this point we want to mention that we are not responsible for the choice of the ads. We merely offer advertising space on our website, while Google selects the displayed ads. Moreover, since August 2013 the ads are customised to the respective user interface. This means, that no matter if you visit our website with your smartphone, your PC or your laptop, the ads adjust to your terminal device.

## **Why do we use Google AdSense on our website?**

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

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

## **What data is stored by Google AdSense?**

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

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

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

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

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

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

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

**Name:** uid

**Value:** 891269189311833007-8

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

**Expiry date:** after 2 months

**Name:** C

**Value:** 1

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

**Expiry date:** after 1 month

**Name:** cid

**Value:** 8912691894970695056,0,0,0,0

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

**Expiry date:** after 2 months

**Name:** IDE

**Value:** zOjt4TWxwbFDjaATZ2TzNaQmxrU311833007-1

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

**Expiry date:** after 1 month

**Name:** test\_cookie

**Value:** not specified

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

**Expiry date:** after 1 month

**Name:** CT592996

**Value:**733366

**Purpose:** It is saved under the domain adform.net. The cookie is placed upon your



click on an ad. We could not find any further information on the use of this cookie.

**Expiry date:** after one hour

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

## **How long and where is the data stored?**

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

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

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

## **How can I erase my data or prevent data retention?**

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

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

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

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

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

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

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

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

If you have a Google account, you can deactivate personalised adverts on the website <https://adssettings.google.com/authenticated>. You will continue to see ads, but they will stop being customised to your interests. Nevertheless, the ads are

displayed based on a few factors, such as your location, the browser type and the used search terms.

## Legal basis

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

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847).

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

## Cookiebot Privacy Policy

### Cookiebot Privacy Policy Overview



Affected parties: Website visitors



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



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



Storage period: the data will be deleted after one year



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

## What is Cookiebot?

We use functions of Cookiebot on our website. The company behind Cookiebot is Cybot A/S, Havnegade 39, 1058 Copenhagen, DK. Cookiebot offers us the opportunity to provide you with an extensive cookie notice (also known as a cookie banner or cookie notice).

By using this function, your data can be sent to Cookiebot or Cybot, where it may be saved and processed. In this privacy policy we will inform you on why we use Cookiebot, what data is transmitted and how you can prevent the transmission of data.

Cookiebot is a software product from Cybot. The software automatically creates a GDPR-compliant cookie notice for our website visitors. The technology behind Cookiebot also scans, controls and evaluates all cookies and tracking measures on our website.

## Why do we use Cookiebot on our website?

We take data protection very seriously. We want to show you exactly what is happening on our website and which of your data is stored. Cookiebot helps us to get a good overview of all our cookies (first- and third-party cookies). This enables us to be transparent and to inform you precisely on the use of cookies on our website. Cookiebot ensures you always receive an up-to-date and GDPR compliant cookie notice, so you can decide yourself which cookies you allow or deny.

## What data are stored by Cookiebot?

If you allow cookies, the following data will be transmitted to Cybot, where it is stored and processed.

- IP address (in anonymous form, the last 3 digits are replaced with 0)
- date and time of your consent
- our website's URL
- technical browser data
- encrypted, anonymous key
- the cookies you allowed (as status of consent)

If you have allowed the use of cookies, the following cookies get set by Cookiebot:

**Name:** CookieConsent

**Value:** {stamp:'P7to4eNgIHvJvDerjKneBsmJQd9311833007-2

**Purpose:**Your consent status is stored in this cookie. This enables our website to read and follow the current status even for future visits.

**Expiry date:** after one year

**Name:** CookieConsentBulkTicket

**Value:**

kDSPWpA%2fjhljZKCIPqsnfR8SveTnNWhys5NojaxdFYBPjZ2PaDnUw%3d%3311833007-6

**Purpose:**This cookie is placed if you allow all cookies and thus have activated "collective consent". The cookie then stores its own, random and unique ID.

**Expiry date:** after one year

**Note:** Please keep in mind that this is an exemplary list and that we do not claim for this list to be exhaustive. In the cookie statement at <https://www.cookiebot.com/en/cookie-declaration/> you can read which further cookies may be used.

According to Cybot's privacy policy, the company does not sell any personal information. However, Cybot shares data with trustworthy third-parties or subcontractors who help the company achieve its business goals. Data may also be transferred if it is legally required.

## **How long and where is the data stored?**

All collected data is only transferred and stored within the European Union. The data is saved in an Azure data centre (with the cloud provider Microsoft). At <https://azure.microsoft.com/en-gb/global-infrastructure/regions/> you can find out more on all "Azure regions". All user data will be deleted by Cookiebot 12 months after registration (cookie consent) or immediately after termination of the Cookiebot service.

## **How can I erase my data or prevent data retention?**

You have the right to access and delete your personal data at any time. You can prevent data collection and storage, by e.g. rejecting the use of cookies via the cookie notice. Furthermore, your browser offers another option to prevent data processing or to manage it according to your wishes. Depending on the browser, the cookie settings work a little differently. Here you will find the instructions for the most popular browsers:

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

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

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

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

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

## **Legal basis**


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


If you want to learn more about the data protection guidelines of "Cookiebot" or the company Cybot, we recommend you to read their privacy policy at <https://www.cookiebot.com/en/privacy-policy/>.


# Payment providers


## Payment Providers Privacy Policy Overview

 Affected parties: visitors to the website

 Purpose: To enable and optimise the payment process on our website

 Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data  
You can find more details on this directly from the payment provider tool that is being used.

 Storage period: depending on the payment provider that is being used

 Legal basis: Art. 6 paragraph 1 lit. b GDPR (performance of a contract)

## What is a payment provider?

On our website we use online payment systems, which enable us as well as you to have a secure and smooth payment process available. Among other things, personal data may also be sent to the respective payment provider, where it may also be stored and processed. Payment providers are online payment systems that enable you to place an order via online banking. The payment processing is carried out by the payment provider of your choice. We will then receive information about the payment. This method can be used by any user who has an active online banking account with a PIN and TAN. There are hardly any banks that do not offer or accept such payment methods.

## Why do we use payment providers on our website?

With both our website and our embedded online shop, we of course want to offer you the best possible service, so you can feel comfortable on our site and take advantage of our offers. We know that your time is valuable and that payment processing in particular has to work quickly and smoothly. Thus, we offer various payment providers. You can choose your preferred payment provider and pay in the usual way.

## Which data are processed?

What exact data that is processed of course depends on the respective payment provider. However, generally data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.) do get stored. This data is necessary for carrying out any transactions. In addition, any contract data and user data, such as when you have visited our website, what content you are interested in or which sub-pages you have clicked, may also be stored. Most payment providers also store your IP address and information about the computer you are using.

Your data is usually stored and processed on the payment providers' servers. We, so the website operator, do not receive this data. We only get information on whether the payment has gone through or not. For identity and credit checks, it may happen for payment providers to forward data to the appropriate body. The business and privacy policy principles of the respective provider always apply to all payment

transactions. Therefore, please always take a look at the general terms and conditions and the privacy policy of the payment provider. You e.g. also have the right to have data erased or rectified at any time. Please contact the respective service provider regarding your rights (right to withdraw, right of access and individual rights).

## **Duration of data processing**

Provided we have further information on this, we will inform you below about the duration of the processing of your data. In general, we only process personal data for as long as is absolutely necessary for providing our services and products. This storage period may be exceeded however, if it is required by law, for example for accounting purposes. We keep any accounting documents of contracts (invoices, contract documents, account statements, etc.) for 10 years (Section 147 AO) and other relevant business documents for 6 years (Section 247 HGB).

## **Right to object**

You always have the right to information, rectification and erasure of your personal data. If you have any questions, you can always contact the person that is responsible for the respective payment provider. You can find contact details for them either in our respective privacy policy or on the relevant payment provider's website.

You can erase, deactivate or manage cookies in your browser, that payment providers use for their functions. How this works differs a little depending on which browser you are using. Please note, however, that the payment process may then no longer work.

## **Legal basis**

For the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**), we offer other payment service providers in addition to the conventional banking/credit institutions. In the privacy policy of the individual payment providers (such as Amazon Payments, Apple Pay or Discover) you will find a detailed overview of data processing and data storage. In addition, you can always contact the responsible parties should you have any questions about data protection issues.

Provided it is available, you can find information on the special payment providers in the following sections.

## **American Express Privacy Policy**

On our website we use American Express, which is a global financial services provider. The provider of this service is the American Express Company. The company American Express Europe S.A. (Avenida Partenón 12-14, 28042, Madrid, Spain) is responsible for the European area.

American Express also processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no

adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.

American Express uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige American Express to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data that is processed by American Express in their Privacy Policy at <https://www.americanexpress.com/de/legal/online-datenschutzerklärung.html>.

## **Apple Pay Privacy Policy**

On our website we use Apple Pay, which is an online payment service. The provider of this service is the American company Apple Inc., Infinite Loop, Cupertino, CA 95014, USA.

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

Apple uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Apple to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data that is processed through the use of Apple Pay in their Privacy Policy at <https://www.apple.com/ie/legal/privacy/en-ww/>.

## **giropay Privacy Policy**

On our website we use the online payment provider giropay. The provider of this service is the German company paydirekt GmbH, Stephanstrasse 14-16, 60313 Frankfurt am Main, Germany. You can find out more about the data that is processed through the use of giropay in their Privacy Policy at <https://www.giropay.de/rechtliches/datenschutzerklaerung/>.

## **Google Pay Privacy Policy**

On our website we use the online payment provider Google Pay. The provider of this service is the American company Google Inc. The responsible entity for all Google services in the European region is Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland).

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data processed by using Google Pay in their Privacy Policy at <https://policies.google.com/privacy?hl=en-GB>.

## **Mastercard Privacy Policy**

We use the payment service provider Mastercard on our website. The provider of this service is the American company Mastercard Inc. The responsible entity for the European region is the company Mastercard Europe SA (Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium).

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data processed by using Mastercard in their Privacy Policy at <https://www.mastercard.com/global/en/vision/corp-responsibility/commitment-to-privacy/privacy.html>.

## **PayPal Privacy Policy**



On our website we use the online payment service PayPal. The provider of this service is the American company PayPal Inc. The responsible entity for the European region is the company PayPal Europe (S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg).

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find out more about the data processed by using PayPal in the Privacy Policy at <https://www.paypal.com/webapps/mpp/ua/privacy-full>.

## **Visa Privacy Policy**

On our website we use Visa which is a global payment provider. The provider of this service is the American company Visa Inc. The responsible entity for the European region is the company Visa Europe Services Inc. (1 Sheldon Square, London W2 6TT, United Kingdom).

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)


You can find out more about the data processed through the use of Visa in the Privacy Policy at <https://www.visa.co.uk/legal/privacy-policy.html>.


## **Klarna Checkout Privacy Policy**


## **Klarna Checkout Privacy Policy Summary**

 Affected parties: website visitors

 Purpose: optimising the payment process on our website

 Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data  
You can find more details on this in the privacy policy below.

 Storage period: data is stored as long as Klarna needs it for processing.

 Legal bases: Art. 6 paragraph 1 lit. c GDPR (legal obligation), Art. 6 paragraph 1 lit. f GDPR (legitimate interests)

## **What is Klarna Checkout?**

On our website we use the Klarna Checkout online payment system by the Swedish company Klarna Bank AB. Klarna Bank is headquartered in Sveavägen 46, 111 34 Stockholm, Sweden. If you choose this service, your personal data will be sent to Klarna, where it will be stored and processed. With this privacy policy we want to give you an overview of Klarna's data processing.

Klarna Checkout is a payment system for online shops. The user selects the payment method and Klarna Checkout takes over the entire payment process. Once a user has made payment via the checkout system and provided the relevant data, future online purchases can be made even faster and easier. Klarna's system then recognises the existing customer after they enter their email address and postcode.

## **Why do we use Klarna Checkout on our website?**

It is our goal to offer you the best possible service with our website and our integrated online shop. In addition to the overall website and offer experience this also includes smooth, fast and secure payment processing of your orders. To ensure this, we use the Klarna Checkout payment system.

## **What data is stored by Klarna Checkout?**

As soon as you choose Klarna's payment service and pay using Klarna Checkout, you transmit personal data to the company. On Klarna's checkout page, technical data such as browser type, operating system, our web address, date and time, your IP address as well as your language and time zone settings are collected and transmitted to Klarna's servers where they are stored. This data is stored even if you have not yet completed an order at that point.

If you order a product or service from our shop, you must enter your personal data in the provided fields. Klarna processes this data for handling the payment. The following personal data (along with general product information) may be stored and processed by Klarna to check your creditworthiness and identity:

- Contact information: Name, date of birth, national ID number, title, invoice- und shipping address, email address, telephone number, nationality or salary.
- Payment information such as credit cards or your account number

- Product details such as shipment number, as well as type and price of the product

Furthermore, there are data which may optionally be collected if you have specifically decided for it. These are for example political, religious, or ideological beliefs or various health data.

In addition to the data mentioned above, Klarna can also collect data about the goods or services you order. It may also do this via third parties (such as e.g. us or public databases). This can for example be the type or tracking number of the ordered article, but also information on your creditworthiness, as well as your income or loan grants. Klarna can also pass on your personal data to service companies such as software and data storage providers or us as a retailer.

Every time data is automatically filled into a form, cookies are involved. If you do not want to use this function, you can deactivate these cookies anytime. Below you will find instructions on how to delete, deactivate or manage cookies in your browser. Our tests have shown that Klarna does not directly place cookies. If you choose the payment method “Klarna Sofort” and click on “Order”, you will be redirected to the “Sofort” website. After successful payment you will land on our thank-you page. There the following cookie is set by sofort.com:

**Name:** SOFUEB

**Value:** e8cipp378mdscn9e17kajlfhv7311833007-4

**Purpose:** This cookie stores your session ID.

**Expiry date:** after ending the browser session

## How long and where are the data stored?

Klarna strives to store your data only within the EU or the European Economic Area (EEA). However, it can also happen that data is transferred outside the EU/EEA. If this happens, Klarna ensures that the data protection either complies with the GDPR, that the third country is subject to an adequacy decision of the European Union or that the country has the US Privacy Shield certificate. Any data is always stored for as long as Klarna requires it for processing.

## How can I erase my data or prevent data retention?

You can withdraw your consent for Klarna to process personal data anytime. Moreover, you always have the right for information, rectification, and deletion of your personal data. For this you must simply contact the company or its data protection team by email at [privacy@klarna.co.uk](mailto:privacy@klarna.co.uk). You can also contact them directly via [“My Privacy Request”](#) on Klarna’s website.

Cookies that Klarna may use for their functions can be deleted, deactivated, or managed in your browser. These settings can vary slightly, depending on the browser you use. The following instructions will show you how to manage cookies in your browser:

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

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

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

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

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

## Legal basis






In addition to the conventional banking/credit institutions, we also offer the payment service provider Klarna Checkout for the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**).

We hope we were able to give you a good overview of Klarna's data processing. If you want to learn more about the handling of your data, we recommend Klarna's privacy notice at

[https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en\\_gb/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_gb/privacy).

## Stripe Privacy Policy

### Stripe Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: optimising the payment process on our website
-  Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data  
You can find more details on this in the privacy policy below
-  Storage period: data is stored until the collaboration with Stripe is terminated
-  Legal basis: Art. 6 para. 1 lit. b GDPR (contract processing), Art. 6 para. 1 lit. a GDPR (consent)

## What is Stripe?

On our website we use a payment tool by Stripe, an American technology company and online payment service. Stripe Payments Europe (Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland) is responsible for customers within the EU. Therefore, if you choose Stripe as your payment method, your payment will be processed via Stripe Payments. Hence, the data required for the payment process is forwarded to Stripe where it is then stored. In this privacy policy we will give you an overview of Stripe's data processing and retention. Moreover, we will explain why we use Stripe on our website.

The technology company Stripe offers payment solutions for online payments. Stripe enables us to accept credit and debit card payments in our webshop while it handles the entire payment process. A major advantage of Stripe is that you never have to

leave our website or shop during the payment process. Moreover, payments are processed very quickly via Stripe.

## **Why do we use Stripe on our website?**

We of course want to offer the best possible service with both our website and our integrated online shop. After all, we would like you to feel comfortable on our site and take advantage of our offers. We know that your time is valuable and therefore, payment processing in particular must work quickly and smoothly. In addition to our other payment providers, with Stripe we have found a partner that guarantees secure and fast payment processing.

## **What data are stored by Stripe?**

If you choose Stripe as your payment method, your personal data (transaction data) will be transmitted to Stripe where it will be stored. These data include the payment method (i.e. credit card, debit card or account number), bank sort code, currency, as well as the amount and the payment date. During a transaction, your name, email address, billing or shipping address and sometimes your transaction history may also be transmitted. These data are necessary for authentication. Furthermore, Stripe may also collect relevant data for the purpose of fraud prevention, financial reporting and for providing its services in full. These data may include your name, address, telephone number as well as your country in addition to technical data about your device (such as your IP address).

Stripe does not sell any of your data to independent third parties, such as marketing agencies or other companies that have nothing to do with Stripe. However, data may be forwarded to internal departments, a limited number of Stripe's external partners or for legal compliance reasons. What is more, Stripe uses cookies to collect data. Here is a selection of cookies that Stripe may set during the payment process:

**Name:** m

**Value:** edd716e9-d28b-46f7-8a55-e05f1779e84e040456311833007-5

**Purpose:** This cookie appears when you select your payment method. It saves and recognises whether you are accessing our website via a PC, tablet or smartphone.

**Expiry date:** after 2 years

**Name:** \_\_stripe\_mid

**Value:** fc30f52c-b006-4722-af61-a7419a5b8819875de9311833007-1

**Purpose:** This cookie is required for carrying out credit card transactions. For this purpose, the cookie stores your session ID.

**Expiry date:** after one year

**Name:** \_\_stripe\_sid

**Value:** 6fee719a-c67c-4ed2-b583-6a9a50895b122753fe

**Purpose:** This cookie also stores your ID. Stripe uses it for the payment process on our website.

**Expiry date:** after end of the session

## **How long and where are the data stored?**

Generally, personal data are stored for the duration of the provided service. This means that the data will be stored until we terminate our cooperation with Stripe. However, in order to meet legal and official obligations, Stripe may also store personal data for longer than the duration of the provided service. Furthermore, since Stripe is a global company, your data may be stored in any of the countries Stripe offers its services in. Therefore, your data may be stored outside your country, such as in the USA for example.

## How can I erase my data or prevent data retention?

Please note that when you use this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data must not simply be transferred to, as well as stored and processed in insecure third countries, unless there are suitable guarantees (such as EU standard contractual clauses) between us and the respective non-European service provider.

You always reserve the right to information, correction and deletion of your personal data. Should you have any questions, you can contact the Stripe team at <https://support.stripe.com/contact/email>.

You can erase, deactivate or manage cookies in your browser that Stripe uses for its functions. This works differently depending on which browser you are using. Please note, however, that if you do so the payment process may no longer work. The following instructions will show you how to manage cookies in your browser:

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

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

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

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

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

## Legal basis

For the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**), we offer the payment service provider Sofortüberweisung in addition to the conventional bank/credit institutions. Successful use of the service also requires your **consent (Art. 6 para. 1 lit. a GDPR)**, provided the use of cookies is necessary for it.

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

Stripe uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer

there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Stripe to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

We have now given you a general overview of Stripe's data processing and retention. If you want more information, Stripe's detailed privacy policy at <https://stripe.com/at/privacy> is a good source.

## Sofortüberweisung Privacy Policy

### Sofortüberweisung Privacy Policy Overview



Affected parties: website visitors



Purpose: to optimise the payment process on our website



Processed data: data such as name, address, bank details (account number, credit card number, passwords, TANs, etc.), IP address and contract data  
More details can be found in the privacy policy below



Storage period: data are stored within the legal retention period



Legal bases: Art. 6 paragraph 1 lit. c GDPR (legal obligation), Art. 6 paragraph 1 lit. f GDPR (legitimate interests)

### What is “Sofortüberweisung”?

On our website we offer the payment method “Sofortüberweisung” from Sofort GmbH for cashless payment. Sofort GmbH has been part of the Swedish company Klarna since 2014, but is based in Germany, Theresienhöhe 12, 80339 Munich.

If you choose this payment method, your personal data will also be transmitted to Sofort GmbH or Klarna, where it will be stored and processed. In this privacy policy we will give you an overview of Sofort GmbH's data processing.

Sofortüberweisung is an online payment system that enables you to place an order via online banking. The payment is processed by Sofort GmbH, while we immediately receive information about your payment. Anyone who has an active online banking account with a PIN and TAN can use this method. Only a few banks do not yet support this payment option.

### Why do we use “Sofortüberweisung” on our website?

It is our goal to offer you the best possible service with our website and our integrated online shop. Next to the overall experience of the website and offers, this also includes smooth, fast, and secure payment processing of your orders. To ensure this, we use “Sofortüberweisung” as a payment system.

### What data is stored by “Sofortüberweisung”?

If you make an immediate transfer via the Sofort/Klarna service, data such as your name, account number, sort code, payment reference, amount and date are stored on the company's servers. We then also receive this information via the payment confirmation.

As part of the check for sufficient account coverage, Sofort GmbH reviews whether your account balance and overdraft can cover the payment amount. In some cases, it is also reviewed whether any instant transfers have been successfully carried out within the last 30 days. Furthermore, a shortened ("hashed") form of your user identification (such as your signatory or contract number) as well as your IP address will be stored. For SEPA transfers your BIC and IBAN will also be stored.

According to Sofort GmbH, no other personal data (such as account balances, sales data, transaction limits, account lists, mobile phone numbers, authentication certificates, security codes or PIN/TAN) are collected, stored or passed on to third parties.

Sofortüberweisung also uses cookies to make our service more user-friendly. When you order a product, you will be redirected to the Sofort or Klarna website. After successful payment you will be redirected to our thank-you page. There, the following three cookies are placed:

**Name:** SOFUEB  
**Value:** e8cipp378mdscn9e17kajlfhv7311833007-5  
**Purpose:** This cookie stores your session ID.  
**Expiry date:** after ending the browser session

**Name:** User[user\_cookie\_rules]  
**Value:** 1  
**Purpose:** This cookie stores the status of your consent to the use of cookies.  
**Expiry date:** after 10 years

**Name:** \_ga  
**Value:** GA1.2.69759879.1589470706  
**Purpose:** Analytics.js uses the \_ga cookie by default to store your user ID. Hence, it basically serves to differentiate between website visitors. It is a Google Analytics cookie.  
**Expiry date:** after 2 years

**Note:** We do not claim for this cookie list to be exhaustive. Moreover, it is always possible that Sofortüberweisung may also use other cookies.

## **How long and where are the data stored?**

All gathered data are stored within the legal storage obligations. This obligation can last between three and ten years.

Klarna/Sofort GmbH try to only save data within the EU or the European Economic Area (EEA). If data is transferred outside the EU/EEA, data protection must comply with the GDPR. Also, the country the data is transferred to must be subject to the EU's adequacy decision or have the US Privacy Shield certificate.



## How can I delete my data or prevent data retention?

You can withdraw your consent for Klarna to process your personal data at any time. You also always have the right for information, rectification and deletion of your personal data. For this, you can simply email the company's data protection team at [privacy@klarna.co.uk](mailto:privacy@klarna.co.uk).

In your browser, you can manage, delete, or deactivate Sofortüberweisung's possible cookies. The settings vary a bit depending on what browser you use. The following instructions will show you how to manage cookies in the most common browsers:

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

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

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

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

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

## Legal basis






For the processing of contractual or legal relationships (**Art. 6 para. 1 lit. b GDPR**), we offer the payment service provider Sofortüberweisung in addition to the conventional bank/credit institutions. Successful use of the service also requires your **consent (Art. 6 para. 1 lit. a GDPR)**, provided the use of cookies is necessary.

If you want to know more about Sofort GmbH's data processing, we recommend the privacy policy at

[https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en\\_gb/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_gb/privacy).

## Facebook Privacy Policy

### Facebook Privacy Policy Overview

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

## What are Facebook tools?

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour,

Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services.

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

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

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

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

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

## **Why do we use Facebook tools on our website?**

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

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

## **What data is stored by Facebook tools?**

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

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

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

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

## **How long and where are the data stored?**

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

## **How can I erase my data or prevent data retention?**

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

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

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

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

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

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

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

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

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

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

## **Legal basis**

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at

<https://www.facebook.com/about/privacy/update>.

## Facebook Social Plugins Privacy Policy

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

Facebook offers the following social plugins:

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

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

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

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

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

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

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

**Name:** dpr

**Value:** no information

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

**Expiry date:** after end of session

**Name:** fr

**Value:** 0jiejyh4311833007c2GnlufEJ9..Bde09j...1.0.Bde09j

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

**Expiry date:** after 3 months

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

If you are registered with Facebook, you can change your settings for advertisements yourself at

[https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen). If

you are not a Facebook user, you can go to

<https://www.youronlinechoices.com/uk/your-ad-choices/> and manage your usage-based online advertising. There you have the option to deactivate or activate providers.

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

## Facebook Login Privacy Policy

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

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

**Name:** fr

**Value:** 0jiejyh4c2GnlufEJ9..Bde09j...1.0.Bde09j

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

**Expiry date:** after 3 months

**Name:** datr

**Value:** 4Jh7XUA2311833007SEmPsSfzCOO4JFFI

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

**Expiry date:** after 2 years

**Name:** \_js\_datr

**Value:** deleted

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

**Expiry date:** after the end of the session

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

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

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

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

By using Facebook Login, you agree to the data processing. You can terminate this agreement anytime. If you want to learn more about Facebook’s data processing, we recommend you to read Facebook’s Data Policy at

<https://www.facebook.com/policy.php>.

If you are registered with Facebook, you can change your advertisement settings anytime at


[https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen).

## Instagram Privacy Policy


## Instagram Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising our service

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

More details can be found in the privacy policy below.

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

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

## What is Instagram?

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

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

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

## Why do we use Instagram on our website?

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



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

## What data is stored by Instagram?

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

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

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

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

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

The following cookies were used in our test:

**Name:** csrftoken

**Value:** ""

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

**Expiry date:** after one year

**Name:** mid

**Value:** ""

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

**Expiry date:** after end of session

**Name:** fbsr\_311833007124024

**Value:** no information

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

**Expiry date:** after end of session

**Name:** rur

**Value:** ATN

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

**Expiry date:** after end of session

**Name:** urlgen

**Value:** "{194.96.75.33": 1901}:1iEtYv:Y833k2\_UjKvXgYe311833007"

**Purpose:** This cookie serves Instagram's marketing purposes.

**Expiry date:** after end of session

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

## **How long and where are these data stored?**

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

## **How can I erase my data or prevent data retention?**

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

And this is how an Instagram account can be deleted:

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

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

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

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

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

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

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

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

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

## **Legal basis**

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)


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

## **LinkedIn Privacy Policy**


## **LinkedIn Privacy Policy Overview**

 Affected parties: website visitors

 Purpose: optimisation of our service

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

More details can be found in the privacy policy below.

 Storage period: the data is generally deleted within 30 days

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

## **What is LinkedIn?**

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

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

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

## **Why do we use LinkedIn on our website?**

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

## **What data are stored by LinkedIn?**

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

LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

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

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

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

**Name:** bcookie

**Value:** =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16311833007-

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

**Expiry date:** after 2 years

**Name:** lang

**Value:** v=2&lang=en-gb

**Purpose:** This cookie saves your default or preferred language.

**Expiry date:** after end of session

**Name:** lidc

**Value:** 1818367:t=1571904767:s=AQF6KNnJ0G311833007...

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

**Expiry date:** after 24 hours

**Name:** rtc

**Value:** kt0lrv3NF3x3t6xvDgGrZGDKkX

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

**Expiry date:** after 2 minutes

**Name:** JSESSIONID

**Value:** ajax:3118330072900777718326218137

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

**Expiry date:** after end of session

**Name:** bscookie

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

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

**Expiry date:** after 2 years

**Name:** fid

**Value:** AQHj7li23ZBcqAAAA...

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

**Expiry date:** after 7 days

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

## How long and where are the data stored?

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

## How can I delete my data or prevent data retention?

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

How to access account data in your LinkedIn profile:

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

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

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

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

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

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

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

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

## Legal basis

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

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

## Audio & Video

### Audio & Video Privacy Policy Overview



Affected parties: website visitors



Purpose: service optimisation



Processed data: Data such as contact details, user behaviour, device information and IP addresses can be stored.

You can find more details in the Privacy Policy below.



Storage period: data are retained for as long as necessary for the provision of the service



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

## **What are audio and video elements?**

We have integrated audio and video elements to our website. Therefore, you can watch videos or listen to music/podcasts directly via our website. This content is delivered by service providers and is obtained from the respective providers' servers.

Audio and video elements are integrated functional elements of platforms such as YouTube, Vimeo or Spotify. It is usually free of charge to use these portals, but they can also contain paid content. With the integrated elements, you can listen to or view any of their content on our website.

If you use audio or video elements on our website, your personal data may get transmitted to as well as processed and retained by service providers.

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

We of course want to provide you with the best offer on our website. And we are aware that content is no longer just conveyed in text and static images. Instead of just giving you a link to a video, we offer you audio and video formats directly on our website. These are entertaining or informative, but ideally they are both. Our service therefore gets expanded and it gets easier for you to access interesting content. In addition to our texts and images, we thus also offer video and/or audio content.

## **Which data are retained by audio & video elements?**

When you visit a page on our website with e.g. an embedded video, your server connects to the service provider's server. Thus, your data will also be transferred to the third-party provider, where it will be stored. Certain data is collected and stored regardless of whether you have an account with the third party provider or not. This usually includes your IP address, browser type, operating system and other general information about your device. Most providers also collect information on your web activity. This e.g. includes the session duration, bounce rate, the buttons you clicked or information about the website you are using the service on. This data is mostly stored via cookies or pixel tags (also known as web beacons). Any data that is pseudonymised usually gets stored in your browser via cookies. In the respective provider's Privacy Policy, you can always find more information on the data that is stored and processed.

## **Duration of data processing**

You can find out exactly how long the data is stored on the third-party provider's servers either in a lower point of the respective tool's Privacy Policy or in the provider's Privacy Policy. Generally, personal data is only processed for as long as is absolutely necessary for the provision of our services or products. This usually also applies to third-party providers. In most cases, you can assume that certain data will be stored on third-party providers' servers for several years. Data can be retained for different amounts of time, especially when stored in cookies. Some cookies are deleted after you leave a website, while others may be stored in your browser for a few years.



## Right to object

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. You can e.g. also prevent data retention via cookies by managing, deactivating or erasing cookies in your browser. The legality of the processing up to the point of revocation remains unaffected.

Since the integrated audio and video functions on our site usually also use cookies, we recommend you to also read our general Privacy Policy on cookies. You can find out more about the handling and storage of your data in the Privacy Policies of the respective third party providers.

## Legal basis

If you have consented to the processing and storage of your data by integrated audio and video elements, your consent is considered the legal basis for data processing (**Art. 6 Para. 1 lit. a GDPR**). Generally, your data is also stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in maintaining fast and good communication with you or other customers and business partners. We only use the integrated audio and video elements if you have consented to it.

## Spotify Privacy Policy


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

## SoundCloud Privacy Policy


### SoundCloud Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: Data such as contact details, data on user behaviour, information about your device and IP address may be stored.

You can find more details on this in the privacy policy below.

 Storage period: data are generally stored for as long as is necessary for the service's purposes

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

## What is SoundCloud?

On our website we use functions (widgets) of the social media network SoundCloud, by the company SoundCloud Limited, Rheinsberger Strasse 76/77, 10115 Berlin, Germany. You can recognise the widgets by the familiar orange logo. By using

functions such as playing music, data is transmitted to SoundCloud, where it is stored and evaluated.

In this data protection declaration, we will show you what data this is, why we use SoundCloud and how you can manage your data or prevent data transmission.

The social media network SoundCloud is an online music platform that is a space for exchanging and distributing of audio files. Musicians or podcasters offer their audio files for download on SoundCloud. Moreover, you can also integrate audio files into other websites with SoundCloud – which is exactly what we did. A typical feature of SoundCloud are the graphical displays of the audio files as waves, as well as the comment bar. Registered users can listen to and comment music or podcasts anytime.

### **Why do we use SoundCloud on our website?**

It is our goal is to provide you the best possible service on our website. By this we do not just mean our products or services. A holistic customer service also includes the level of comfort you feel when surfing our website, as well as how helpful you find our online offer. Thanks to the embedding of SoundCloud's playback function, we can deliver acoustic content directly to you – free of charge. You do not have to click any link to listen to an audio file, as you can start listening to it via our website right away.

### **What data is stored on SoundCloud?**

As soon as you visit one of our websites that has an integrated widget (a like button, a share button or a playback function), your browser connects to one of SoundCloud's servers. That way, data can be transferred from you to SoundCloud, where it may be managed and stored. For example, SoundCloud can identify your IP address and find out, what page (in this case ours) you visited and when. If you have a SoundCloud account and are logged in while surfing our website, the collected data will be assigned directly to your account. The only way to prevent this is to log out of SoundCloud while you are on our website. In addition to the information mentioned above, cookies also store data on your user behaviour. Whenever you e.g. click a button, play or pause music, this information is stored by cookies. The widget (SoundCloud) is therefore able to recognise you and sometimes it is also used to provide you with customised content. SoundCloud does not only use its own cookies, but also third-party cookies such as by Facebook or Google Analytics. The company utilises these cookies to get more information about your behaviour on external websites as well as on its own platform. As the website operators, we do not receive any information about your user behaviour from SoundCloud's cookies. The data transfer and therefore also the information about your technical devices and your website behaviour, takes place only between you and SoundCloud.

Below we show you a list of cookies that are set when visiting a website that has SoundCloud functions implemented to it. This list is only an example of potential cookies and we do not claim for it to be exhaustive. The listing shows cookies that may be set if a user does not have a SoundCloud account:

**Name:** sc\_anonymous\_id

**Value:** 208165-986996-398971-423805311833007-0

**Purpose:** This cookie is the reason it is possible to integrate files or other content

into websites. Moreover, it stores a user ID.

**Expiry date:** after 10 years

**Note:** The sc\_anonymous\_id cookie is set immediately if you visit one of our websites with a Soundcloud function. This also happens before you interact with the function.

**Name:** \_\_qca

**Value:** P0-1223379886-1579605792812311833007-7

**Purpose:**This cookie is a third-party cookie from Quantcast. It collects data such as how often you visit the site or how long you stay on the site. The collected information is then transmitted to SoundCloud.

**Expiry date:** after one year

**Name:** Sclocale

**Value:** en

**Purpose:**The cookie stores your pre-set language settings.

**Expiry date:** after one year

**Name:** \_soundcloud\_session

**Value:** /

**Purpose:**We were unable to find any specific information about this cookie.

**Expiry date:** after end of session

**Name:** \_session\_auth\_key

**Value:** /

**Purpose:**With the help of this cookie, session information (i.e. user behaviour) can be saved and client requests can be authenticated.

**Expiry date:** after 10 years

Furthermore, SoundCloud use further third-party cookies such as \_fbp, \_ga, gid from Facebook and Google Analytics. SoundCloud use the information stored in the cookies to improve their own services and to display customised advertising.

## **How long and where is the data stored?**

The collected data generally remains stored with SoundCloud for as long as the respective user account exists, or for as long as SoundCloud need it to achieve their business goals. How long exactly it is saved depends on the context and legal obligations. Even if you do not have an account and your personal data have been stored, you have the right to request the deletion of your data.

## **How can I delete my data or prevent data retention?**

If you have a SoundCloud account, you can go to “Settings” to manage data processing or to delete your account entirely. However, you can also manage, delete or deactivate cookies in your browser. The approach to this depends on the browser you are using. If you decide to delete or deactivate cookies, please consider that afterwards not all functions may be fully available anymore. The following instructions will show you how you can manage, delete or deactivate cookies in your browser.

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

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

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

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

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

## Legal basis

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


We hope we were able to give you a good overview of SoundCloud's data traffic. If you would like to learn more on data protection guidelines and on how SoundCloud generally handle data, we recommend the company's privacy policy at <https://soundcloud.com/pages/privacy>.

## YouTube Privacy Policy


### YouTube Privacy Policy Overview

 Affected parties: website visitors

 Purpose: optimising our service

 Processed data: Data such as contact details, data on user behaviour, information about your device and IP address may be stored.

You can find more details on this in the privacy policy below.

 Storage period: data are generally stored for as long as is necessary for the purpose of the service

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

## What is YouTube?

We have integrated YouTube videos to our website. Therefore, we can show you interesting videos directly on our site. YouTube is a video portal, which has been a subsidiary company of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that contains an embedded YouTube video, your browser automatically connects to the servers of YouTube or Google. Thereby, certain data

are transferred (depending on the settings). Google is responsible for YouTube's data processing and therefore Google's data protection applies.

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

On YouTube, users can watch, rate, comment or upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. For us to be able to display videos on our website, YouTube provides a code snippet that we have integrated to our website.

## **Why do we use YouTube videos on our website?**

YouTube is the video platform with the most visitors and best content. We strive to offer you the best possible user experience on our website, which of course includes interesting videos. With the help of our embedded videos, we can provide you other helpful content in addition to our texts and images. Additionally, embedded videos make it easier for our website to be found on the Google search engine. Moreover, if we place ads via Google Ads, Google only shows these ads to people who are interested in our offers, thanks to the collected data.

## **What data is stored by YouTube?**

As soon as you visit one of our pages with an integrated YouTube, YouTube places at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, by using cookies YouTube can usually associate your interactions on our website with your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Additional data can include contact details, potential ratings, shared content via social media or YouTube videos you added to your favourites.

If you are not logged in to a Google or YouTube account, Google stores data with a unique identifier linked to your device, browser or app. Thereby, e.g. your preferred language setting is maintained. However, many interaction data cannot be saved since less cookies are set.

In the following list we show you cookies that were placed in the browser during a test. On the one hand, we show cookies that were set without being logged into a YouTube account. On the other hand, we show you what cookies were placed while being logged in. We do not claim for this list to be exhaustive, as user data always depend on how you interact with YouTube.

**Name:** YSC

**Value:** b9-CV6ojl5Y311833007-1

**Purpose:** This cookie registers a unique ID to store statistics of the video that was viewed.

**Expiry date:** after end of session

**Name:** PREF

**Value:** f1=50000000

**Purpose:** This cookie also registers your unique ID. Google receives statistics via PREF on how you use YouTube videos on our website.

**Expiry date:** after 8 months

**Name:** GPS

**Value:** 1

**Purpose:** This cookie registers your unique ID on mobile devices to track GPS locations.

**Expiry date:** after 30 minutes

**Name:** VISITOR\_INFO1\_LIVE

**Value:** 95Chz8bagyU

**Purpose:** This cookie tries to estimate the user's internet bandwidth on our sites (that have built-in YouTube videos).

**Expiry date:** after 8 months

Further cookies that are placed when you are logged into your YouTube account:

**Name:** APISID

**Value:** zILlvCIZSkqGsSwI/AU1aZI6HY7311833007-

**Purpose:** This cookie is used to create a profile on your interests. This data is then used for personalised advertisements.

**Expiry date:** after 2 years

**Name:** CONSENT

**Value:** YES+AT.de+20150628-20-0

**Purpose:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides safety measures to protect users from unauthorised attacks.

**Expiry date:** after 19 years

**Name:** HSID

**Value:** AcRwpgUik9Dveht0I

**Purpose:** This cookie is used to create a profile on your interests. This data helps to display customised ads.

**Expiry date:** after 2 years

**Name:** LOGIN\_INFO

**Value:** AFmmF2swRQIhALI6aL...

**Purpose:** This cookie stores information on your login data.

**Expiry date:** after 2 years

**Name:** SAPISID

**Value:** 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

**Purpose:** This cookie identifies your browser and device. It is used to create a profile on your interests.

**Expiry date:** after 2 years

**Name:** SID

**Value:** oQfNKjAsI311833007-

**Purpose:** This cookie stores your Google Account ID and your last login time, in a

digitally signed and encrypted form.

**Expiry date:** after 2 years

**Name:** SIDCC

**Value:** AN0-TYuqub2JOcDTyL

**Purpose:** This cookie stores information on how you use the website and on what advertisements you may have seen before visiting our website.

**Expiry date:** after 3 months

## **How long and where is the data stored?**

The data YouTube receive and process on you are stored on Google's servers. Most of these servers are in America. At

<https://www.google.com/about/datacenters/inside/locations/?hl=en> you can see where Google's data centres are located. Your data is distributed across the servers. Therefore, the data can be retrieved quicker and is better protected against manipulation.

Google stores collected data for different periods of time. You can delete some data anytime, while other data are automatically deleted after a certain time, and still other data are stored by Google for a long time. Some data (such as elements on "My activity", photos, documents or products) that are saved in your Google account are stored until you delete them. Moreover, you can delete some data associated with your device, browser, or app, even if you are not signed into a Google Account.

## **How can I erase my data or prevent data retention?**

Generally, you can delete data manually in your Google account. Furthermore, in 2019 an automatic deletion of location and activity data was introduced. Depending on what you decide on, it deletes stored information either after 3 or 18 months.

Regardless of whether you have a Google account or not, you can set your browser to delete or deactivate cookies placed by Google. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

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

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

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

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

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

If you generally do not want to allow any cookies, you can set your browser to always notify you when a cookie is about to be set. This will enable you to decide to either allow or permit each individual cookie.

## **Legal basis**

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

Since YouTube is a subsidiary company of Google, Google's privacy statement applies to both. If you want to learn more about how your data is handled, we recommend the privacy policy at <https://policies.google.com/privacy?hl=en>.

## YouTube Subscribe Button Privacy Policy

We have integrated the YouTube subscribe button to our website, which you can recognise by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white letters against a red background, with a white "Play" symbol on the left. The button may also be displayed in a different design.

Our YouTube channel consistently offers you funny, interesting or exciting videos. With the built-in "Subscribe" button you can subscribe to our channel directly via our website and do not need to go to YouTube's website for it. With this feature, we want to make it as easy as possible for you to access our comprehensive content. Please note that YouTube may save and process your data.

If you see a built-in subscription button on our page, YouTube sets at least one cookie, according to Google. This cookie stores your IP address and our URL. It also allows YouTube to receive information about your browser, your approximate location and your default language. In our test the following four cookies were placed, without us being logged into YouTube:

**Name:** YSC

**Value:** b9-CV6ojl5311833007Y

**Purpose:** This cookie registers a unique ID, which stores statistics of the viewed



video.

**Expiry date:** after end of session

**Name:** PREF

**Value:** f1=50000000

**Purpose:** This cookie also registers your unique ID. Google uses PREF to get statistics on how you interact with YouTube videos on our website.

**Expiry date:** after 8 months

**Name:** GPS

**Value:** 1

**Purpose:** This cookie registers your unique ID on mobile devices to track your GPS location.

**Expiry date:** after 30 minutes

**Name:** VISITOR\_INFO1\_LIVE

**Value:** 31183300795Chz8bagyU

**Purpose:** This cookie tries to estimate the user's internet bandwidth on our website (that contain built-in YouTube video).

**Expiry date:** after 8 months

**Note:** These cookies were set after a test, thus we do not claim for the list to be exhaustive.

If you are logged into your YouTube account, YouTube may store many of the actions and interactions you make on our website via cookies, to then assign them to your YouTube account. This gives YouTube information on e.g. how long you have been browsing our website, which browser type you use, which screen resolution you prefer or what actions you take.


On the one hand, YouTube uses this data to improve its own services and offers, and on the other hand to provide analyses and statistics for advertisers (who use Google Ads).

## Google Maps Privacy Policy

### Google Maps Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as entered search terms, IP address as well as latitude and longitude coordinates.

You can find more details on this in the Privacy Policy below.

 Storage duration: depending on the retained data

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

## What is Google Maps?

On our website we use Google Maps of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With the use of Google Maps, we can show you locations in a better way and can therefore adjust our service to your needs. Due to the utilisation of Google Maps, data gets transferred to Google and is saved on Google's servers. In the following, we want to explain in detail what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

Google Maps is an internet maps service of the company Google Inc. With Google Maps you can search for exact locations of cities, sights, accommodations or businesses online via a PC, a tablet or an app. If businesses are represented on Google My Business, the respective location as well as other information about the company are shown there. In order to show route directions, a location's map sections can be integrated in a website through a HTML-code. Google Maps depicts the earth's surface as either a road map or as air and satellite images. Due to the street view and high-quality satellite images, it is possible for exact representations to be made.

## **Why do we use Google Maps on our website?**

The efforts we make on this page have the goal of giving you a useful and meaningful experience on our website. Through the integration of Google Maps, we can offer you essential information on various locations. Therefore, you can spot our office address with one glance. Furthermore, the route directions always show you the best and fastest way to us. You can retrieve the route directions for traveling either by car, by public transport, on foot or by bike. The integration of Google Maps is a part of our customer service.

## **What data is stored by Google Maps?**

For Google Maps to offer its full services, the company must collect and store your data. This includes your entered search terms, your IP-address as well as your longitude and latitude coordinates. When you use the route-planner function, the entered start address is stored also. However, this data retention happens on Google Maps' websites. We can only inform you about it but cannot influence it in any way. Since we have included Google Maps on our website, Google will set at least one cookie (Name: NID) into your browser. This cookie saves data on your user behaviour. Google primarily uses this data to optimise its own services and to provide you with individual, personalised advertisements.

The following cookies are set in your browser due to the integration of Google Maps:

**Name:** NID

**Value:** 188=h26c1Ktha7fCQTx8rXgLyATyITJ311833007-5

**Purpose:** Google uses NID in order to adjust advertisements to your Google searches. With the cookie's help Google "remembers" your most frequently entered search queries or your previous interaction with ads. That way you always receive customised advertisements. The cookie contains a unique ID, which Google uses to collect your personal settings for advertising purposes.

**Expiration date:** after 6 months

**Note:** We cannot guarantee completeness of the information on saved data. This is, because especially concerning the use of cookies, changes can happen anytime. To identify the cookie NID, a test page was created, to which Google Maps was included.

## **How long and where is the data stored?**

There are Google servers in data centres across the entire planet. However, most servers are in America. For this reason, your data is widely stored in the USA. Here you can read in detail about where the Google servers are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=en>

Google distributes data to various data carriers. This makes it possible to retrieve the data faster and to better protect it from possible attempted manipulations. Every server has emergency programs. Thus, should for example a problem with Google's hardware occur or should a natural disaster impact the servers, any data will quite certainly stay protected.

Moreover, Google saves some data for a specified period. With some other data on the other hand, Google only offers the opportunity for deleting it manually. Furthermore, the company anonymises information (e.g. advertising data) in server logs, by deleting a part of the IP-address and cookie information after 9 to 18 months.

## **How can I erase my data, or prevent data retention?**

Due to the automatic delete function for location and activity data, which was introduced in 2019, information that is used for determining your location and web or app activity is saved for either 3 or 18 months, depending on your preferred decision, and is deleted thereafter. Furthermore, it is possible to delete this data manually from your browser history via your Google account anytime. If you want to prevent the determination of your location altogether, you must pause the category "Web and app activity" in your Google account. Click on "Data and personalisation" and then choose the option "Activity controls". Here you can switch the activities on or off.

Moreover, in your browser you can deactivate, delete or manage individual cookies. This function can differ a little, depending on what browser you are using. The following instructions will show you how to manage cookies in your browser:

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

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

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

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

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

If you generally do not want to permit any cookies, you can set up your browser in a way that ensures you get informed whenever a cookie is about to be placed. That way you can decide to either permit or refuse every single cookie.

Please note, that when using this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries must not simply be transferred to, stored and processed there unless there are suitable guarantees (such as EU Standard Contractual Clauses) between us and the non-European service provider.

## Legal basis

If you have consented to the use of Google Maps, your consent is the legal basis for the corresponding data processing. According to **Art. 6 paragraph 1 lit. a GDPR (consent)** this consent is the legal basis for the processing of personal data, as can occur when processed by Google Maps.

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

If you want to find out more about Google's data processing, we recommend you to read the company's own Privacy Policy at <https://policies.google.com/privacy?hl=en-GB>.

## Google Fonts Local Privacy Policy

On our website we use Google Fonts, from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

We integrated Google Fonts locally, so on our own webserver and not on Google's servers. Hence, there is no connection to Google's servers and consequently no data transfer or retention.

### What are Google Fonts?

Google Fonts was previously called Google Web Fonts. It is an interactive list with over 800 fonts which [Google LLC](#) offer for free use. With the use of Google Fonts, it is possible to utilise fonts without uploading them to your own server. For that matter,

in order to prevent any transfer of information to Google's servers, we downloaded the fonts to our own server. This way we comply with the data privacy and do not transmit any data to Google Fonts.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at <https://developers.google.com/fonts/faq?tid=311833007>.

## Google Fonts Privacy Policy


### Google Fonts Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: data such as IP address, CSS and font requests

You can find more details on this in the Privacy Policy below.

 Storage period: Google stores font files for one year

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

### What are Google Fonts?

On our website we use Google Fonts, by the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

To use Google Fonts, you must log in and set up a password. Furthermore, no cookies will be saved in your browser. The data (CSS, Fonts) will be requested via the Google domains [fonts.googleapis.com](https://fonts.googleapis.com) and [fonts.gstatic.com](https://fonts.gstatic.com). According to Google, all requests for CSS and fonts are fully separated from any other Google services. If you have a Google account, you do not need to worry that your Google account details are transmitted to Google while you use Google Fonts. Google records the use of CSS (Cascading Style Sheets) as well as the utilised fonts and stores these data securely. We will have a detailed look at how exactly the data storage works.

Google Fonts (previously Google Web Fonts) is a directory with over 800 fonts that [Google](https://www.google.com/fonts) provides its users free of charge.

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

### Why do we use Google Fonts on our website?

With Google Fonts we can use different fonts on our website and do not have to upload them to our own server. Google Fonts is an important element which helps to keep the quality of our website high. All Google fonts are automatically optimised for the web, which saves data volume and is an advantage especially for the use of

mobile terminal devices. When you use our website, the low data size provides fast loading times. Moreover, Google Fonts are secure Web Fonts. Various image synthesis systems (rendering) can lead to errors in different browsers, operating systems and mobile terminal devices. These errors could optically distort parts of texts or entire websites. Due to the fast Content Delivery Network (CDN) there are no cross-platform issues with Google Fonts. All common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) are supported by Google Fonts, and it reliably operates on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). We also use Google Fonts for presenting our entire online service as pleasantly and as uniformly as possible.

## **Which data is stored by Google?**

Whenever you visit our website, the fonts are reloaded by a Google server. Through this external cue, data gets transferred to Google's servers. Therefore, this makes Google recognise that you (or your IP-address) is visiting our website. The Google Fonts API was developed to reduce the usage, storage and gathering of end user data to the minimum needed for the proper depiction of fonts. What is more, API stands for „Application Programming Interface“ and works as a software data intermediary.

Google Fonts stores CSS and font requests safely with Google, and therefore it is protected. Using its collected usage figures, Google can determine how popular the individual fonts are. Google publishes the results on internal analysis pages, such as Google Analytics. Moreover, Google also utilises data of its own web crawler, in order to determine which websites are using Google fonts. This data is published in Google Fonts' BigQuery database. Entrepreneurs and developers use Google's webservice BigQuery to be able to inspect and move big volumes of data.

One more thing that should be considered, is that every request for Google Fonts automatically transmits information such as language preferences, IP address, browser version, as well as the browser's screen resolution and name to Google's servers. It cannot be clearly identified if this data is saved, as Google has not directly declared it.

## **How long and where is the data stored?**

Google saves requests for CSS assets for one day in a tag on their servers, which are primarily located outside of the EU. This makes it possible for us to use the fonts by means of a Google stylesheet. With the help of a stylesheet, e.g. designs or fonts of a website can get changed swiftly and easily.

Any font related data is stored with Google for one year. This is because Google's aim is to fundamentally boost websites' loading times. With millions of websites referring to the same fonts, they are buffered after the first visit and instantly reappear on any other websites that are visited thereafter. Sometimes Google updates font files to either reduce the data sizes, increase the language coverage or to improve the design.

## **How can I erase my data or prevent it being stored?**

The data Google stores for either a day or a year cannot be deleted easily. Upon opening the page this data is automatically transmitted to Google. In order to clear the data ahead of time, you have to contact Google's support at <https://support.google.com/?hl=en-GB&tid=311833007>. The only way for you to prevent the retention of your data is by not visiting our website.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at <https://developers.google.com/fonts/faq?tid=311833007>. While Google does address relevant elements on data protection at this link, it does not contain any detailed information on data retention.

It proves rather difficult to receive any precise information on stored data by Google.

## Legal basis

If you have consented to the use of Google Fonts, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (Consent)** your consent is the legal basis for the processing of personal data, as can occur when it is processed by Google Fonts.

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847)

You can find more information on which data is generally retained by Google and what this data is used at <https://policies.google.com/privacy?hl=en-GB>.

## Google reCAPTCHA Privacy Policy


### Google reCAPTCHA Privacy Policy Overview




Affected parties: website visitors



Purpose: Service optimisation and protection against cyber attacks

 Processed data: data such as IP address, browser information, operating system, limited location and usage data

You can find more details on this in the Privacy Policy below.

 Storage duration: depending on the retained data

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

## What is reCAPTCHA?

Our primary goal is to provide you an experience on our website that is as secure and protected as possible. To do this, we use Google reCAPTCHA from Google Inc. (1600 Amphitheater Parkway Mountain View, CA 94043, USA). With reCAPTCHA we can determine whether you are a real person from flesh and bones, and not a robot or a spam software. By spam we mean any electronically undesirable information we receive involuntarily. Classic CAPTCHAS usually needed you to solve text or picture puzzles to check. But thanks to Google's reCAPTCHA you usually do have to do such puzzles. Most of the times it is enough to simply tick a box and confirm you are not a bot. With the new Invisible reCAPTCHA version you don't even have to tick a box. In this privacy policy you will find out how exactly this works, and what data is used for it.

reCAPTCHA is a free captcha service from Google that protects websites from spam software and misuse by non-human visitors. This service is used the most when you fill out forms on the Internet. A captcha service is a type of automatic Turing-test that is designed to ensure specific actions on the Internet are done by human beings and not bots. During the classic Turing-test (named after computer scientist Alan Turing), a person differentiates between bot and human. With Captchas, a computer or software program does the same. Classic captchas function with small tasks that are easy to solve for humans but provide considerable difficulties to machines. With reCAPTCHA, you no longer must actively solve puzzles. The tool uses modern risk techniques to distinguish people from bots. The only thing you must do there, is to tick the text field "I am not a robot". However, with Invisible reCAPTCHA even that is no longer necessary. reCAPTCHA, integrates a JavaScript element into the source text, after which the tool then runs in the background and analyses your user behaviour. The software calculates a so-called captcha score from your user actions. Google uses this score to calculate the likelihood of you being a human, before entering the captcha. reCAPTCHA and Captchas in general are used every time bots could manipulate or misuse certain actions (such as registrations, surveys, etc.).

## Why do we use reCAPTCHA on our website?

We only want to welcome people from flesh and bones on our side and want bots or spam software of all kinds to stay away. Therefore, we are doing everything we can to stay protected and to offer you the highest possible user friendliness. For this reason, we use Google reCAPTCHA from Google. Thus, we can be pretty sure that we will remain a "bot-free" website. Using reCAPTCHA, data is transmitted to Google to determine whether you genuinely are human. reCAPTCHA thus ensures our website's and subsequently your security. Without reCAPTCHA it could e.g. happen that a bot would register as many email addresses as possible when registering, in



order to subsequently “spam” forums or blogs with unwanted advertising content. With reCAPTCHA we can avoid such bot attacks.

## What data is stored by reCAPTCHA?

reCAPTCHA collects personal user data to determine whether the actions on our website are made by people. Thus, IP addresses and other data Google needs for its reCAPTCHA service, may be sent to Google. Within member states of the European Economic Area, IP addresses are almost always compressed before the data makes its way to a server in the USA. Moreover, your IP address will not be combined with any other of Google’s data, unless you are logged into your Google account while using reCAPTCHA. Firstly, the reCAPTCHA algorithm checks whether Google cookies from other Google services (YouTube, Gmail, etc.) have already been placed in your browser. Then reCAPTCHA sets an additional cookie in your browser and takes a snapshot of your browser window.

The following list of collected browser and user data is not exhaustive. Rather, it provides examples of data, which to our knowledge, is processed by Google.

- Referrer URL (the address of the page the visitor has come from)
- IP-address (z.B. 256.123.123.1)
- Information on the operating system (the software that enables the operation of your computers. Popular operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that save data in your browser)
- Mouse and keyboard behaviour (every action you take with your mouse or keyboard is stored)
- Date and language settings (the language and date you have set on your PC is saved)
- All Javascript objects (JavaScript is a programming language that allows websites to adapt to the user. JavaScript objects can collect all kinds of data under one name)
- Screen resolution (shows how many pixels the image display consists of)

Google may use and analyse this data even before you click on the “I am not a robot” checkmark. In the Invisible reCAPTCHA version, there is no need to even tick at all, as the entire recognition process runs in the background. Moreover, Google have not given details on what information and how much data they retain.

The following cookies are used by reCAPTCHA: With the following list we are referring to Google’s reCAPTCHA demo version at <https://www.google.com/recaptcha/api2/demo>.

For tracking purposes, all these cookies require a unique identifier. Here is a list of cookies that Google reCAPTCHA has set in the demo version:

**Name:** IDE

**Value:** WqTUmlnmv\_qXyi\_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-311833007-8

**Purpose:** This cookie is set by DoubleClick (which is owned by Google) to register and report a user’s interactions with advertisements. With it, ad effectiveness can be measured, and appropriate optimisation measures can be taken. IDE is stored in

browsers under the domain doubleclick.net.

**Expiry date:** after one year

**Name:** 1P\_JAR

**Value:** 2019-5-14-12

**Purpose:** This cookie collects website usage statistics and measures conversions. A conversion e.g. takes place, when a user becomes a buyer. The cookie is also used to display relevant adverts to users. Furthermore, the cookie can prevent a user from seeing the same ad more than once.

**Expiry date:** after one month

**Name:** ANID

**Value:** U7j1v3dZa3118330070xgZFmiqWppRWKOr

**Purpose:** We could not find out much about this cookie. In Google's privacy statement, the cookie is mentioned in connection with "advertising cookies" such as "DSID", "FLC", "AID" and "TAID". ANID is stored under the domain google.com.

**Expiry date:** after 9 months

**Name:** CONSENT

**Value:** YES+AT.de+20150628-20-0

**Purpose:** This cookie stores the status of a user's consent to the use of various Google services. CONSENT also serves to prevent fraudulent logins and to protect user data from unauthorised attacks.

**Expiry date:** after 19 years

**Name:** NID

**Value:** 0WmuWqy311833007zILzqV\_nmt3sDXwPeM5Q

**Purpose:** Google uses NID to customise advertisements to your Google searches. With the help of cookies, Google "remembers" your most frequently entered search queries or your previous ad interactions. Thus, you always receive advertisements tailored to you. The cookie contains a unique ID to collect users' personal settings for advertising purposes.

**Expiry date:** after 6 months

**Name:** DV

**Value:** gEAABBCjJMXcl0dSAAAANbqc311833007-4

**Purpose:** This cookie is set when you tick the "I am not a robot" checkmark. Google Analytics uses the cookie personalised advertising. DV collects anonymous information and is also used to distinct between users.

**Expiry date:** after 10 minutes

**Note:** We do not claim for this list to be extensive, as Google often change the choice of their cookies.

## How long and where are the data stored?

Due to the integration of reCAPTCHA, your data will be transferred to the Google server. Google have not disclosed where exactly this data is stored, despite repeated inquiries. But even without confirmation from Google, it can be assumed that data such as mouse interaction, length of stay on a website or language settings are stored on the European or American Google servers. The IP address that your

browser transmits to Google does generally not get merged with other Google data from the company's other services.

However, the data will be merged if you are logged in to your Google account while using the reCAPTCHA plug-in. Google's diverging privacy policy applies for this.

## How can I erase my data or prevent data retention?

If you want to prevent any data about you and your behaviour to be transmitted to Google, you must fully log out of Google and delete all Google cookies before visiting our website or use the reCAPTCHA software. Generally, the data is automatically sent to Google as soon as you visit our website. To delete this data, you must contact Google Support at <https://support.google.com/?hl=en-GB&tid=311833007>.

If you use our website, you agree that Google LLC and its representatives automatically collect, edit and use data.

Please note that when using this tool, your data can also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries must not simply be transferred to, stored and processed there unless there are suitable guarantees (such as EU's Standard Contractual Clauses) between us and the non-European service provider.

## Legal basis

If you have consented to the use of Google reCAPTCHA, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (consent)** your consent is the legal basis for the processing of personal data, as can occur when processed by Google reCAPTCHA.

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847).

You can find out a little more about reCAPTCHA on Google's web developer page at <https://developers.google.com/recaptcha/>. Google goes into the technical

development of the reCAPTCHA in more detail here, but you will look in vain for detailed information about data storage and data protection issues. A good overview of the basic use of data by Google can be found in the in-house data protection declaration at <https://policies.google.com/privacy?hl=en-GB>.

## Google Custom Search Privacy Policy

### Custom Google Search Privacy Policy Overview

 Affected parties: website visitors

 Purpose: service optimisation

 Processed data: Data such as IP address and entered search terms

You can find more details on this in Privacy Policy below.

 Storage duration: can vary depending on the retained data

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

### What is Google Custom Search?

We have integrated Google's custom search plug-in to our website. Google is the largest and most widely known search engine in the world and is operated by the American company Google LLC (1600 Amphitheater Parkway Mountain View, CA 94043, USA). Through Google Custom Search data can be transferred from you to Google. In this privacy policy we will inform you on why we use this plug-in, which data is processed and how you can manage or prevent the transmission of your data.

Google's Custom Search plug-in is a Google search bar that is integrated directly into our website. With it, searches take place just like on [www.google.com](http://www.google.com), but the search results focus on our content and products or a limited area.

### Why do we use Google Custom Search on our website?

A website with much interesting content often grows so big that it is easy to lose track. Over time, lots of valuable material has accumulated also on our site. But as part of our service we want you to be able to find our content in a quick and simple manner. Therefore, we have integrated Google Custom Search, which makes finding interesting content a breeze. Moreover, the built-in Google plug-in improves our website's overall quality and makes searches easier for you.

### What data does Google Custom Search store?

The customised Google search only transfers your data to Google, if you actively use the Google search function that is integrated to our website. This means that only when you type a search term in the search bar and click on "Search" or "Enter", the search term is sent to Google along with your IP address, where they are stored and processed. Based on the placed cookies (such as 1P\_JAR), Google may also receive data on website use. If you search for content via the built-in Google search function on our website, while you are logged into your Google account, Google can assign the collected data to your Google account. As the website operator, we have

no influence on what Google do with the collected data or how Google process this data.

The following cookies are set in your browser if you use Google Custom Search and are not logged into a Google account:

**Name:** 1P\_JAR

**Value:** 2020-01-27-13311833007-5

**Purpose:** This cookie collects website usage statistics and measures conversions. A conversion occurs e.g. when a user becomes a buyer. The cookie is also used to display relevant ads to users.

**Expiry date:** after one month

**Name:** CONSENT

**Value:** WP.282f52311833007-9

**Purpose:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT also protects user data from unauthorised attacks.

**Expiry date:** after 18 years

**Name:** NID

**Value:** 196=pwlo3B5fHr-8

**Purpose:** NID is used by Google to adapt ads to your Google search. With the help of cookies, Google "remembers" your search queries and your previous interaction with ads. That way you always receive customised advertisements.

**Expiry date:** after 6 months

**Note:** We do not claim for this list to be exhaustive, Google keep changing the choice of their cookies.

## **How long and where is the data stored?**

Google's servers are located all over the world. Since Google is an American company, most data is stored on American servers.

At <https://www.google.com/about/datacenters/inside/locations/?hl=en> you can find out where exactly Google's servers are.

Your data is distributed across various physical data carriers. This means the data can be accessed quicker and is better protected against potential manipulation.

Google also have special emergency programs for your data. In case e.g. internal technical problems occur and some servers would stop working, the risk of an interruption of service and data loss remains low.

Google store data for different lengths of time, depending on what type of data they are. You can delete some data yourself, while others are automatically deleted or anonymised by Google. However, Google stores certain data for longer if it is necessary for legal or business reasons.

## **How can I erase my data or prevent data retention?**

According to the European Union's data protection regulations, you have the right to access information about your data as well as to update, delete or to restrict it. There are certain data which you can delete anytime. If you have a Google account, you can delete data about your web activity there, or set it to be deleted after a specified

period.

In your browser you can also deactivate, delete or manage cookies according to your wishes and preferences. Here are instructions for the most popular browsers:

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

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

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

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

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

## Legal basis

If you have consented to the use of Google Custom Search, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (consent)** your consent is the legal basis for the processing of personal data, as can occur when processed by Google Custom Search.

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

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

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

[https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_2847](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847).

We hope we were able to provide you with the most important information about data processing by Google. If you want to find out more, we recommend you to read Google's extensive Privacy Policy at <https://policies.google.com/privacy?hl=en-GB>.

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