

# Data protection declaration

Unless stated otherwise below, the provision of your personal data is neither legally nor contractually obligatory, nor required for conclusion of a contract. You are not obliged to provide your data. Not providing it will have no consequences. This only applies as long as the processing procedures below do not state otherwise.

“Personal data” is any information relating to an identified or identifiable natural person.

## Server log files

You can use our websites without submitting personal data.

Every time our website is accessed, user data is transferred to us or our web hosts/IT service providers by your internet browser and stored in server log files. This stored data includes for example the name of the site called up, date and time of the request, the IP address, amount of data transferred and the provider making the request. The processing is carried out on the basis of Article 6(1) f) GDPR due to our legitimate interests in ensuring the smooth operation of our website as well as improving our services.

## Contact

### Collection and processing when using the contact form

When you use the contact form we will only collect your personal data (name, email address, message text) in the scope provided by you. The data processing is for the purpose of making contact. By submitting your message you agree to the processing of your transmitted data. Processing will be carried out on the basis of art. 6 (1) lit. a GDPR with your consent. You can withdraw your consent at any time by contacting us without affecting the legality of the processing carried out with your consent up to the withdrawal. We will only use your email address to process your request. Finally your data will be deleted, unless you have agreed to further processing and use.

## Cookies

Our website uses cookies. Cookies are small text files which are saved in a user's internet browser or by the user's internet browser on their computer system. When a user calls up a website, a cookie may be saved on the user's operating system. This cookie contains a characteristic character string which allows the browser to be clearly identified when the website is called up again.

We use these cookies to make our offering more user-friendly, effective and secure. Cookies also allow our systems to recognise your browser after a page change and to offer you services. Some functions of our website cannot be offered without the use of cookies. These services require the browser to be recognised again after a page change.

Processing is carried out on the basis of art. 6 (1) lit. f) GDPR due to our largely justified interest in ensuring the optimal functionality of the website as well as a user-friendly and effective design of our range of services.

Cookies will be stored on your computer. You therefore have full control over the use of cookies. By choosing corresponding technical settings in your internet browser, you can be notified before the setting of cookies and you can decide whether to accept this setting in each individual case as well as prevent the storage of cookies

and transmission of the data they contain. Cookies which have already been saved may be deleted at any time. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

Using the links below, you can find out how to manage cookies (or deactivate them, among other things) in major browsers:

Chrome Browser: <https://support.google.com/accounts/answer/61416?hl=en>

Internet Explorer:

<https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>

Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Safari: <https://support.apple.com/de-de/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

## **Analysis    Advertising**

The data processing described subsequently in this section, especially the setting of cookies, will be carried out on the basis of art. 6 (1) lit. f GDPR due to our largely justified interest:

- in the needs-based and target-oriented design of our website, for example, with tools for analysis and statistics
- in addressing the website visitors in a targeted manner using interest-based advertisement, e.g. using conversion tracking

***You have the right to veto this processing of your personal data according to art. 6 (1) lit. f GDPR, for reasons relating to your personal situation.***

### **Use of Google Analytics**

Our website uses the web analysis service Google Analytics by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The processing of data serves to analyse this website and its visitors. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator relating to website and internet use. The IP address communicated by your browser as part of Google Analytics is not associated with any other data held by Google. Google Analytics uses cookies, which make it possible to analyse your use of the website. The information generated by the cookie regarding your use of this website is usually transferred to a Google server in the USA and stored there. IP anonymisation is activated on this website. Google uses this to shorten your IP address beforehand within Member States of the European Union or in other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. Your data may be transmitted to the USA. Following the US-EU Data Protection Agreement, Google has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws. You can prevent collection of the data (including your IP address) generated by the cookies and related to your use of the website by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link [ <https://tools.google.com/dlpage/gaoptout?hl=en>]. You can set an opt-out cookie to prevent collection by Google Analytics across devices. Opt-out cookies prevent the future collection of your data when you visit this website.

You need to opt-out on all systems and devices in use for this to work comprehensively. If you click here, the opt-out cookie is set: [Disable Google Analytics](#).

You can find more detailed information on the terms and conditions of use and data protection at <https://www.google.com/analytics/terms/gb.html> and at <https://policies.google.com/?hl=en>.

### **Use of econda**

Our website uses the analysis tool provided by econda GmbH (Zimmerstr. 6, 76137 Karlsruhe). For the needs-based design and optimisation of this website anonymised data is collected and stored using solutions and technologies from econda GmbH (<http://www.econda.de>) and pseudonymous user profiles created from this data. For this purpose cookies may be used to facilitate recognition of your internet browser. User profiles will not, however be combined with data on the bearer of the pseudonym without explicit consent. In particular, IP addresses will be disguised immediately on receipt, which will prevent them from being assigned to IP addresses. You can set an opt-out cookie to prevent collection by econda across devices here <https://www.econda.de/widerruf-zur-datenspeicherung/>. Opt-out cookies prevent the future collection of your data when you visit this website. You need to opt-out on all systems and devices in use for this to work comprehensively. If you delete the opt-out cookie, requests will be transmitted to econda again.

### **Use of etracker**

Our website uses technologies by etracker GmbH (Erste Brunnenstraße 1, 20459 Hamburg). The processing of data serves to analyse this website and its visitors. Data is collected and stored for this purpose. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. Cookies facilitate recognition of your internet browser. The data collected with etracker technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party. You can set an opt-out cookie to prevent collection by etracker across devices here <https://www.etracker.de/privacy?et=umbcr3>. Opt-out cookies prevent the future collection of your data when you visit this website. You need to opt-out on all systems and devices in use for this to work comprehensively. If you delete the opt-out cookie, requests will be transmitted to etracker again. You can find more detailed information on etracker's function and data protection at <https://www.etracker.com/en/data-privacy/>.

### **Use of PHP Web Stat**

Our website uses the analysis tool PHP Web Stat by PHP Web Stat (Sternbuschweg 2, 46562 Voerde). The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. Cookies facilitate recognition of your internet browser. The data collected with PHP Web Stat technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party. You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

### **Use of LiveZilla**

Our website uses the analysis tool of LiveZilla GmbH (Byk-Gulden-Straße 18, 78224 Singen). The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this

purpose. Cookies facilitate recognition of your internet browser. The data collected with LiveZilla technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party. You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser. We would, however, like to point out that this may prevent you from making full use of all the functions of this website.

### **Use of mouseflow**

Our website uses the analysis tool of Mouseflow ApS (Flaesketorvet 68, 1711 Copenhagen, Denmark). The processing of data serves to analyse this website and its visitors. Data is collected and saved for marketing and optimisation purposes. A usage profile can be generated from this data under a pseudonym. Cookies may be deployed for this purpose. The web tracking tool mouseflow records randomly selected individual visits (only with anonymised IP address). A record of mouse movements and clicks is then produced with the intent of playing back a sample of individual website visits and deriving potential improvements for the website. Cookies facilitate recognition of your internet browser. The data collected with mouseflow technologies will not be used to identify the website user personally in future or combined with personal data on the bearer of the pseudonym without the separately issued consent of the affected party.

You can set an opt-out cookie to prevent collection by mouseflow across devices here

<https://www.mouseflow.com/opt-out/>. Opt-out cookies prevent the future collection of your data when you visit this website. You need to opt-out on all systems and devices in use for this to work comprehensively. If you delete the opt-out cookie, requests will be transmitted to mouseflow again.

### **Use of the remarketing or “similar target groups” function by Google Inc.**

Our website uses the remarketing or “similar target groups” function by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). This function serves to analyse visitor behaviour and visitor interests. Google uses cookies to analyse website use, forming the basis for producing interest-related adverts. Cookies allow for the recording of website visits as well as anonymised data on the use of the website. The personal data of website visitors is not saved. If you then visit another website in the Google display network you will then be shown adverts which are more likely to take previous areas of product and information interest into account. Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Google has become “Privacy Shield” certified and is therefore obliged to observe European data protection laws. For this purpose you can permanently deactivate the use of cookies by following the link below and downloading and installing the plug-in: [support.google.com/ads/answer/7395996?hl=en](https://support.google.com/ads/answer/7395996?hl=en)

Alternatively, you can deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the opt-out instructions. You can find more detailed information on Google remarketing as well as the associated data protection declaration at:

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

### **Use of Google Ads conversion tracking**

Our website uses the online marketing programme “Google Ads”, including conversion tracking. Google conversion tracking is a service operated by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). If you click on adverts placed by Google, a cookie is placed on your computer for conversion tracking. These cookies have limited validity, do not contain any personal data and thus cannot be used for personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Google can recognise that you have clicked on the advert and were forwarded to this page. Every Google Ads customer receives a separate cookie. Therefore, it is not possible to track cookies relating to the websites of

AdWords customers. The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. However, they do not receive any information with which could be used to personally identify users. You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser. We would, however, like to point out that this may prevent you from making full use of all the functions of this website. You will then not be included in the conversion tracking statistics. You can also deactivate personalised advertising in Google's advertising settings. You can find an introduction to this at <https://support.google.com/ads/answer/2662922?hl=en> You can also deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the opt-out instructions. You will find more information as well as Google's data protection declaration at: <https://www.google.de/policies/privacy/>

### **Use of Facebook remarketing**

Our website uses the remarketing function "Custom Audiences" by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA; "Facebook"). This function serves to address the visitor to the website with interest-related advertising on the social network Facebook. We have implemented Facebook's remarketing tag on our website for this purpose. This tag sets up a direct connection to Facebook's servers when you visit our website. This informs the Facebook server which of our web pages you have visited. Facebook assigns this information to your personal Facebook user account. When you visit the social network Facebook you will then be shown personalised, interest-related Facebook ads. Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Facebook has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws. You can deactivate the remarketing function "Custom Audiences" [here](#). You can find more detailed information on Facebook's collection and use of data, your associated rights and options for protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

### **Use of Google AdSense**

Our website uses the AdSense function by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This function serves the purpose of renting out advertising space on the website and using these to address visitors to the website with targeted, interest-related advertising. This function displays personalised, interest-related adverts from the Google display network to visitors to the website. Google Analytics uses cookies, which make it possible to analyse your use of the website. The information generated by the cookie regarding your use of this website is usually transferred to a Google server in the USA and stored there. Following the US-EU Data Protection Agreement, Google has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws. Google may also transmit this data to third parties if this is required by law or the third party is processing the data on behalf of Google. On no account will Google associate your IP address with other Google data. You can permanently deactivate the use of cookies by following the link below and downloading and installing the plug-in: <https://support.google.com/ads/answer/7395996?hl=en>. You can also deactivate the use of cookies by third parties by calling up the Network Advertising Initiative deactivation page at <https://www.networkadvertising.org/choices/> and following the opt-out instructions. You will find more information as well as Google's data protection declaration at: <https://www.google.com/policies/technologies/ads/>, <https://www.google.com/policies/privacy/>

### **Use of retargeting by ad:C media**

Our website uses the retargeting technology of ad:C Media GmbH (Marktplatz 10, 93128 Regenstauf; "ad:C

media").

The purpose of this function is to address website visitors who have expressed an interest in our shop and our products with personalised, interest-based advertising.

Advertising is displayed according to a cookie-based analysis of previous user behaviour; no personal data is stored. A cookie is placed on your computer or mobile device to collect anonymised data about your interests and thus to tailor the advertising to the information stored. As a result, you are shown advertising that has a high probability of matching your product and information interests.

You can set an opt-out cookie to prevent collection by ad:C media across devices here <https://ad.adc-serv.net/>. Opt-out cookies prevent the future collection of your data when you visit this website. You need to opt-out on all systems and devices in use for this to work comprehensively. If you delete the opt-out cookie, requests will be transmitted to ad:C media again.

### **Use of Bing Ads**

Our website uses Bing Ads, provided by the Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA; "Microsoft").

If you click on an advert placed by Microsoft Bing Ads, a cookie is placed on your computer for conversion tracking. This cookie has a limited validity and does not serve purposes of personal identification. If you visit certain pages on our website and the cookie has not yet expired, we and Microsoft can recognise that you have clicked on the advert and were forwarded to this page.

The information collected using the conversion cookie serves the purpose of producing conversion statistics. This allows us to find out the total number of users who have clicked on our adverts and were forwarded to a page equipped with a conversion tracking tag. It does not however enable personal identification of the user.

Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Microsoft has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws.

You can prevent the storage of cookies by choosing corresponding technical settings in your internet browser. After doing this, it is however possible that you will not be able to use all functions of the website fully. As a result, you will not be part of the conversion tracking statistics. You can find further information on data protection and the cookies used by Microsoft Bing at: <https://privacy.microsoft.com/de-de/privacystatement>

## ***Plug-ins***

### **Use of social plug-ins via "Shariff"**

Our website uses social network plug-ins. We use data protection-compliant "Shariff" buttons to ensure that you retain control over your data. No connection is made to the social network servers and no data submitted without your explicit consent. "Shariff" was developed by specialists at the computer magazine c't. It enables more personal privacy in the network and replaces the usual social network "share" buttons. You can find more information on the Shariff project here

<https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html>.

When you click the buttons a pop-up window appears, allowing you to log on with the relevant provider using your data. It is only after you actively login that a direct connection to the social network is set up. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to

your corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts. The social networks listed below are integrated with the “Shariff” function. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider’s privacy policy via the link.

Google+ by Google Inc. (1600 Amphitheatre Parkway, Mountain View, California, 94043 USA)

<https://www.google.com/+/policy/+1button.html>

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)

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

Twitter by Twitter Inc. (1355 Market Street, Suite 900, San Francisco, CA 94107, USA) <https://twitter.com/privacy>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA)

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

AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA)

<https://www.addthis.com/privacy/privacy-policy>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA)

<https://help.instagram.com/155833707900388>

Xing by XING SE (Dammtorstraße 30, 20354 Hamburg) <https://www.xing.com/privacy>

LinkedIn by LinkedIn Corporation (2029 Stierlin Court, Mountain View, CA 94043, USA)

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

### **Use of social plug-ins via the “2-click solution”**

Our website uses social network plug-ins via the “2-click solution”. No connection is made to the social network servers and no data submitted without your explicit consent. Standard integration of plug-ins set up a connection between your computer and the provider’s servers when you call up pages on our website which contain such a plugin, allowing the plug-in to be shown on the web page by a notice sent to your browser. Both your IP address and the fact that you have visited our web pages are transmitted to the provider’s servers. This happens regardless of whether you are registered with or logged into the social network. The information is transferred even if users are not registered or logged in. If you are also logged into the social network, this information is also assigned to your user profile. When you use plug-in functions (e.g. activate the button) this information is also assigned to your user account, which you can only prevent by logging out before using the plug-in. To ensure that you retain control over your data we have decided to initially deactivate the corresponding button. This is shown by the greyed-out button. No connection is made to the social network servers and no data submitted without your explicit consent - in the form of activation of the button. Only when you activate the button does it become active (highlighted) and set up a direct connection to the social network’s servers. By logging in, you give your permission for the transfer of your data to the respective social media provider. At this time, information such as your IP address and which websites you have visited is transmitted. Should you be connected simultaneously with one or more of your social network accounts, the information collected is also assigned to your

corresponding profiles. Therefore, you can only prevent this assignment by logging yourself out before visiting our website and before activating the button for your social media accounts.

The social networks listed below are integrated with the “2-click function”. You can find more detailed information on the scope and purpose of collection and use of the data, your associated rights and options for protecting your privacy in the provider’s privacy policy via the link.

Google+ by Google Inc. (1600 Amphitheatre Parkway, Mountain View, California, 94043 USA):

<https://www.google.com/+/policy/+1button.html>

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

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

Facebook by Facebook Inc. (1601 S. California Ave, Palo Alto, CA 94304, USA)

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

Twitter (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA):

<https://twitter.com/privacy>

<https://twitter.com/personalization>

Pinterest by Pinterest Inc. (635 High Street, Palo Alto, CA, 94301, USA):

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

<https://help.pinterest.com/de/articles/personalization-and-data>

AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA)

<https://www.addthis.com/privacy/privacy-policy>

Instagram by Instagram LLC. (1601 Willow Road, Menlo Park, CA 94025, USA):

<http://instagram.com/legal/privacy/>Xing by XING SE (Dammtorstraße 30, 20354 Hamburg):

<https://www.xing.com/privacy>

<https://privacy.xing.com/de/datenschutzerklaerung/welche-rechte-koennen-sie-geltend-machen/widerspruchsrecht>

LinkedIn (LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland):

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

### **Use of Facebook plug-ins**

This Internet site uses plug-ins of the social network facebook.com operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

Whenever you display one of our Internet pages that hosts a Facebook plug-in you will be linked to the Facebook servers, a message is sent to your browser, and the plug-in is run on the Internet page. This is telling the Facebook server which of our pages you have visited. Assuming you are logged on to your Facebook member account while running the Facebook plug-in, Facebook will allocate the information to your personal Facebook



user account. Further information collected and allocated by Facebook is the use of plug-in functions (like clicking on the Like button or posting a comment). To prevent this data collection and allocation, you must log off your Facebook user account before running the plug-in.

If you do not wish Facebook to collect and directly allocate the above information to your Facebook profile, you will either have to log off from Facebook before visiting our site or run a "Facebook blocker" which stops the Facebook plug-ins from running on our pages.

To learn more about the collection and use of your personal data by Facebook as well as about your rights and what options you have to protect your privacy, please read Facebook's Privacy Policy at:

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

### **Using the Google "+1" button**

On these webpages, the "+1" button of the social network Google Plus of Google Inc., 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA, (hereafter referred to as "Google") is used. If you invoke a webpage of our Internet presence, which is provided with the "+1" button, a link is established with the Google servers in the USA, and the button is displayed on the Internet page through a notification to your browser. Here, your IP address as well as the information, as to which of our Internet sites you have visited, is forwarded to the Google server. This is independent of whether you have registered with or are logged in on Google Plus. Data is transferred even in case of users who are not registered or logged in on these sites. The "+1" button is not used to record your visits on the Internet. When displaying a "+1" button, Google does not permanently log your browser history and also does not analyse your visit to a page with "+1" button in another manner. Google saves the data of your visit for about two weeks for system maintenance and troubleshooting purposes. However, this data is not structured as per the individual profiles, user names or URLs, and is also not forwarded to us.

Moreover, if you are a member of Google Plus, and if you are logged in on Google Plus during the period in which you use the plugin, the information collected about your website visit is linked to your Google Plus Account and disclosed to other users. Even in case of interactions, which are possible with various Google plugins, the corresponding information about you is collected and transmitted to Google and stored there. For an overview of the different types of Google plugins, log on to:

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

If you have made your profile publically accessible in the Google Plus settings, your "+1" can be superimposed by Google as information together with your profile names and your photo in Google services, e.g. in search results or in your Google profile, or at other places on websites and advertisements on the Internet. If you do not want Google to allocate the collected information directly to your Google Plus profile, you must first log out of Google Plus before visiting our site.

Other information about the collection and usage of the data by Google, about your relevant rights and options for protecting your privacy can be found in the Data Protection information of Google:

[www.google.com/intl/de/+policy/+1button.html](http://www.google.com/intl/de/+policy/+1button.html).

You have an option to prevent downloading Google plugins by installing corresponding add-ons in your browser.

### **Using Addthis plugins**

On these Internet sites, "Addthis" plugins are used, which are provided by AddThis LLC, Inc. 8000 Westpark Drive, Suite 625, McLean, VA 2210, USA; hereafter, they are referred to as AddThis LLC. With the "Addthis" plugin, the AddThis LLC enables the use of so-called sharebuttons with which one can recommend the individual webpages on the Internet via social networks or save them with different bookmarking services. You can view the

different Addthis logos, which contain the plugin, at the following link: <https://www.addthis.com/get/sharing>  
If you invoke webpages of our Internet presence, which are provided with such a plugin, a link is established with the AddThis servers in the USA and the plugin is displayed on the webpage through a notification to your browser. Here, your IP address as well as the information, as to which of our Internet sites you have visited, is forwarded to the AddThis server. In this respect, cookies are used. Cookies involve small text files, which are locally saved in the cache of the Internet browser of the user visiting the webpages. Cookies allow the identification of the Internet browser. The AddThis LLC generates anonymised user profiles from this data. It serves in adapting online offers to the respective requirements even better.

Log on to [www.addthis.com/privacy/privacy-policy](http://www.addthis.com/privacy/privacy-policy) for more information on the collection and processing of the data transmitted through the AddThis LLC.

You can always object to the data collection and saving through AddThis LLC with future effect by setting a so-called "Opt-Out-Cookie" on the site [www.addthis.com](http://www.addthis.com): <http://www.addthis.com/privacy/opt-out>.

You have an option to prevent downloading Addthis plugins by installing corresponding add-ons in your browser.

### **Using Twitter plugins**

The functions of the Twitter service are integrated on our website.

Twitter is a social media portal of the company Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, (USA).

We use Twitter plugins. If you invoke a corresponding website that has such a plugin, the data is exchanged with the Twitter servers located in the USA.

Even in case of interactions, which are possible with various Twitter plugins, the corresponding information about you is collected and transmitted to Twitter and stored there.

Moreover, if you are a member of Twitter, and if you are logged in on Twitter during the period in which you use the plugin, the information collected about your website visit is linked to your Twitter account and disclosed to other users.

If you do not wish that Twitter links and combines the information with the data of your Twitter account, you must log out from Twitter before visiting our website.

Log on to <https://twitter.com/privacy> for more information on the collection and use of data through Twitter.

### **Using the XING Share-Button**

On this webpage, the "XING Share-Button" is used. When this webpage is invoked, a link to the servers of XING AG ("XING") is established for a brief period through your browser; with the help of these servers, "XING Share-Button" functions (especially the calculation/display of the counter value) are carried out. XING does not save your personal data if this webpage is invoked. XING does not save any IP-addresses, in particular. Even your usage behaviour is not analysed by using cookies in connection with the "XING Share-Button". The latest data protection information about "XING Share-Button" and additional information can be retrieved on this webpage:

[https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

### **Using Pinterest plugins**

On these webpages, plugins of the social network, Pinterest, are used, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA ("Pinterest").

You can view the different logos which contain the plugin (e.g. "Pin-it-Button" or the "P"-button), at the following link: <http://business.pinterest.com/pin-it-button/>

If you invoke a corresponding website of our Internet presence, which contains such a plugin, a link between your

computer and the servers of Pinterest is established, and the plugin is displayed on the Internet page through a notification to your browser. Here, your IP addresses as well as the information, as to which of our webpages you have visited, is transmitted to the Pinterest server in the USA. This is irrespective of whether you are registered with or logged in on Pinterest. Data is transferred even in case of users who are not registered or logged in on these sites.

Moreover, if you are a member of Pinterest, and if you are logged in on Pinterest during the period in which you use the plugin, the information collected about your website visit is linked to your Pinterest account and disclosed to other users. Even in case of interactions, which are possible with various Pinterest plugins, the corresponding information about you is collected and transmitted to Pinterest and stored there.

If you do not wish that Pinterest links and combines the information with the data of your Pinterest account, you must log out from Pinterest before visiting our website.

Log on to <https://policy.pinterest.com/en/privacy-policy> for more information on the collection and use of data through Pinterest.

### **Using Instagram plug-ins**

These websites use the plug-in from online service provider Instagram, which is provided by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram").

If you access pages on our website that contain this plug-in, this will generate a connection to the Instagram server and indicate the plug-in on the site by means of message in your browser. Information such as your IP address and which websites you have visited is transmitted to the Instagram server.

If you are logged into Instagram, Instagram will assign this information to your personal user account. When using the plug-in functions (e.g. clicking the "Instagram" button") this information is also assigned to your Instagram account, which you can only prevent by logging out prior to using the plug-in.

If you do not want Instagram to directly add the information collected to your Instagram account, you must either log out of Instagram prior to visiting our site or use an add-on or the script blocker "NoScript" (noscript.net) to block the Instagram plug-in loading on our websites.

Further information on the data collected and used by Instagram, your rights and privacy can be found in Instagram's privacy policy: [help.instagram.com/155833707900388](https://help.instagram.com/155833707900388)

### **Use of YouTube**

Our website uses YouTube LLC's function for the embedding of YouTube videos. (901 Cherry Ave., San Bruno, CA 94066, USA; "YouTube").

YouTube is an affiliated company of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). This feature shows YouTube videos in an iFrame on the website. The option "advanced privacy mode" is enabled here. This prevents YouTube from storing information on visitors to the website. It is only if you watch a video that information is transmitted to and stored by YouTube.

Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Google has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws.

Further information on the data collected and used by YouTube and Google, your rights and privacy can be found in YouTube's privacy policy (<https://www.youtube.com/t/privacy>).

### **Use of Vimeo**

On our website, we use plug-ins from Vimeo Inc. (555 West 18th Street New York, New York 10011, USA; "Vimeo") to embed videos of the portal "Vimeo". When you access pages of our website that contain such a

plug-in, a connection is established to Vimeo's servers and the plug-in is displayed on the page by notifying your browser. This will transmit to Vimeo's servers both your IP address and the information which of our pages you have visited. If you are logged into Vimeo, Vimeo assigns this information to your personal user account. When you use the plug-in functions (e.g. by starting a video by pressing the corresponding button), this information is also assigned to your Vimeo account.

Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Vimeo has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws.

The processing is carried out on the basis of Art. 6 (1) lit. f GDPR out of Vimeo's legitimate interest in market analysis and in improving its services in a demand-oriented and targeted manner. ***For reasons arising from your particular situation, you have the right at any time to object to this processing of your personal data based on Art. 6 (1) lit. f GDPR.*** If you do not want Vimeo to associate the information collected directly with your Vimeo account, you must log out of Vimeo before visiting our website.

For more information about the purpose and scope of the collection and the wider use and processing of the data by Vimeo, as well as your related rights and privacy protections, please see Vimeo's data protection policy:

<https://vimeo.com/privacy>

Vimeo can use Google Analytics for the videos integrated on this website. Tracking is carried out completely independently by Vimeo. We have no influence on the design of the tracking nor do we have access to it.

Processing is based on Art. 6 (1) lit. f GDPR out of Vimeo's legitimate interest in analysing user behavior for the demand-oriented and targeted design of its services and for marketing purposes.

Google's data protection policy can be found at <https://www.google.com/policies/privacy> and the opt-out options for Google Analytics at <http://tools.google.com/dlpage/gaoptout?hl=en>.

### **Use of GoogleMaps**

Our website uses Google Inc.'s feature for the embedding of Google Maps (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google").

This feature visually represents geographical information and interactive maps. Google also collects, processes and uses data on visitors to the website when they call up pages with embedded Google maps. Your data may also be transmitted to the USA. Following the US-EU Data Protection Agreement, Google has become "Privacy Shield" certified and is therefore obliged to observe European data protection laws.

Processing is carried out on the basis of art. 6 par. 1 point (f) GDPR due to our justified interest in needs-based and targeted design of the website.

Further information on the data collected and used by Google, your rights and privacy can be found in Google's privacy policy at <https://www.google.com/privacypolicy.html>. You also have the option of changing your settings in the data protection centre, allowing you to administer and protect the data processed by Google.

### **Use of Google reCAPTCHA**

Our website uses the reCAPTCHA service by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The request serves to distinguish whether the input was made by a human or automatic machine processing. For this purpose your input will be transmitted to Google and used by them further. In addition, the IP address and any other data required by Google for the reCAPTCHA service will be transferred to Google. This data will be processed by Google within the EU and potentially also in the USA. Transmission of data to the USA is covered by an adequacy decision by the European Commission, the "Privacy Shield". Google participates in "Privacy Shield" and has submitted to its requirements.

Processing is carried out on the basis of Article 6(1)f) GDPR due to our legitimate interest in protecting our website from automated spying, misuse and SPAM.

You can find more detailed information on Google reCAPTCHA and the associated data protection declaration at: <https://www.google.com/recaptcha/intro/android.html> and <https://www.google.com/privacy>.

## ***Rights of persons affected and storage duration***

### **Duration of Storage**

The data will be stored under consideration of legal retention periods and then deleted after expiration of the period, unless you have not agreed to further processing and use.

### **Rights of the affected person**

If the legal requirements are fulfilled, you have the following rights according to art. 15 to 20 GDPR: Right to information, correction, deletion, restriction of processing, data portability. You also have a right of objection against processing based on art. 6 (1) GDPR, and to processing for the purposes of direct marketing, according to art. 21 (1) GDPR.

Contact us at any time. Our contact details can be found in our imprint.

### **Right to complain to the regulatory authority**

You have the right to complain to the regulatory authority according to art. 77 GDPR if you believe that your data is not being processed legally.

### **Right to object**

If the data processing outlined here is based on our legitimate interests in accordance with Article 6(1)f) GDPR, you have the right for reasons arising from your particular situation to object at any time to the processing of your data with future effect.

If the objection is successful, we will no longer process the personal data, unless we can demonstrate compelling legitimate grounds for the processing that outweigh your interests or rights and freedoms, or the processing is intended for the assertion, exercise or defence of legal claims.

If personal data is being processed for the purposes of direct advertising, you can object to this at any time by notifying us. If the objection is successful, we will no longer process the personal data for the purposes of direct advertising.

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