

# Data protection

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## Privacy

We have written this data protection declaration (version 25.01.2021-321254486) in order to be able to offer you in accordance with the requirements of [General Data Protection Regulation \(EU\) 2016/679](#) to explain what information we collect, how we use data and what choices you have as a visitor to this website.

Unfortunately, it is in the nature of things that these explanations sound very technical, but we have tried to describe the most important things as simply and clearly as possible.

## Automatic data storage

When you visit websites these days, certain information is automatically created and stored, including on this website.

If you visit our website as you are now, our web server (computer on which this website is stored) automatically saves data such as

- the address (URL) of the accessed website
- Browser and browser version
- the operating system used
- the address (URL) of the previously visited page (referrer URL)
- the host name and the IP address of the device from which access is made
- Date and Time

in files (web server log files).

As a rule, web server log files are stored for two weeks and then automatically deleted. We do not pass this data on, but we cannot rule out that this data will be viewed in the event of illegal behavior.

## Cookies

Our website uses HTTP cookies to store user-specific data. In the following we explain what cookies are and why they are used so that you can better understand the following data protection declaration.

### What exactly are cookies?

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



One thing cannot be dismissed out of hand: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are also other cookies for other areas of application. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed in the cookie folder, which is the “brain” of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

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

There are both first-party cookies and third-party cookies. First-party cookies are created directly from our side, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other "pests". Cookies cannot access information on your PC either.

For example, cookie data can look like this:

- Name: `_ga`
- Expiry time: 2 years
- Use: Differentiation of website visitors
- Exemplary value: `GA1.2.1326744211.152321254486`

A browser should support the following minimum sizes:

- A cookie should be able to contain at least 4096 bytes
- At least 50 cookies should be able to be stored per domain
- A total of at least 3000 cookies should be able to be stored

## What types of cookies are there?

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

There are 4 types of cookies:

### **Absolutely necessary cookies**

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



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### **Functional cookies**

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

### **Goal-oriented cookies**

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

### **Advertising cookies**

These cookies are also called targeting cookies. They serve to deliver customized advertising to the user. That can be very practical, but also very annoying.

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

## **How can I delete cookies?**

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

If you want to find out which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. For each individual cookie, you can decide whether or not to allow the cookie. The procedure is different depending on the browser. It is best to search for the instructions in Google with the search term “delete cookies Chrome” or “deactivate cookies Chrome” in the case of a Chrome browser or replace the word “Chrome” with the name of your browser, e.g. Edge, Firefox, Safari.

## **What about my data protection?**

The so-called “cookie guidelines” have existed since 2009. It states that the storage of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these guidelines. In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG).



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If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments from the Internet Engineering Task Force (IETF) called "HTTP State Management Mechanism".

## Storage of personal data



Personal data that you transmit to us electronically on this website, such as name, e-mail address, address or other personal information in the context of submitting a form or comments in the blog, are saved by us together with the time and the IP Address is only used for the specified purpose, stored securely and not passed on to third parties.

We therefore only use your personal data for communication with those visitors who expressly request contact and for processing the services and products offered on this website. We do not pass on your personal data without your consent, but we cannot rule out that this data will be viewed in the event of illegal behavior.

If you send us personal data by email - outside of this website - we cannot guarantee the secure transmission and protection of your data. We recommend that you never send confidential data unencrypted by e-mail.

The legal basis is after [Article 6 Paragraph 1 a GDPR](#) (Lawfulness of processing) in that you give us your consent to process the data you have entered. You can revoke this consent at any time - an informal e-mail is sufficient, you will find our contact details in the imprint.

## Rights according to the General Data Protection Regulation

According to the provisions of the GDPR, you have the following rights:

- Right to rectification (Article 16 GDPR)
- Right to cancellation ("right to be forgotten") (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification - obligation to notify in connection with the correction or deletion of personal data or the restriction of processing (Article 19 GDPR)
- Right to data portability (Article 20 GDPR)
- Right of objection (Article 21 GDPR)
- Right not to be subject to a decision based solely on automated processing - including profiling (Article 22 GDPR)

If you believe that the processing of your data violates data protection law or that your data protection claims have been violated in any other way, you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#) turn.

## Evaluation of visitor behavior

In the following data protection declaration we inform you whether and how we evaluate data from your visit to this website. The data collected is usually evaluated anonymously and we cannot infer your person from your behavior on this website.



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You can find out more about how to object to this analysis of the visit data in the following data protection declaration.

## TLS encryption with https

We use https to transfer data securely on the Internet (data protection through technology design [Article 25 Paragraph 1 GDPR](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data. You can recognize the use of this protection of data transmission by the small lock symbol in the top left of the browser and the use of the https (instead of http) scheme as part of our Internet address.

## Google Maps privacy policy

We use Google Maps from Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With Google Maps we can better show you locations and thus adapt our service to your needs. By using Google Maps, data is transmitted to Google and stored on Google's servers. Here we want to go into more detail about what Google Maps is, why we use this Google service, which data is stored and how you can prevent this.

### What is Google Maps

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

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

All of our efforts on this page are aimed at providing you with a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information on various locations. You can see at a glance where we are based. The route description always shows you the best or fastest way to us. You can find the route for routes by car, public transport, on foot or by bike. For us, the provision of Google Maps is part of our customer service.

### What data is saved by Google Maps?

In order for Google Maps to be able to offer its full service, the company must record and save data from you. This includes the search terms entered, your IP address and the latitude and longitude coordinates. If you use the route planner function, the entered start address is also saved. However, this data storage happens on the Google Maps website. We can only inform you about this, but we cannot influence it. Since we have integrated Google Maps into our website, Google places at least one cookie (name: NID) in your browser. This cookie



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stores data about your user behavior. Google uses this data primarily to optimize its own services and to provide you with individual, personalized advertising.

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

**Surname:** NID

**Value:** 188 = h26c1Ktha7fCQTx8rXgLyATyITJ321254486-5

**Usage:** NID is used by Google to tailor advertisements to your Google searches. With the help of the cookie, Google “remembers” your most frequently entered search queries or your previous interaction with ads. This way you always get customized advertisements. The cookie contains a unique ID that Google uses to collect your personal settings for advertising purposes.

**Expiry Date:** after 6 months

**Annotation:** We cannot guarantee that the data stored is complete. Changes can never be ruled out, especially when using cookies. In order to identify the NID cookie, a separate test page was created, where only Google Maps was integrated.

## How long and where is the data stored?

The Google servers are located in data centers around the world. Most of the servers are located in America, however. For this reason, your data is also increasingly stored in the USA. Here you can read exactly where the Google data centers are located: <https://www.google.com/about/datacenters/inside/locations/?hl=de>

Google distributes the data on various data carriers. This means that the data can be accessed more quickly and is better protected against any attempts at manipulation. Each data center also has special emergency programs. If, for example, there are problems with the Google hardware or a natural disaster paralyzes the servers, the data will still remain protected.

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

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

With the automatic deletion function of location and activity data introduced in 2019, information on location determination and web / app activity - depending on your decision - is stored for either 3 or 18 months and then deleted. You can also delete this data manually from the history at any time using your Google account. If you want to completely prevent your location from being recorded, you must pause the "Web and app activity" section in your Google account. Click Data & Personalization, then click the Activity Settings option. Here you can turn the activities on or off.

You can also deactivate, delete or manage individual cookies in your browser. Depending on which browser you are using, this always works a little differently. The following instructions show how to manage cookies in your browser:

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



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[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

Google is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>. If you want to find out more about Google's data processing, we recommend the company's own data protection declaration at <https://policies.google.com/privacy?hl=de>.

## Google Fonts privacy policy

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

You do not have to log in or enter a password to use Google fonts. Furthermore, no cookies are stored in your browser. The files (CSS, fonts / fonts) are requested via the Google domains [fonts.googleapis.com](https://fonts.googleapis.com) and [fonts.gstatic.com](https://fonts.gstatic.com). According to Google, the requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you don't have to worry that your Google account details will be transmitted to Google while you are using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. We will take a closer look at what the data storage looks like.

### What are Google Fonts?

Google Fonts (formerly Google Web Fonts) is a directory with over 800 fonts that [Google](#) makes available to its users free of charge.

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

### Why do we use Google Fonts on our website?

With Google Fonts we can use fonts on our own website, but don't have to upload them to our own server. Google Fonts is an important component in keeping the quality of our website high. All Google fonts are automatically optimized for the web and this saves data volume and is a great advantage, especially for use with mobile devices. When you visit our site, the small file size ensures a fast loading time. Furthermore, Google Fonts are secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partially distort texts or entire websites.





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Thanks to the fast content delivery network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). So we use Google Fonts so that we can present our entire online service as beautifully and consistently as possible.

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## **Which data is saved by Google?**

When you visit our website, the fonts are downloaded from a Google server. This external call transmits data to the Google server. In this way, Google also recognizes that you or your IP address are visiting our website. The Google Fonts API was developed to reduce the use, storage and collection of end-user data to what is necessary for the proper provision of fonts. By the way, API stands for "Application Programming Interface" and serves, among other things, as a data transmitter in the software sector.

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

It should be noted, however, that with every Google Font request information such as language settings, IP address, version of the browser, screen resolution of the browser and the name of the browser are automatically transmitted to the Google server. It is not clear whether this data is saved or not clearly communicated by Google.

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

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

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

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

The data that Google stores for a day or a year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. In order to be able to delete this data prematurely, you have to go to Google support <https://support.google.com/?hl=de&tid=321254486> to contact. In this case, you only prevent data storage if you are not visiting our site.

Unlike other web fonts, Google allows us unrestricted access to all fonts. We can therefore have unlimited access to a sea of fonts and thus get the most out of our website. You can find





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more about Google Fonts and other questions

at <https://developers.google.com/fonts/faq?tid=321254486>. Although Google deals with data protection issues there, it does not contain any really detailed information about data storage. It is relatively difficult to get really precise information about stored data from Google.

You can also click on which data is generally recorded by Google and what this data is used for <https://www.google.com/intl/de/policies/privacy/> read up.



## Google Fonts Local Privacy Policy

We use Google Fonts from Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. We have integrated the Google fonts locally, ie on our web server - not on the Google servers. This means that there is no connection to Google servers and therefore no data transmission or storage.

### What are Google Fonts?

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

Unlike other web fonts, Google allows us unrestricted access to all fonts. We can therefore have unlimited access to a sea of fonts and thus get the most out of our website. You can find more about Google Fonts and other questions at <https://developers.google.com/fonts/faq?tid=321254486>.

## OpenStreetMap privacy policy

We have integrated map sections from the online map tool "OpenStreetMap" on our website. This is a so-called open source mapping, which we can call up via an API (interface). This function is offered by OpenStreetMap Foundation, St John's Innovation Center, Cowley Road, Cambridge, CB4 0WS, United Kingdom. By using this map function, your IP address will be forwarded to OpenStreetMap. In this data protection declaration you will find out why we use functions of the OpenStreetMap tool, where which data is stored and how you can prevent this data storage.

### What is OpenStreetMap?

The OpenStreetMap project was launched in 2004. The aim of the project is and was to create a free world map. Users around the world collect data on buildings, forests, rivers and roads, for example. Over the years, an extensive digital map of the world was created by users. Of course the map is not complete, but in most regions it is equipped with a lot of data.

### Why do we use OpenStreetMap on our website?



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Our website is primarily intended to be helpful to you. From our point of view, this is always the case when information is found quickly and easily. On the one hand, this is about our services and products, on the other hand, you should also have other helpful information available. That is why we also use the OpenStreetMap map service. For example, we can show you exactly how to find our company. The map shows you the best way to get to us and your journey will be child's play.

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## What data is saved by OpenStreetMap?

When you visit one of our websites that OpenStreetMap offers, user data is transmitted to the service and stored there. OpenStreetMap collects information about your interactions with the digital map, your IP address, data on your browser, device type, operating system and on what day and at what time you used the service. Tracking software is also used to record user interactions. The company specifies the "Piwik" analysis tool in its own data protection declaration.

The data collected are then available to the relevant working groups of the OpenStreetMap Foundation. According to the company, personal data will not be passed on to other people or companies unless this is legally necessary. The third party provider Piwik stores your IP address, but in a shortened form.

The following cookie can be set in your browser when you interact with OpenStreetMap on our website:

**Surname:** `_osm_location`

**Value:** 9.63312% 7C52.41500% 7C17% 7CM

**Usage:** The cookie is required to unblock the content of OpenStreetMap.

**Expiry Date:** after 10 years

If you want to see the full screen of the map, you will be linked to the OpenStreetMap website. Among other things, the following cookies can be stored there in your browser:

**Surname:** `_osm_totp_token`

**Value:** 148253321254486-2

**Usage:** This cookie is used to ensure the operation of the map section.

**Expiry Date:** after one hour

**Surname:** `_osm_session`

**Value:** 1d9bfa122e0259d5f6db4cb8ef653a1c

**Usage:** Session information (i.e. user behavior) can be saved with the help of cookies.

**Expiry Date:** after the session ends

**Surname:** `_pk_id.1.cf09`

**Value:** 4a5.1593684142.2.1593688396.1593688396321254486-9

**Usage:** This cookie is set by Piwik in order to store or measure user data such as click behavior.

**Expiry Date:** after a year

## How long and where is the data stored?



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The API servers, databases and auxiliary services servers are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information, which are saved in abbreviated form by the Piwik web analysis tool, will be deleted after 180 days.

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

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You have the right to access your personal data at any time and to object to its use and processing. Cookies that OpenStreetMap may set can be managed, deleted or deactivated in your browser at any time. However, this means that the service will no longer function to its full extent. The management, deletion or deactivation of cookies works slightly differently for each browser. Below you will find links to the instructions for the most popular browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

If you want to learn more about data processing by OpenStreetMap, we recommend the company's privacy policy at [https://wiki.osmfoundation.org/wiki/Privacy\\_Policy](https://wiki.osmfoundation.org/wiki/Privacy_Policy).

## Mapbox API privacy policy

On our website we use the Mapbox API from the American software company Mapbox Inc., 740 15th Street NW, 5th Floor, District of Columbia 20005, USA. Mapbox is an online map tool (open source mapping) that is accessed via an interface (API). By using this tool, your IP address will be forwarded to Mapbox and saved. In this data protection declaration you can find out more about the functions of the tool, why we use it and, above all, which data is stored and how you can prevent this.

### What is Mapbox API?

Mapbox is an American software company that offers custom online maps for websites. With Mapbox you can illustrate the content on our website or, for example, graphically display directions. The cards can be easily integrated into our website with small code snippets (JavaScript code). Mapbox offers, among other things, a mobile-friendly environment, the route information is provided in real time and data is visualized.

### Why do we use Mapbox API on our website?

We want to offer you a comprehensive service on our website and this should not simply end with our services or products. No, all of our content should also be of use to you. And this also includes, for example, route maps that show you the way to our company.

### What data does the Mapbox API store?



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If you call up one of our sub-pages that has integrated an online map from Mapbox, data about your user behavior can be collected and saved. This has to be the case for the integrated online maps to work properly. It is also possible that the data collected by Mapbox will be passed on to third parties, but no personal data. This happens either if this is necessary for legal reasons or if Mapbox explicitly instructs another company. The map contents are sent directly to your browser and integrated into our website.

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Mapbox automatically collects certain technical information when requests are made to the APIs. In addition to your IP address, this includes browser information, your operating system, content of the request, restricted location and usage data, the URL of the website you visited and the date and time of the website visit. According to Mapbox, the data is only used to improve its own products. Mapbox also collects randomly generated IDs in order to analyze user behavior and determine the number of active users.

If you use one of our sub-pages and interact with an online map, Mapbox sets the following cookie in your browser:

**Surname:** ppcbb-enable-content-mapbox\_js

**Value:** 1605795587321254486-4

**Usage:** We have not yet been able to find out more detailed information about the purpose of the cookie.

**Expiry Date:** after a year

**Annotation:** In our tests we did not find a cookie in the Chrome browser, but we did find it in other browsers.

## Where and for how long is data stored?

The data collected is stored and processed on American servers operated by Mapbox. For security reasons, your IP address is stored for 30 days and then deleted. Randomly generated IDs (no personal data) that analyze the use of the APIs are deleted after 36 months.

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

If you do not want Mapbox to process data about you or your user behavior, you can deactivate JavaScript in your browser settings. Of course, you can then no longer use the corresponding functions to the full extent.

You have the right to access your personal data at any time and to object to its use and processing. Cookies that the Mapbox API may set can be managed, deleted or deactivated in your browser at any time. However, this may prevent the service from working properly. The management, deletion or deactivation of cookies works slightly differently for each browser. Below you will find links to the instructions for the most popular browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)



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[Internet Explorer: deleting and managing cookies](#)

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

If you want to find out more about data processing by Mapbox, we recommend the company's privacy policy at <https://www.mapbox.com/legal/privacy>.

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## Google Analytics privacy policy

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

### What is Google Analytics

Google Analytics is a tracking tool that is used to analyze the traffic on our website. In order for Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions that you carry out on our website. As soon as you leave our website, this data is sent to the Google Analytics server and stored there.

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

- Target group reports: With target group reports, we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports make it easier for us to analyze and improve our online advertising.
- Acquisition reports: Acquisition reports give us helpful information on how we can get more people excited about our service.
- Behavioral Reports: This is where we learn how you interact with our website. We can understand which route you take on our site and which links you click.
- Conversion reports: Conversion is a process in which you carry out a desired action based on a marketing message. For example, when you go from being a pure website visitor to being a buyer or newsletter subscriber. With the help of these reports, we can find out more about how our marketing measures are received by you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always find out immediately what is happening on our website. For example, we can see how many users are reading this text.

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

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



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

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## Which data is saved by Google Analytics?

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

Tags such as cookies and app instance IDs measure your interactions on our website. Interactions are all types of actions that you carry out on our website. If you also use other Google systems (such as a Google account), data generated by Google Analytics can be linked to third-party cookies. Google does not pass on any Google Analytics data unless we, as the website operator, approve it. Exceptions may be made if required by law.

The following cookies are used by Google Analytics:

**Surname:** `_ga`

**Value:** 2.1326744211.152321254486-5

**Usage:** By default, analytics.js uses the `_ga` cookie to save the user ID. Basically, it is used to differentiate between website visitors.

**Expiry Date:** after 2 years

**Surname:** `_gid`

**Value:** 2.1687193234.152321254486-1

**Usage:** The cookie is also used to differentiate between website visitors.

**Expiry Date:** after 24 hours

**Surname:** `__gat_gtag_UA_ <property-id>`

**Value:** 1

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

**Expiry Date:** after 1 minute

**Surname:** `AMP_TOKEN`

**Value:** not specified

**Usage:** The cookie has a token that can be used to obtain a user ID from the AMP client ID service. Other possible values indicate a logout, a request, or an error.

**Expiry Date:** after 30 seconds up to a year

**Surname:** `__utma`

**Value:** 1564498958.1564498958.1564498958.1

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

**Expiry Date:** after 2 years



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**Surname:** \_\_utmt

**Value:** 1

**Usage:** Like \_gat\_gtag\_UA\_ <property-id>, the cookie is used to throttle the request rate.

**Expiry Date:** after 10 minutes

**Surname:** \_\_utmb

**Value:** 3.10.1564498958

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

**Expiry Date:** after 30 minutes

**Surname:** \_\_utmc

**Value:** 167421564

**Usage:** This cookie is used to set new sessions for returning visitors. This is a session cookie and it is only saved until you close the browser again.

**Expiry Date:** After closing the browser

**Surname:** \_\_utmz

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

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

**Expiry Date:** after 6 months

**Surname:** \_\_utmv

**Value:** no information

**Usage:** The cookie is used to save custom user data. It is always updated when information is sent to Google Analytics.

**Expiry Date:** after 2 years

**Annotation:** This list cannot claim to be complete, as Google keeps changing the selection of its cookies.

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

**Heatmaps:** Google creates so-called heat maps. Via heatmaps you can see exactly those areas that you click on. This way we get information about where you are on our site.

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

**Bounce rate** Bounce rate: We are talking about a jump if you only view one page on our website and then leave our website again.

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

**IP address:** The IP address is only shown in abbreviated form so that it cannot be clearly assigned.





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

**Technical information:** The technical information includes, among other things, your browser type, your Internet provider or your screen resolution.

**Source of origin:** Google Analytics or us, of course, are also interested in which website or which advertising you came to our site.

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

## How long and where is the data stored?

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

Your data is distributed on various physical data carriers. This has the advantage that the data can be accessed more quickly and is better protected against manipulation. Every Google data center has appropriate emergency programs for your data. If, for example, the hardware at Google fails or natural disasters paralyze servers, the risk of a service interruption at Google remains low.

A standard retention period for your user data of 26 months is set for Google Analytics. Then your user data will be deleted. However, we have the option of choosing the retention period for user data ourselves. We have five options for this:

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

When the specified period has expired, the data is deleted once a month. This retention period applies to your data, which is linked to cookies, user identification and advertising IDs (e.g. cookies from the DoubleClick domain). Report results are based on aggregated data and are stored independently of user data. Aggregated data is a merging of individual data into a larger unit.

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

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it. With the help of the browser add-on to deactivate Google Analytics JavaScript (ga.js, analytics.js, dc.js), you prevent Google Analytics from using your data. You can find the browser add-on under <https://tools.google.com/dlpage/gaoptout?hl=de> download and install. Please note that this add-on only deactivates data collection by Google Analytics.



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If you basically want to deactivate, delete or manage cookies (independent of Google Analytics), there are separate instructions for each browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

Google Analytics is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=321254486>. We hope we were able to provide you with the most important information about data processing by Google Analytics. If you want to learn more about the tracking service, we recommend these two links: <http://www.google.com/analytics/terms/de.html> and <https://support.google.com/analytics/answer/6004245?hl=de>.

## Google Analytics IP anonymization

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

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

## Google Analytics reports on demographics and interests

We have switched on the functions for advertising reports in Google Analytics. The demographics and interests reports include age, gender and interests. This enables us to get a better picture of our users - without being able to assign this data to individual persons. You can find out more about the advertising functions on [https://support.google.com/analytics/answer/3450482?hl=de\\_AT&utm\\_id=ad](https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad).

You can use the activities and information of your Google account under “Settings for advertising” <https://adssettings.google.com/authenticated> end with the checkbox.

## Google Analytics deactivation link

If you click on the following deactivation link, you can prevent Google from recording further visits to this website. Warning: The deletion of cookies, the use of the incognito / private mode of your browser, or the use of another browser will result in data being collected again.



## Google Analytics add-on for data processing

We have concluded a direct customer contract with Google for the use of Google Analytics by accepting the “data processing addendum” in Google Analytics.

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

## Google Analytics Google Signals Privacy Policy

We have activated the Google signals in Google Analytics. The existing Google Analytics functions (advertising reports, remarketing, cross-device reports and reports on interests and demographic characteristics) are updated to receive summarized and anonymized data from you, provided that you have allowed personalized ads in your Google account.

The special thing about it is that it is a cross-device tracking. That means your data can be analyzed across all devices. By activating Google signals, data is recorded and linked to the Google account. This enables Google to recognize, for example, when you are viewing a product on our website using a smartphone and only later buy the product using a laptop. Thanks to the activation of Google signals, we can start cross-device remarketing campaigns that would otherwise not be possible in this form. Remarketing means that we can also show you our offer on other websites.

In Google Analytics, additional visitor data such as location, search history, YouTube history and data about your actions on our website are recorded by the Google signals. This gives us better advertising reports and more useful information about your interests and demographic characteristics from Google. This includes your age, what language you speak, where you live or what gender you belong to. There are also social criteria such as your job, your marital status or your income. All of these features help Google Analytics to define groups of people or target groups.

The reports also help us to better assess your behavior, your wishes and interests. This enables us to optimize and adapt our services and products for you. By default, this data expires after 26 months. Please note that this data collection only takes place if you have allowed personalized advertising in your Google account. It is always aggregated and anonymous data and never individual data. You can manage or delete this data in your Google account.

## Facebook-Pixel data protection declaration

We use the Facebook pixel from Facebook on our website. We have implemented a code for this on our website. The Facebook pixel is an excerpt from JavaScript code that loads a collection of functions with which Facebook can track your user actions, provided you have come to our website via Facebook ads. For example, if you purchase a product on our website, the Facebook pixel is triggered and saves your actions on our website in one or more cookies. These cookies enable Facebook to compare your user data (customer data such as IP address, user ID) with the data of your Facebook account. Then Facebook deletes this data



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again. The data collected is anonymous and cannot be viewed by us and can only be used in the context of advertising.

We only want to show our services and products to those people who are really interested in them. With the help of Facebook pixels, our advertising measures can be better tailored to your wishes and interests. In this way, Facebook users (provided they have allowed personalized advertising) see appropriate advertising. Furthermore, Facebook uses the collected data for analysis purposes and its own advertisements.

In the following we show you the cookies that were set on a test page by integrating Facebook pixels. Please note that these are only sample cookies. Different cookies are set depending on the interaction on our website.

**Surname:** \_fbp

**Value:** fb.1.1568287647279.257405483-6321254486-7

**Usage:** This cookie uses Facebook to display advertising products.

**Expiry Date:** after 3 months

**Surname:** fr

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

**Usage:** This cookie is used so that Facebook pixels also work properly.

**Expiry Date:** after 3 months

**Surname:** comment\_author\_50ae8267e2bdf1253ec1a5769f48e062321254486-3

**Value:** Author's name

**Usage:** This cookie stores the text and the name of a user who leaves a comment, for example.

**Expiry Date:** after 12 months

**Surname:** comment\_author\_url\_50ae8267e2bdf1253ec1a5769f48e062

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

**Usage:** This cookie stores the URL of the website that the user enters in a text field on our website.

**Expiry Date:** after 12 months

**Surname:** comment\_author\_email\_50ae8267e2bdf1253ec1a5769f48e062

**Value:** Author's email address

**Usage:** This cookie stores the email address of the user, provided he has made it known on the website.

**Expiry Date:** after 12 months

**Annotation:** The cookies mentioned above relate to individual user behavior. Changes to Facebook can never be ruled out, especially when using cookies.

If you are logged in to Facebook, you can change your settings for advertisements under [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) change yourself. If you are not a Facebook user, you can go to <http://www.youronlinechoices.com/de/praferenzmanagement/> basically manage your usage-based online advertising. There you have the option of deactivating or activating providers.



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

## Facebook automatic extended comparison data protection declaration

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As part of the Facebook pixel function, we have also activated the automatic advanced matching. This function of the pixel enables us to send hashed e-mails, names, gender, city, state, zip code and date of birth or telephone number as additional information to Facebook, provided that you have provided this data to us. This activation enables us to tailor advertising campaigns on Facebook even more precisely to people who are interested in our services or products.

## Google Tag Manager privacy policy

For our website we use the Google Tag Manager of the company Google Inc. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. This Tag Manager is one of many helpful marketing products from Google. Using the Google Tag Manager, we can centrally integrate and manage code sections from various tracking tools that we use on our website.

In this data protection declaration we want to explain in more detail what the Google Tag Manager does, why we use it and in what form data is processed.

### What is the Google Tag Manager?

The Google Tag Manager is an organization tool with which we can integrate and manage website tags centrally and via a user interface. Tags are small sections of code that, for example, record (track) your activities on our website. For this, JavaScript code sections are used in the source code of our site. The tags often come from Google's internal products such as Google Ads or Google Analytics, but tags from other companies can also be integrated and managed via the manager. Such tags take on different tasks. You can collect browser data, feed marketing tools with data, integrate buttons, set cookies and also track users across multiple websites.

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

As the saying goes: organization is half the battle! And of course that also applies to the maintenance of our website. In order to make our website as good as possible for you and all people who are interested in our products and services, we need various tracking tools such as Google Analytics. The data collected by these tools shows us what interests you most, where we can improve our services and which people we should show our offers. And for this tracking to work, we have to integrate the corresponding JavaScript code into our website. In principle, we could incorporate each code section of the individual tracking tools separately into our source code. However, this takes a relatively long time and it is easy to lose track of things. That's why we use the Google Tag Manager. We can easily integrate the necessary scripts and manage them from one place. In addition, the Google Tag Manager offers an easy-to-use user interface and you do not need any programming knowledge. This is how we manage to keep order in our daytime jungle.



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

The Tag Manager itself is a domain that does not set cookies and does not save any data. He acts as a mere "administrator" of the implemented tags. The data record the individual tags of the various web analysis tools. The data is passed through to the individual tracking tools in Google Tag Manager and is not saved.

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However, it looks completely different with the tags integrated in the various web analysis tools, such as Google Analytics. Depending on the analysis tool, various data about your web behavior are usually collected, saved and processed with the help of cookies. To do this, please read our data protection texts on the individual analysis and tracking tools that we use on our website.

In the Tag Manager account settings, we have allowed Google to receive anonymized data from us. However, this only concerns the use and use of our Tag Manager and not your data, which is stored via the code sections. We enable Google and others to receive selected data in anonymized form. We therefore consent to our website data being passed on anonymously. In spite of long research, we were unable to find out exactly which summarized and anonymous data are forwarded. In any case, Google will delete all information 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 compares your own results with those of your competitors. Processes can be optimized on the basis of the information collected.

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

When Google stores data, this data is stored on its own Google servers. The servers are distributed all over the world. Most of them are in America.

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

How long the individual tracking tools store your data can be found in our individual data protection texts for the individual tools.

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

The Google Tag Manager itself does not set cookies, but manages tags from various tracking websites. In our data protection texts for the individual tracking tools, you will find detailed information on how to delete or manage your data.

Google is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=321254486>. If you want to learn more about Google Tag Manager, we recommend the FAQs at <https://www.google.com/intl/de/tagmanager/faq.html>.

## **Google Site Kit Privacy Policy**

We have integrated the WordPress plugin Google Site Kit from the American company Google Inc. into our website. Google Ireland Limited (Gordon House, Barrow Street Dublin





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4, Ireland) is responsible for all Google services for the European region. With Google Site Kit, we can quickly and easily view statistics that come from various Google products such as Google Analytics directly in our WordPress dashboard. The tool or the tools integrated in the Google Site Kit also collect personal data from you, among other things. In this data protection declaration, we explain why we use Google Site Kit, how long and where data is stored and which other data protection texts are relevant for you in this context.

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## What is Google Site Kit?

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

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

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

## What data does Google Site Kit store?

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

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

In the following, we show you exemplary Google Analytics cookies that can be set in your browser, provided that you have generally consented to data processing by Google. Please note that these cookies are only a selection:

**Surname:** `_ga`

**Value:** `2.1326744211.152321254486-2`

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

**Expiry Date:** after 2 years





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**Surname:** \_gid

**Value:** 2.1687193234.152321254486-7

**Usage:** This cookie is also used to differentiate between website visitors.

**Expiry Date:** after 24 hours

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

**Value:** 1

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

**Expiry Date:** after 1 minute

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## How long and where is the data stored?

Google stores the data it collects on its own Google servers that are distributed around the world. Most of the servers are located in the United States, so it is very easy for your data to be stored there too. On <https://www.google.com/about/datacenters/inside/locations/?hl=de> see exactly where the company is deploying servers.

Data collected by Google Analytics are stored for 26 months in a standardized manner. Your user data will then be deleted. The retention period applies to all data linked to cookies, user identification and advertising IDs.

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

You always have the right to receive information about your data and to have your data deleted, corrected or restricted. You can also deactivate, delete or manage cookies in your browser at any time. Here we show you the corresponding instructions for the most common browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

Google is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=321254486>. To find out more about data processing by Google, we recommend Google's comprehensive data protection guidelines at <https://policies.google.com/privacy?hl=de>.

## Hotjar privacy policy

We use Hotjar from Hotjar Limited (Level 2, St Julian's Business Center, 3, Elia Zammit Street, St Julian's STJ 1000, Malta) on our website to statistically evaluate visitor data. Hotjar is a service that analyzes the behavior and feedback from you as a user on our website using a combination of analysis and feedback tools. We receive reports and visuals from Hotjar that



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show us where and how you are “moving” on our site. Personal data is automatically anonymized and never reaches the Hotjar servers. This means that you are not personally identified as a website user and we still learn a lot about your user behavior.

## What is Hotjar?

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As already mentioned in the section above, Hotjar helps us to analyze the behavior of our site visitors. These tools that Hotjar offers include heat maps, conversion funnels, visitor recording, incoming feedback, feedback polls and surveys (for more information, see <https://www.hotjar.com/>). With this, Hotjar helps us to offer you a better user experience and better service. On the one hand, it offers a good analysis of online behavior and, on the other hand, we also receive good feedback on the quality of our website. Because in addition to all the analytical aspects, we naturally also want to know your opinion about our website. And that is exactly what you can do with the feedback tool.

## Why do we use Hotjar on our website?

In recent years, the importance of user experience on websites has increased significantly. And for good reason too. A website should be structured in such a way that you as a visitor feel comfortable and can easily find your way around. Thanks to the analysis tools and the feedback tool from Hotjar, we can make our website and our offer more attractive. The heat maps from Hotjar are particularly valuable to us. Heatmaps are a form of representation for the visualization of data. With Hotjar's heatmaps, for example, we can see very precisely what you like to click, tap and where you scroll to.

## What data does Hotjar save?

While you are surfing through our website, Hotjar automatically collects information about your user behavior. In order to be able to collect this information, we have installed our own tracking code on our website. The following data can be collected via your computer or your browser:

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

Cookies also store data that is placed on your computer (usually in your browser). No personal data is collected in it. In principle, Hotjar does not pass on any collected data to third parties. However, Hotjar expressly points out that it is sometimes necessary to share data with Amazon Web Services. Then parts of your information will be stored on their servers. However, Amazon is bound by a confidentiality obligation not to disclose this data.

Only a limited number of people (Hotjar employees) have access to the stored information. The Hotjar servers are protected by firewalls and IP restrictions (access only from approved IP addresses). Firewalls are security systems that protect computers from unwanted network access. They are designed to act as a barrier between Hotjar's secure internal network and the



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Internet. Hotjar also uses third-party companies such as Google Analytics or Optimizely for their services. These companies can also save information that your browser sends to our website.

The following cookies are used by Hotjar. As we refer to the cookie list from Hotjar's privacy policy below <https://www.hotjar.com/legal/policies/cookie-information> not every cookie has an exemplary value. The list shows examples of Hotjar cookies used and does not claim to be complete.

**Surname:** ajs\_anonymous\_id

**Value:** %2258832463-7cee-48ee-b346-a195f18b06c3%22321254486-5

**Usage:** The cookie is usually used for analytical purposes and helps count the number of visitors to our website by keeping track of whether they have been to this page before.

**Expiry Date:** after a year

**Surname:** ajs\_group\_id

**Value:** 0

**Usage:** This cookie collects data on user behavior. This data can then be assigned to a specific visitor group based on what the website visitors have in common.

**Expiry Date:** after a year

**Surname:** \_hjid

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

**Usage:** The cookie is used to retain a Hotjar user ID that is unique to the website in the browser. In this way, the user behavior can be assigned to the same user ID during the next visits.

**Expiry Date:** after a year

**Surname:** \_hjMinimizedPolls

**Value:** 462568321254486-8

**Usage:** Whenever you minimize a feedback poll widget, Hotjar sets this cookie. The cookie ensures that the widget really remains minimized when you surf our website.

**Expiry Date:** after a year

**Surname:** \_hjIncludedInSample

**Value:** 1

**Usage:** This session cookie is set to inform Hotjar whether you are part of the selected people (sample) who are used to create funnels.

**Expiry Date:** after a year

**Surname:** \_hjClosedSurveyInvites

**Usage:** This cookie is set when you see an invitation to a feedback survey via a pop-up window. The cookie is used to ensure that this invitation only appears once for you.

**Expiry Date:** after a year

**Surname:** \_hjDonePolls

**Usage:** As soon as you end a feedback "question and answer session" with the so-called feedback poll widget, this cookie is set in your browser. With this, Hotjar prevents you from receiving the same surveys again in the future.

**Expiry Date:** after a year



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**Surname:** \_hjDoneTestersWidgets Purpose: This cookie is used as soon as you enter your data in the "Recruit User Tester Widget". With this widget we want to hire you as a tester. The cookie is used so that this form does not appear again and again.

**Expiry Date:** after a year

**Surname:** \_hjMinimizedTestersWidgets

**Usage:** This cookie is set so that the "Recruit User Tester" really remains minimized on all of our pages as soon as you have minimized it.

**Expiry Date:** after a year

**Surname:** \_hjShownFeedbackMessage

**Usage:** This cookie is set when you have minimized or supplemented the incoming feedback. This is done so that the incoming feedback is immediately loaded as minimized when you navigate to another page where you want it to appear.

**Expiry Date:** after a year

## How long and where is the data stored?

We have installed a tracking code on our website that is transmitted to the Hotjar servers in Ireland (EU). This tracking code contacts the Hotjar servers and sends a script to your computer or device that you use to access our site. The script collects certain data related to your interaction with our website. This data is then sent to Hotjar's servers for processing. Hotjar has imposed a 365-day data retention period on itself. This means that all data that Hotjar has collected and that is more than a year old is automatically deleted.

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

Hotjar does not store any of your personal data for analysis. The company even advertises with the slogan "We track behavior, not individuals" (ie "We track user behavior, but no identifiable, individual data). You always have the option to prevent your data from being collected. All you have to do is click on the "[Opt-out page](#)" And click on "Deactivate Hotjar ". Please note that deleting cookies, using the private mode of your browser or using another browser will result in data being collected again. You can also activate the "Do Not Track" button in your browser. In the Chrome browser, for example, you have to click on the three bars at the top right and go to "Settings". There you will find the option "Send a "Do Not Track "request with browser access" in the "Data protection" section. Now all you have to do is activate this button and Hotjar will not collect any data.

You can find more details on the data protection guideline and which data is collected by Hotjar and in what way <https://www.hotjar.com/legal/policies/privacy?tid=321254486>.

## wao.io privacy policy

In order to optimize our website as technically as possible, we use the online service wao.io. of the technology company Avenga Germany GmbH, Bahnhofsvorplatz 1, 50667 Cologne, Germany. The service helps us to protect our website from cyber attacks, to increase the loading speed of our website, and to improve the performance of our website in general.

Wao.io is a cloud solution. That means that for this service to work, we didn't have to change anything in the code or install a plugin. However, we do transmit the content of our website to



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wao.io. Your IP address is also transmitted, processed by wao.io and stored anonymously in so-called log files for seven days. Wao.io also stores a cookie in your browser on your device (PC, laptop, tablet, etc.). This cookie is a so-called session cookie and when you close your browser, the cookie is also deleted. However, permanent cookies are also stored for analysis purposes. In doing so, data about your user behavior on our website is determined and saved. For example which subpage you are viewing, the length of stay on a page or which buttons you click. Based on the data, wao.io enables us to carry out a pseudonymized analysis of user behavior on our website. Of course, this helps us to respond better to your wishes and thus to optimize our entire service. Some of these permanent cookies are deleted after 30 minutes and others exist for up to a year.

Here you can see an exemplary list of cookies that wao.io can set:

**Surname:** fdx2v

**Value:** 1cf811cb0cdf86c6e32b263c4c17554d

**Usage:** The cookie is used to identify a page view.

**Expiry Date:** after the session ends

**Surname:** fdx2s

**Value:** d8deef0c692d4110da9ecd566eca782321254486-5

**Usage:** This cookie is used to identify a session.

**Expiry Date:** after 30 minutes

**Surname:** fdx2u

**Value:** d4546d1f71b6f5f19bf347f644ace784321254486-0

**Usage:** This cookie is used to recognize you when you return to our website.

**Expiry Date:** after a year

**Annotation:** Please note that this is only an exemplary list and does not claim to be complete.

If you do not want these cookies to be set and data about you or your user behavior to be saved as a result, you can also prevent cookies from being set in your browser. Because you can manage, deactivate or delete cookies in your browser. This always works slightly differently depending on your browser. Here you will find the instructions for the most common browsers.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

You can find more information about data processing by wao.io in wao.io's data protection declaration at the Internet address <https://wao.io/de/privacy>.

## Newsletter data protection declaration



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If you subscribe to our newsletter, you transmit the above personal data and give us the right to contact you by email. We only use the data stored when registering for the newsletter for our newsletter and do not pass it on.

If you unsubscribe from the newsletter - you will find the link for this at the bottom of every newsletter - then we will delete all data that was saved when you registered for the newsletter.

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## **etracker data protection declaration**

We use the analysis tracking tool etracker Analytics from the German company etracker GmbH, Erste Brunnenstrasse 1, D-20459 Hamburg, on our website. etracker Analytics is software that collects and evaluates data about your actions on our website. We receive analysis reports on how you use our website and can therefore adapt our offer to your needs better and better. In this data protection declaration, we go into more detail about the analysis tool and, above all, show you which data is saved when, how and where.

### **What is etracker?**

Etracker Analytics is an analysis tool that can measure the performance of our website and online campaigns and analyze them accordingly. For example, the software program collects data on how long you have been on our website, how many users visit our website and from where you came to our website. We also receive precise evaluations of visitor behavior on our website. For example, we can find out which buttons you like to click or which subpages you like and which you tend to avoid. All of this information is anonymous. This means that we do not identify you as a person through this data, but only receive general user information and statistics.

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

We use the software tool to increase the quality of our website and our offer. Our goal is to provide you with the best possible service. We want you to feel comfortable on our website and to get exactly what you expect. To do this, of course, we have to adapt our offer as closely as possible to your wishes and requirements.

The data also help us to carry out our online marketing and advertising measures more cheaply and individually. Because, of course, we really only want to show our offer to people who are also interested in it.

### **Which data does etracker save?**

In order for the tracking to work, a JavaScript code must be integrated into the website. etracker works on a pixel technology.

By default, etracker does not use cookies or technologies for tracking on a website, as this was implemented in the so-called cookie-less mode through privacy-by-design. In this case, only absolutely necessary cookies are set. However, if you have actively consented to the use of cookies, etracker also uses cookies.

The following data is stored and processed when the page is accessed:



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- Your pseudonymized IP address
- Technical information about your browser, operating system and the device you are using
- Location information up to city level
- the requested URL with the associated page title and optional information on the page content
- Referrer website: this is the website from which you came to our website
- the following page: this is the website where you click afterwards
- how long you stay on our website (length of stay)
- Interactions on the website. This could be, for example, clicks on the website, entered search terms, downloaded files, videos or ordered items.

Here, website data is used by the web server and information that the web browser transmits to the web server to access websites. This information is transmitted with every single page request.

In contrast to other technologies, etracker does not read any information from the memory of your device, and no data is stored on your device. The data will not be used by etracker for any other purposes or passed on to third parties.

The cookies used do not contain any information that can identify you as a person. Data such as IP address, device and domain data are encrypted or shortened when they are saved. It is not possible for us or for etracker to identify individual persons.

If you have consented to the use of cookies, the following cookies can be set:

**Surname:** GS3\_v

**Value:** 146480958321254486-9

**Usage:** This cookie is set by the etracker Optimizer web service.

**Expiry Date:** after a year

**Surname:** \_et\_coid

**Value:** e9cc2b3efbf7807c6157e8b151baa2f3321254486-1

**Usage:** This cookie is used for cookie recognition and is only set when the cookie is activated.

**Expiry Date:** after 3 years

**Surname:** pll\_language

**Value:** de

**Usage:** This cookie is used to save the default language.

**Expiry Date:** after a year

**Annotation:** Please note that the list given here is only a selection of the cookies used and cannot claim to be complete. Which cookies are set in a specific case depends on the evaluation mechanisms used. Under the following link, you can view all cookies in a list: <https://www.etracker.com/docs/integration-setup/lösungen-accounts/etracker-cookies/verwendete-cookies-zaehler/>

## How long and where is the data stored?

The data center (the server) is in Hamburg and the entire system administration takes place in Hamburg. Thus, all data is stored exclusively on German servers. Etracker stores the data





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until the contract with us as a customer expires. A short time after the contract has ended, all data will be permanently deleted.

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

You have the right to information, correction or deletion and restriction of the processing of your personal data at any time. You can also revoke your consent to the processing of the data at any time.

If you generally want to deactivate, delete or manage cookies, there are separate instructions for each browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

We hope we were able to provide you with the most important information about data processing by etracker. If you want to learn more about the tracking service, we recommend the company's privacy policy at <https://www.etracker.com/datenschutz/>.

## MailChimp privacy policy

Like many other websites, we also use the services of the newsletter company MailChimp on our website. MailChimp is operated by The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. Thanks to MailChimp, we can very easily send you interesting news via newsletter. With MailChimp, we don't have to install anything and can still draw on a pool of really useful functions. In the following, we will go into more detail about this email marketing service and inform you about the most important aspects of data protection.

### What is MailChimp?

MailChimp is a cloud-based newsletter management service. "Cloud-based" means that we don't have to install MailChimp on our own computer or server. Instead, we use the service via an IT infrastructure - which is available via the Internet - on an external server. This way of using software is also called SaaS (Software as a Service).

With MailChimp we can choose from a wide range of different email types. Depending on what we want to achieve with our newsletter, we can carry out individual campaigns, regular campaigns, autoresponders (automatic e-mail), A / B tests, RSS campaigns (sent out in a predefined time and frequency) and follow-up campaigns .

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



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In principle, we use a newsletter service so that we can stay in contact with you. We want to tell you what's new with us or what attractive offers we currently have in our program. We always look for the simplest and best solutions for our marketing measures. And for this reason, we also decided to use Mailchimp's newsletter management service. Although the software is very easy to use, it offers a large number of helpful features. In this way we can create interesting and beautiful newsletters in just a short time. With the design templates we offer, we design each newsletter individually and thanks to the "responsive design" our content is also displayed legibly and beautifully on your smartphone (or any other mobile device).

Thanks to tools such as the A / B test or the extensive analysis options, we can see very quickly how you get our newsletters. In this way 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 in this way save our storage space. In addition, the maintenance effort is significantly lower.

### Which data is saved by MailChimp?

The Rocket Science Group LLC (MailChimp) maintains online platforms that enable us to contact you (provided you have subscribed to our newsletter). If you become a subscriber to our newsletter via our website, confirm your membership in an email list from MailChimp by email. So that MailChimp can also prove that you have registered yourself in the "list provider", the date of entry and your IP address are saved. MailChimp also stores your email address, name, physical address and demographic information such as language or location.

This information is used to send you e-mails and to enable certain other MailChimp functions (such as evaluation of the newsletter).

MailChimp also shares information with third parties to provide better services. MailChimp also shares some data with third-party advertising partners in order to better understand the interests and concerns of its customers so that more relevant content and targeted advertising can be provided.

Using so-called "web beacons" (small graphics in HTML e-mails), MailChimp can determine whether the e-mail has arrived, whether it has been opened and whether links have been clicked. All of this information is stored on the MailChimp servers. This gives us statistical evaluations and enables us to see exactly how well you received our newsletter. In this way we can adapt our offer much better to your wishes and improve our service.

MailChimp may also use this data to improve its own service. In this way, for example, shipping can be technically optimized or the location (country) of the recipient can be determined.

The following cookies can be set by Mailchimp. This is not a complete list of cookies, but rather an exemplary selection:

**Surname:** AVESTA\_ENVIRONMENT

**Value:**Prod

**Usage:**This cookie is necessary to make the Mailchimp services available. It is always set



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when a user registers for a newsletter mailing list.

**Expiry Date:**after the session ends

**Surname:** ak\_bmsc

**Value:**F1766FA98C9BB9DE4A39F70A9E5EEAB55F6517348A7000001321254486-3

**Usage:**The cookie is used to distinguish a person from a bot. This enables secure reports on the use of a website to be generated.

**Expiry Date:**after 2 hours

**Surname:** bm\_sv

**Value:**A5A322305B4401C2451FC22FFF547486 ~ FEsKGvX8eovCwTeFTzb8 // I3ak2Au...

**Usage:**The cookie is from MasterPass Digital Wallet (a MasterCard service) and is used to offer a visitor a safe and easy virtual payment transaction. For this, the user is anonymously identified on the website.

**Expiry Date:**after 2 hours

**Surname:** \_abck

**Value:**8D545C8CCA4C3A50579014C449B045321254486-9

**Usage:**We were unable to find out more information about the purpose of this cookie

**Expiry Date:**after a year

Sometimes it can happen that you open our newsletter for a better presentation via a given link. This is the case, for example, if your e-mail program does not work or the newsletter is not displayed properly. The newsletter is then displayed on a MailChimp website. MailChimp also uses cookies (small text files that save data on your browser) on its own websites. Personal data can be processed by MailChimp and its partners (e.g. Google Analytics). This data collection is the responsibility of MailChimp and we have no influence on it. In the "Cookie Statement" from MailChimp (under: <https://mailchimp.com/legal/cookies/>) you can find out exactly how and why the company uses cookies.

## How long and where is the data stored?

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

In principle, the data remains permanently stored on Mailchimp's servers and is only deleted when you request it. You can have your contact deleted from us. This permanently removes all of your personal data for us and anonymizes you in the Mailchimp reports. However, you can also request the deletion of your data directly from MailChimp. Then all your data will be removed there and we will receive a notification from MailChimp. After we receive the email, we have 30 days to delete your contact from all connected integrations.

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

You can withdraw your consent to receive our newsletter at any time within the received email by clicking on the link in the area below. If you have unsubscribed by clicking on the unsubscribe link, your data will be deleted from MailChimp.



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If you get to a MailChimp website via a link in our newsletter and cookies are set in your browser, you can delete or deactivate these cookies at any time.

Deactivating or deleting works a little differently depending on the browser. The following instructions show how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

MailChimp is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure data transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&tid=321254486>.

You can find out more about the use of cookies at MailChimp at <https://mailchimp.com/legal/cookies/>, You can find information on data protection at MailChimp (Privacy) at <https://mailchimp.com/legal/privacy/> read up.

## **MailChimp order data processing contract**

We have concluded a contract with MailChimp on order data processing (Data Processing Addendum). This contract serves to secure your personal data and ensures that MailChimp adheres to the applicable data protection regulations and does not pass your personal data on to third parties.

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

## **Sendinblue privacy policy**

You can register for our newsletter free of charge on our website. In order for this to work, we use the Sendinblue e-mail service for our newsletter. This is a service from the German company Sendinblue GmbH, Köpenicker Str. 126, 10179 Berlin.

We are of course very happy if you sign up for our newsletter. In this way we can always tell you up-to-date and at first hand what is going on in our company. However, you should know that when you register for the newsletter, all the data you enter (such as your email address or your first and last name) will be stored and managed on our server and at Sendinblue. This also includes personal data. For example, in addition to the time and date of registration, your IP address is also saved. In the course of registration, you also consent to us being able to send you the newsletter and reference is also made to this data protection declaration. The



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newsletter service also offers us helpful analysis options. That means when we send out a newsletter, we find out, for example, whether and when the newsletter was opened by you. The software also recognizes and records whether and on which link you click in the newsletter. This information helps enormously to adapt and optimize our service to your wishes and concerns. After all, of course, we want to offer you the best possible service. In addition to the data already mentioned above, data about your user behavior is also stored.

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You can revoke your consent to this data processing at any time. For example, if you click on the unsubscribe link in the newsletter. After you have unsubscribed, your personal data will be deleted from our server and from the Sendinblue servers located in Germany. You have a right to free information about your stored data and, if necessary, a right to deletion, blocking or correction.

If you want to obtain more information about data processing, we recommend the company's privacy policy at <https://de.sendinblue.com/legal/privacypolicy/> and also the following information page under <https://de.sendinblue.com/informationen-newsletter-empfaenger/>

## Google AdSense privacy policy

We use Google AdSense on this website. This is an advertising program from Google Inc. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With Google AdSense we can display advertisements on this website that match our topic. We offer you advertisements that ideally represent real added value for you. In the course of this data protection declaration about Google AdSense, we explain to you why we use Google AdSense on our website, which data is processed and stored by you and how you can prevent this data storage.

### What is Google AdSense?

The Google AdSense advertising program has been around since 2003. In contrast to Google Ads (formerly: Google AdWords), you cannot advertise yourself here. Ads are displayed on websites such as ours via Google AdSense. The biggest advantage of this advertising service compared to some others is that Google AdSense only shows you ads that match our content. Google has its own algorithm that calculates which advertisements you will see. Of course, we only want to offer you advertising that interests you and offers you added value. Based on your interests or your user behavior and on the basis of our offer, Google checks which advertisements are suitable for our website and for our users. At this point we want to mention right away, that we are not responsible for the selection of advertisements. We only offer advertising space on our website. The selection of the displayed advertising is made by Google. Since August 2013, the displays have also been adapted to the respective user interface. That means, regardless of whether you visit our website from your smartphone, PC or laptop, the displays adapt to your device.

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

Running a quality website takes a lot of dedication and effort. Basically, we're never finished working on our website. We always try to maintain our site and keep it as up-to-date as possible. Of course, we also want to achieve economic success with this work. That's why we decided to use advertisements as a source of income. The most important thing for us, however, is not to disturb your visit to our website with these advertisements. With the help of



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Google AdSense, you will only be offered advertising that matches our topics and your interests.

Similar to the Google indexing for a website, a bot examines the corresponding content and the corresponding offers on our website. The content of the advertisements is then adjusted and presented on the website. In addition to the content-related overlaps between the ad and the website, AdSense also supports interest-based targeting. This means that Google also uses your data to offer advertising tailored to you. In this way you receive advertising that ideally offers you real added value and we have a higher chance of earning a little something.

## What data is stored by Google AdSense?

Cookies are used, among other things, so that Google AdSense can display tailored, customized advertising. Cookies are small text files that store certain information on your computer.

In AdSense, cookies are intended to enable better advertising. The cookies do not contain any personally identifiable information. It should be noted, however, that Google regards data such as “pseudonymous cookie IDs” (name or other identification feature is replaced by a pseudonym) or IP addresses as non-personally identifiable information. However, within the framework of the GDPR, this data can be considered personal data. Google AdSense sends a cookie to the browser after every impression (this is always the case when you see an ad), every click and every other activity that leads to a call to the Google AdSense server. If the browser accepts the cookie, it will be saved there.

As part of AdSense, third-party providers may, under certain circumstances, place and read cookies in your browser or use web beacons to save data that they receive through the provision of advertisements on the website. Web beacons are small graphics that analyze the log file and record the log file. This analysis enables a statistical evaluation for online marketing.

Google can use these cookies to collect certain information about your user behavior on our website. These include:

- Information on how to deal with an ad (clicks, impressions, mouse movements)
- Information as to whether an advertisement has already appeared in your browser at an earlier point in time. This data will help prevent you from seeing an ad more often.

In doing so, Google analyzes the data on the displayed advertising material and your IP address and evaluates them. Google uses the data primarily to measure the effectiveness of an ad and to improve the advertising offer. This data is not linked to personal data that Google may have about you via other Google services.

In the following, we present cookies that Google AdSense uses for tracking purposes. Here we are referring to a test website that only has Google AdSense installed:

**Surname:** uid

**Value:** 891269189321254486-8

**Usage:** The cookie is saved under the domain adform.net. It provides a clearly assigned, machine-generated user ID and collects data on the activity on our website.

**Expiry Date:** after 2 months





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**Surname:** C.

**Value:** 1

**Usage:** This cookie identifies whether your browser accepts cookies. The cookie is saved under the domain track.adform.net.

**Expiry Date:** after 1 month

**Surname:** cid

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

**Usage:** This cookie is stored under the domain track.adform.net, stands for client ID and is used to improve advertising for you. It can deliver more relevant advertisements to the visitor and help improve the reports on campaign performance.

**Expiry Date:** after 2 months

**Surname:** IDE

**Value:** zOtg4TWxwbFDjaATZ2TzNaQmxrU321254486-1

**Usage:** The cookie is saved under the domain doubleclick.net. It is used to register your actions after viewing or clicking on the ad. This allows you to measure how well an ad is received by our visitors.

**Expiry Date:** after 1 month

**Surname:** test\_cookie

**Value:** no information

**Usage:** The "test\_cookies" can be used to check whether your browser supports cookies at all. The cookie is saved under the domain doubleclick.net.

**Expiry Date:** after 1 month

**Surname:** CT592996

**Value:** 733366

**Usage:** Is saved under the domain adform.net. The cookie is set as soon as you click on an advertisement. We could not find out more detailed information about the use of this cookie.

**Expiry Date:** after one hour

**Annotation:** This list cannot claim to be complete, as experience has shown that Google changes the choice of cookies again and again.

## How long and where is the data stored?

Google records your IP address and various activities that you carry out on the website. Cookies store this information about the interactions on our website. According to Google, the company collects and stores the information provided in a secure manner on Google's in-house servers in the USA.

If you do not have a Google account or are not logged in, Google usually saves the collected data with a unique identifier (ID) on your browser. The unique IDs stored in cookies are used, for example, to ensure personalized advertising. If you are signed in to a Google account, Google can also collect personal data.

You can delete some of the data that Google stores at any time (see next section). Much information that is stored in cookies is automatically deleted after a certain period of time. However, there is also data that Google stores over a longer period of time. This is the case if





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Google has to store certain data for an indefinite, longer period of time for economic or legal reasons.

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

You always have the option of deleting or deactivating cookies that are on your computer. How exactly this works depends on your browser.

Here you can find instructions on how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. For each individual cookie, you can decide whether or not to allow the cookie. By downloading and installing this browser plug-in on <https://support.google.com/ads/answer/7395996> all "advertising cookies" are also deactivated. Please note that by deactivating these cookies you will not prevent the advertisements, only personalized advertisements.

If you have a Google account, you can go to the website <https://adssettings.google.com/authenticated> Deactivate personalized advertising. Here, too, you will continue to see ads, but these are no longer adapted to your interests. Still, the ads will be displayed based on a few factors such as your location, browser type, and the search terms used.

You can see which data Google basically collects and what they use this data for <https://www.google.com/intl/de/policies/privacy/> read up.

## Google Ads (Google AdWords) Conversion Tracking Privacy Policy

We use Google Ads (formerly Google AdWords) as an online marketing measure to advertise our products and services. We want to make more people aware of the high quality of our offers on the Internet. As part of our advertising measures through Google Ads, we use conversion tracking from Google Inc. on our website. In Europe, however, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With the help of this free tracking tool, we can better adapt our advertising offer to your interests and needs. In the following article we want to go into more detail about why we use conversion tracking, which data is stored and how you can prevent this data storage.

### What is Google Ads Conversion Tracking?



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Google Ads (formerly Google AdWords) is the in-house online advertising system of the company Google Inc. We are convinced of the quality of our offer and want as many people as possible to get to know our website. In the online area, Google Ads offers the best platform for this. Of course, we also want to get a precise overview of the cost-benefit factor of our advertising campaigns. That's why we use the Google Ads conversion tracking tool.

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But what is a conversion actually? A conversion occurs when you change from a purely interested website visitor to an active visitor. This always happens when you click on our ad and then perform another action, such as visiting our website. With the conversion tracking tool from Google we record what happens after a user clicks on our Google Ads ad. For example, we can see whether products are being purchased, services are being used or whether users have registered for our newsletter.

### Why do we use Google Ads conversion tracking on our website?

We use Google Ads to draw attention to our offer on other websites. The aim is that our advertising campaigns really only reach those people who are interested in our offers. With the conversion tracking tool, we can see which keywords, ads, ad groups and campaigns lead to the desired customer actions. We see how many customers interact with our ads on a device and then convert. This data allows us to calculate our cost-benefit factor, measure the success of individual advertising measures and consequently optimize our online marketing measures. Furthermore, with the help of the data obtained, we can make our website more interesting for you and adapt our advertising offer even more individually to your needs.

### What data is saved by Google Ads conversion tracking?

We have included a conversion tracking tag or code snippet on our website in order to better analyze certain user actions. If you now click on one of our Google Ads ads, the "Conversion" cookie from a Google domain is saved on your computer (usually in the browser) or mobile device. Cookies are small text files that save information on your computer.

Here are the data from the most important cookies for Google's conversion tracking:

**Surname:** Conversion

**Value:** EhMI\_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYlSAGQ321254486-3

**Usage:** This cookie stores every conversion that you make on our site after you have come to us via a Google ad.

**Expiry Date:** after 3 months

**Surname:** \_gac

**Value:** 1.1558695989.EAIAIQobChMIiOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEgIYQfD\_BwE

**Usage:** This is a classic Google Analytics cookie and is used to record various actions on our website.

**Expiry Date:** after 3 months

**Annotation:** The \_gac cookie only appears in connection with Google Analytics. The above list does not claim to be complete, as Google repeatedly uses other cookies for analytical evaluation.



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As soon as you complete an action on our website, Google recognizes the cookie and saves your action as a so-called conversion. As long as you are surfing our website and the cookie has not yet expired, we and Google will recognize that you have found us via our Google Ads ad. The cookie is read out and sent back to Google Ads with the conversion data. It is also possible that other cookies are used to measure conversions. Google Ads conversion tracking can be refined and improved with the help of Google Analytics. For advertisements that Google shows in different places on the web, cookies with the name “\_\_gads” or “\_gac” may be set under our domain. Since September 2017, various campaign information has been provided by analytics.js is saved with the \_gac cookie. The cookie saves this data as soon as you visit one of our pages for which Google Ads automatic tagging has been set up. In contrast to cookies that are set for Google domains, Google can only read these conversion cookies when you are on our website. We do not collect or receive any personal data. We get a report from Google with statistical evaluations. For example, we find out the total number of users who clicked on our ad and we can see which advertising measures were well received. Google can only read these conversion cookies when you are on our website. We do not collect or receive any personal data. We get a report from Google with statistical evaluations. For example, we find out the total number of users who clicked on our ad and we can see which advertising measures were well received. Google can only read these conversion cookies when you are on our website. We do not collect or receive any personal data. We get a report from Google with statistical evaluations. For example, we find out the total number of users who clicked on our ad and we can see which advertising measures were well received.

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

At this point we want to point out that we have no influence on how Google uses the collected data. According to Google, the data is encrypted and stored on secure servers. In most cases, conversion cookies expire after 30 days and do not transmit any personal data. The cookies with the name "Conversion" and "\_gac" (which is used in connection with Google Analytics) have an expiration date of 3 months.

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

You have the option not to participate in Google Ads conversion tracking. If you deactivate the Google Conversion Tracking cookie via your browser, you block conversion tracking. In this case you will not be included in the statistics of the tracking tool. You can change the cookie settings in your browser at any time. This works a little differently for each browser. Here you can find instructions on how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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



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allow the cookie. By downloading and installing this browser plug-in on <https://support.google.com/ads/answer/7395996> all "advertising cookies" are also deactivated. Please note that by deactivating these cookies you will not prevent the advertisements, only personalized advertisements.

By being certified for the American-European data protection agreement "Privacy Shield", the American group Google LLC must comply with the data protection laws applicable in the EU. If you would like to find out more about data protection at Google, we recommend the general data protection declaration from Google: <https://policies.google.com/privacy?hl=de>.

## WP Statistics privacy policy

We use the WP Statistics analysis plug-in on our website. This plugin was developed by Veronalabs (5460 W Main St, Verona, NY 13478, United States), an American software company. With this plugin, we receive simple statistics on how you as a user use our website. In this data protection declaration we go into more detail about the analysis tool and show you which data is stored where and for how long.

### What is WP Statistics?

This plugin is an analysis software that was specially developed for websites that use the WordPress content management system. WordPress helps us to easily edit our website even without programming knowledge. WP Statistics can collect data about how long you stay on our website, which sub-pages you visit, how many visitors are on the website or from which website you came to us. WP Statistics does not set any cookies and you cannot be identified as a person by the data collected.

### Why do we use WP Statistics?

With the help of WP Statistics we get simple statistics that help us to make our website even more interesting and better for you. Our website and the content, products and / or services offered on it should meet your requirements and wishes as closely as possible. In order to achieve this goal, of course, we also have to find out where we should make improvements and changes. The statistics obtained help us to get one step closer to this goal.

### What data does WP Statistics store?

WP Statistics does not set any cookies and the data collected are only used to generate anonymised statistics on the use of our website. WP Statistics also anonymizes your IP address. You cannot be identified as a person.

WP Statistics collects visitor data (so-called Visitos'Data) when your web browser connects to our web server. This data is stored in our database on our server. These include, for example:

- the address (URL) of the accessed website
- Browser and browser version
- the operating system used
- the address (URL) of the previously visited page (referrer URL)
- the host name and the IP address of the device from which access is made



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- Date and Time
- Country / city information
- Number of visitors that come from a search engine
- Duration of the website stay
- Clicks on the website

The data will not be passed on and will not be sold.

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

All data is saved locally on our web server. The data are stored on our web server until they are no longer required for the purposes listed above.

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

You have the right to information, correction or deletion and restriction of the processing of your personal data at any time. You can also revoke your consent to the processing of data at any time.

We have now given you the most important information about data processing by WP Analytics. Because the plugin does not use cookies and the data for statistical analysis is stored locally in the web server, your data is handled very carefully here. If you want to learn more about WP Analytics, you should read the company's privacy policy at <https://wp-statistics.com/privacy-and-policy/> look at.

## **IONOS WebAnalytics privacy policy**

We use the IONOS WebAnalytics analysis tool from the German company 1 & 1 IONOS SE, Elgendorfer Straße 57, 56410 Montabaur, Germany on our website. The tool helps us to analyze our website and for this data is also collected and stored. However, this tool does not collect data that could identify you as a person. Nevertheless, in this data protection declaration we want to inform you in more detail about data processing and storage and also explain why we use IONOS WebAnalytics.

### **What is IONOS WebAnalytics?**

As the name suggests, IONOS WebAnalytics is a tool that is used to analyze our website. The software program collects data such as how long you have been on our website, which buttons you click or which other websites you have found us from. This gives us a good overview of user behavior on our website. All of this information is anonymous. This means that we do not identify you as a person through this data, but only receive general usage information and statistics.

### **Why do we use IONOS WebAnalytics on our website?**

Our goal is to offer you the best possible experience on our website. We are convinced of our offers and want our website to be a helpful and useful place for you. For this we have to adapt our website as well as possible to your wishes and concerns. We can improve our website with a web analysis tool like IONOS WebAnalytics and the resulting data. The data can also help us to design advertising and marketing measures more individually. With all these web



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analyzes, the protection of personal data is important to us. In contrast to other analysis tools, IONOS WebAnalytics does not save or process any data that could identify you as a person.

## Which data is stored by IONOS WebAnalytics?

The data is collected and stored using log files or a so-called pixel. A pixel is an excerpt from JavaScript code that loads a collection of functions that can be used to track user behavior. WebAnalytics deliberately refrains from using cookies.

IONOS does not save any of your personal data. When a page is accessed, your IP address is transmitted, but is then immediately anonymized and processed in such a way that you cannot be identified as a person.

The following data is stored by IONOS WebAnalytics:

- Your browser type and version
- which website you visited before (referrer)
- which specific website you have accessed on our website
- which operating system you are using
- which device you are using (PC, tablet or smartphone)
- when you came to our site
- Your IP address in anonymized form

The data is not passed on to any third party providers and is only used for statistical evaluations.

## How long and where is the data stored?

The data will be stored until the contract between IONOS WebAnalytics and us expires. In the case of a regular web hosting tariff, the data is stored in our log directory and graphic statistics are generated from it. These logs are deleted every 8 weeks. In the case of a MyWebsite tariff, the data is determined via a pixel. Here the data is only saved and processed within the IONOS WebAnalytics.

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

In principle, you have the right to information, correction or deletion and restriction of the processing of your personal data at any time. You can also revoke your consent to the processing of the data at any time. However, since no personal data is stored or processed via IONOS WebAnalytics and it is therefore not possible to assign you as a person, there is no option to delete such data.

We hope we were able to provide you with the most important information about really economical data processing by IONOS WebAnalytics. If you want to learn more about the tracking service, we recommend the company's privacy policy at <https://www.ionos.de/hilfe/datenschutz/datenverarbeitung-von-webseitenbesuchern-ihres-11-ionos-produktes/webanalytics/?tid=321254486>.

## Microsoft Advertising Privacy Policy





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

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## What is Microsoft Advertising?

Perhaps you know Microsoft Advertising by its former name "Bing Ads". This is an advertising program from Microsoft that is based on a pay-per-click system. This means advertisers can advertise through the search engines Bing and Yahoo! Place and pay only when a user clicks on the ad.

## Why do we use Microsoft Advertising?

We are convinced of our offers and of course want to present them to a broader public. With Microsoft Advertising, we can bring our products or services closer to precisely those people who are really interested in them. We want to present our products not only on the famous search engine Google, but also on Bing and Yahoo! With Microsoft Advertising, we also have the option of placing ads in the so-called "Microsoft Audience Network". For example, we can also place advertisements on LinkedIn. Conversion tracking tells us, for example, which advertisement you used to find us, which sub-pages you particularly like and which actions you carry out on our website. Through this data we can use our website,

## What data does Microsoft Advertising store?

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

**Surname:** MUIDB

**Value:** 08A53CA3313F6255044C307E353F61CD

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

**Expiry Date:** after a year

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





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**Surname:** ABDEF

**Value:** V = 0 & ABDV = 0 & MRNB = 1594294373452 & MRB = 0321254486-7

**Usage:** We could not find out any more detailed information on this cookie.

**Expiry Date:** after a year

**Surname:** SRCHD

**Value:** AF = NOFORM

**Usage:** This cookie is responsible for the functionality of the tracking and the website.

**Expiry Date:** after a year

**Surname:** SRCHHPGUSR

**Value:** WTS = 63729889193 & HV = 1594294374 & CW = 1920 & CH = 937 & DPR = 1 & UTC = 120 & DM = 0

**Usage:** This cookie tracks and saves your user behavior on our website and the interaction of the Bing map interface.

**Expiry Date:** after a year

**Surname:** SRCHUID

**Value:** V = 2 & GUID = 157B20CCF36A43F3A4AE9790346EB7A7 & dmnchg = 1

**Usage:** This cookie tracks and stores your user behavior on our website and the interaction of the Bing Map API.

**Expiry Date:** after a year

**Surname:** \_EDGE\_S

**Value:** mkt = de-at & SID = 2EE7002D956A61511D280F2F9474607321254486-2

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

**Expiry Date:** after the end of the browser session

**Surname:** \_SS

**Value:** SID = 2EE7002D956A61511D280F2F94746077321254486-9

**Usage:** Among other things, this cookie is used to recognize how you as a user accessed our website. In other words, which advertisement led you to our website.

**Expiry Date:** after a year

## How long and where is the data stored?

We have no influence on how Microsoft continues to use the collected user data. Microsoft has its own servers in operation worldwide. Most of them are located in the United States and therefore your data can also be stored, managed and processed on the American servers. Microsoft stores data (especially personal data) for as long as it is necessary to provide its own services or products or for legal purposes. Microsoft also mentions that the actual retention period varies widely and depends on the respective product.

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

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



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You have the option of opting out of Microsoft Ads conversion tracking at any time. If you do not want interest-based ads from Microsoft Advertising to be shown to you, you can use <https://account.microsoft.com/privacy/ad-settings/signedout> turn this function off. You can also deactivate, manage or delete all cookies in your browser. It works a little differently with every browser. The instructions for the most popular browsers can be found here:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

We hope to have given you an overview of data processing by Microsoft Ads conversion tracking. It is of course always possible that Microsoft's privacy policy will change. For more information and to stay up to date, we also recommend Microsoft's privacy policy at <https://privacy.microsoft.com/de-de/privacystatement>.

## Embedded social media elements data protection declaration

We integrate elements of social media services on our website in order to display images, videos and texts. By visiting pages that display these elements, data is transferred from your browser to the respective social media service and stored there. We do not have access to this data. The following links take you to the pages of the respective social media services where it is explained how they handle your data:

- Instagram privacy policy: <https://help.instagram.com/519522125107875>
- The Google data protection declaration applies to YouTube: <https://policies.google.com/privacy?hl=de>
- Facebook data policy: <https://www.facebook.com/about/privacy>
- Twitter privacy policy: <https://twitter.com/de/privacy>

## Facebook privacy policy

We use selected tools from Facebook on our website. Facebook is a social media network operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2 Ireland. With the help of these tools we can offer you and people who are interested in our products and services the best possible offer. In the following we provide an overview of the various Facebook tools, which data is sent to Facebook and how you can delete this data.

### What are Facebook tools?

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



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- Facebook pixel
- social plug-ins (such as the "Like" or "Share" button)
- Facebook login
- Account Kit
- APIs (programming interface)
- SDKs (collection of programming tools)
- Platform integrations
- Plugins
- Codes
- Specifications
- Documentation
- Technologies and services

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These tools enable Facebook to expand its services and to receive information about user activities outside of Facebook.

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

We only want to show our services and products to people who are really interested in them. With the help of advertisements (Facebook ads) we can reach exactly these people. However, in order to be able to show users appropriate advertising, Facebook needs information about people's wishes and needs. Information about user behavior (and contact details) is made available to the company on our website. As a result, Facebook collects better user data and can show interested people the right advertising about our products or services. The tools thus enable customized advertising campaigns on Facebook.

Facebook calls data about your behavior on our website “event data”. These are also used for measurement and analysis services. In this way Facebook can create “campaign reports” on our behalf about the impact of our advertising campaigns. Analyzes also give us a better insight into how you use our services, website or products. Thereby we optimize your user experience on our website with some of these tools. For example, you can use the social plug-ins to share content on our site directly on Facebook.

### **Which data are saved by Facebook tools?**

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

Facebook uses this information to compare the data with the data it has about you (if you are a Facebook member). So-called “hashing” takes place before customer data is transmitted to Facebook. This means that any large data set is transformed into a character string. This is also used to encrypt data.

In addition to the contact details, "event data" are also transmitted. "Event data" means the information that we receive about you on our website. For example, which sub-pages you visit or which products you buy from us. Facebook does not share the information it receives with third parties (such as advertisers) unless the company has explicit permission or is legally obliged to do so. "Event data" can also be linked to contact details. This enables



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Facebook to offer better personalized advertising. After the above-mentioned comparison process, Facebook will delete the contact details again.

In order to be able to deliver advertisements in an optimized way, Facebook only uses the event data if this has been combined with other data (which were recorded by Facebook in a different way). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transferred to Facebook via cookies. Cookies are small text files that are used to store data or information in browsers. Depending on the tools used and whether you are a Facebook member, a different number of cookies are created in your browser. In the descriptions of the individual Facebook tools, we go into more detail on individual Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

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

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

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

According to the General Data Protection Regulation, you have the right to information, correction, portability and deletion of your data.

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

- 1) On the right side of Facebook, click Settings.
- 2) Then click in the left column on "Your Facebook information".
- 3) Now click "Deactivate and Delete".
- 4) Now select "Delete account" and then click on "Next and delete account"
- 5) Now enter your password, click on "Next" and then on "Delete account"

The storage of the data that Facebook receives via our site takes place, among other things, via cookies (e.g. with social plugins). You can deactivate, delete or manage individual or all cookies in your browser. Depending on the browser you are using, this works in different ways. The following instructions show how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)



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

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

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Facebook is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we have brought you the most important information about the use and data processing by the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend the data guidelines on <https://www.facebook.com/about/privacy/update>.

## Facebook social plug-ins privacy policy

So-called social plug-ins from Facebook Inc. are installed on our website. You can recognize these buttons by the classic Facebook logo, such as the “Like” button (the hand with a raised thumb) or a clear “Facebook plug-in” label. A social plug-in is a small part of Facebook that is integrated into our page. Each plug-in has its own function. The most used functions are the familiar “Like” and “Share” buttons.

The following social plug-ins are offered by Facebook:

- “Save” button
- “Like” button, share, send and quote
- Page plug-in
- Comments
- Messenger plug-in
- Embedded posts and video players
- Group plug-in

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

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

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

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



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such as your IP address or which website you visit can be transmitted to Facebook. We would like to expressly point out that we do not know the exact content of the data. However, we try to inform you as much as possible about data processing based on our current state of knowledge. You can also see how Facebook uses the data in the company's data policy at <https://www.facebook.com/about/privacy/update> read up.

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

**Surname:** dpr

**Value:** no information

**Usage:** This cookie is used for the social plug-ins to work on our website.

**Expiry Date:** after the session ends

**Surname:** fr

**Value:** 0jieyh4321254486c2GnlufEJ9..Bde09j... 1.0.Bde09j

**Usage:** The cookie is also necessary for the plug-ins to function properly.

**Expiry Date:** after 3 months

**Annotation:** These cookies were set after a test, even if you are not a Facebook member.

If you are logged in to Facebook, you can change your settings for advertisements under [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) change yourself. If you are not a Facebook user, you can go to <http://www.youronlinechoices.com/de/praferenzmanagement/> basically manage your usage-based online advertising. There you have the option of deactivating or activating providers.

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

## Facebook login privacy policy

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

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

**Surname:** fr

**Value:** 0jieyh4c2GnlufEJ9..Bde09j... 1.0.Bde09j

**Usage:** This cookie is used so that the social plugin works as well as possible on our website.

**Expiry Date:** after 3 months

**Surname:** datr

**Value:** 4Jh7XUA2321254486SEmPsSfzCOO4JFFI

**Usage:** Facebook sets the "datr" cookie when a web browser accesses facebook.com, and the



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cookie helps to identify login activities and protect users.

**Expiry Date:** after 2 years

**Surname:** \_js\_datr

**Value:** deleted

**Usage:** This session cookie is set by Facebook for tracking purposes, even if you do not have a Facebook account or are logged out.

**Expiry Date:** after the session ends

**Annotation:** The cookies listed are only a small selection of the cookies available to Facebook. Other cookies are, for example, \_fbp, sb or wd. A complete list is not possible because Facebook has a large number of cookies and uses them variably.

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

- Your facebook name
- Your profile picture
- a stored e-mail address
- Friends lists
- Button information (e.g. "Like" button)
- Birthday date
- language
- place of residence

In return, we provide Facebook with information about your activities on our website. This includes information about the device you are using, which subpages you visit on our site or which products you have purchased from us.

By using Facebook login, you consent to data processing. You can revoke this agreement at any time. If you want to find out more information about data processing by Facebook, we recommend the Facebook data protection declaration at <https://de-de.facebook.com/policy.php>.

If you are logged in to Facebook, you can change your settings for advertisements under [https://www.facebook.com/ads/preferences/?entry\\_product=ad\\_settings\\_screen](https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen) change yourself.

## Instagram privacy policy

We have installed Instagram functions on our website. Instagram is a social media platform operated by Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is a Facebook product. Embedding Instagram content on our website is called embedding. This enables us to show you content such as buttons, photos or videos from Instagram directly on our website. When you visit our website that has an Instagram function integrated, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data will thus be processed across all Facebook companies.





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In the following, we want to give you a more detailed insight into why Instagram collects data, what data it is and how you can largely control the data processing. Since Instagram belongs to Facebook Inc., we obtain our information from the Instagram guidelines on the one hand, but also from the Facebook data guidelines themselves on the other.

## What is Instagram

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

## Why do we use Instagram on our website?

Instagram is the social media platform that has really gone through the roof in recent years. And of course we have reacted to this boom too. We want you to feel as comfortable as possible on our website. That is why a varied preparation of our content is a matter of course for us. Thanks to the embedded Instagram functions, we can enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be used for personalized advertising on Facebook. Our advertisements only get to people who are really interested in our products or services.

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

## What data does Instagram store?

If you come across one of our pages that has Instagram functions (such as Instagram images or plug-ins) installed, your browser automatically connects to the Instagram servers. In doing so, data is sent to Instagram, stored and processed. Regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements that you see and how you use our offer. The date and time of your interaction with Instagram are also saved. If you have an Instagram account or are logged in, Instagram saves significantly more data about you.

Facebook differentiates between customer data and event data. We assume this is exactly the case with Instagram. Customer data are, for example, name, address, telephone number and IP address. It is important to mention that this customer data is only transmitted to Instagram after it has been "hashed" beforehand. Hashing means that a data record is converted into a character string. This allows you to encrypt the contact details. In addition, the "event data" mentioned above are also transmitted. Facebook - and consequently Instagram - understands “event data” to mean data about your user behavior. It can also happen that contact data is combined with event data. The contact details collected are compared with the data that Instagram already has about you.

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



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We assume that data processing on Instagram works the same as on Facebook. That means: if you have an Instagram account or [www.instagram.com](https://www.instagram.com) have visited, Instagram has set at least one cookie. If this is the case, your browser sends information to Instagram via the cookie as soon as you come into contact with an Instagram function. This data will be deleted or anonymized after 90 days at the latest (after comparison). Although we have dealt intensively with data processing by Instagram, we cannot say exactly which data Instagram collects and stores.

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

These cookies were used in our test:

**Surname:** csrftoken

**Value:** ""

**Usage:** It is very likely that this cookie will be set for security reasons to prevent falsification of requests. However, we couldn't find out more precisely.

**Expiry Date:** after a year

**Surname:** mid

**Value:** ""

**Usage:** Instagram sets this cookie in order to optimize its own services and offers inside and outside of Instagram. The cookie defines a unique user ID.

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

**Surname:** fbsr\_321254486124024

**Value:** not specified

**Usage:** This cookie saves the log-in request for users of the Instagram app. Expiry date: after the end of the session

**Surname:** rur

**Value:** ATN

**Usage:** This is an Instagram cookie that ensures functionality on Instagram.

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

**Surname:** url

**Value:** "{ \"194.96.75.33 \": 1901 } : 1iEtYv: Y833k2\_UjKvXgYe321254486"

**Usage:** This cookie is used by Instagram for marketing purposes.

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

**Annotation:** We cannot claim to be complete here. Which cookies are set in the individual case depends on the embedded functions and your use of Instagram.

## How long and where is the data stored?

Instagram shares the information received between the Facebook companies with external partners and with people you connect with worldwide. The data processing takes place in compliance with our own data guidelines. For security reasons, among other things, your data is distributed on Facebook servers around the world. Most of these servers are in the USA.



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

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

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And this is how the deletion of the Instagram account works:

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

If you delete your account entirely, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you does not belong to your account and therefore will not be deleted.

As already mentioned above, Instagram stores your data primarily via cookies. You can manage, deactivate or delete these cookies in your browser. Management always works a little differently depending on your browser. Here we show you the instructions for the most important browsers.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

Instagram is a subsidiary of Facebook Inc. and Facebook is an active participant in the EU-US Privacy Shield Framework. This framework ensures correct data transfer between the USA and the European Union.

Under <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> learn more about it. 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.

## Twitter privacy policy

We have installed Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and a social media platform from Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.



## Smith & Smith

As far as we know, no personal data or data on your web activities will be transmitted to Twitter in the European Economic Area and in Switzerland simply by integrating the Twitter function. Only when you interact with the Twitter functions, such as clicking a button, can data be sent to Twitter, stored and processed there. We have no influence on this data processing and are not responsible. As part of this data protection declaration, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

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### **What is twitter**

For some, Twitter is a news service, for others a social media platform and still others speak of a microblogging service. All of these terms are justified and mean more or less the same thing.

Both private individuals and companies use Twitter to communicate with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets". In contrast to Facebook, for example, the service does not focus on expanding a network for "friends", but wants to be understood as a global and open news platform. You can also have an anonymous account on Twitter and tweets can be deleted by the company on the one hand and by the users themselves on the other.

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

Like many other websites and companies, we try to offer our services through various channels and to communicate with our customers. Twitter in particular has grown dear to us as a useful "little" news service. We repeatedly tweet or retweet exciting, funny or interesting content. We understand that you cannot follow every channel separately. After all, you have something else to do. That is why we have also integrated Twitter functions on our website. You can experience our Twitter activity "on site" or come to our Twitter page via a direct link. We want to strengthen our service and user-friendliness on our website through the integration.

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

On some of our sub-pages you will find the built-in Twitter functions. If you interact with the Twitter content, such as clicking a button, Twitter can collect and save data. Even if you don't have a Twitter account yourself. Twitter calls this data "log data". This includes demographic data, browser cookie IDs, the ID of your smartphone, hashed e-mail addresses, and information about which pages you visited on Twitter and what actions you took. Of course, Twitter stores more data if you have a Twitter account and are logged in. This storage mostly takes place via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We will now show you which cookies are set if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We cannot guarantee completeness here, as the choice of cookies is always changing and depends on your individual actions with the Twitter content.

These cookies were used in our test:



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**Surname:** personalization\_id

**Value:** “V1\_cSJIsogU51SeE321254486”

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

**Expiry Date:** after 2 years

**Surname:** long

**Value:** de

**Usage:** This cookie stores your pre-set or preferred language.

**Expiry Date:** after the session ends

**Surname:** guest\_id

**Value:** 321254486v1% 3A157132626

**Usage:** This cookie is set to identify you as a guest.

**Expiry Date:** after 2 years

**Surname:** fm

**Value:** 0

**Usage:** Unfortunately, we were unable to find out the purpose of this cookie.

**Expiry Date:** after the session ends

**Surname:** external\_referer

**Value:** 3212544862beTA0sf5lkMrlGt

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

**Expiry Date:** After 6 days

**Surname:** eu\_cn

**Value:** 1

**Usage:** This cookie stores user activity and is used by Twitter for various advertising purposes. Expiry date: After one year

**Surname:** ct0

**Value:** c1179f07163a365d2ed7aad84c99d966

**Usage:** Unfortunately we have not found any information about this cookie.

**Expiry Date:** after 6 hours

**Surname:** \_twitter\_sess

**Value:** 53D% 253D – dd0248321254486-

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

**Expiry Date:** after the session ends

**Annotation:** Twitter also works with third parties. That is why we also recognized the three Google Analytics cookies \_ga, \_gat, \_gid in our test.

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

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



### Smith & Smith

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

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

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

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

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

As already mentioned above, most of the data is stored via cookies and you can manage, deactivate or delete them in your browser. Please note that you can only “edit” the cookies in the browser you have chosen. This means: if you use a different browser in the future, you will have to manage your cookies there again according to your wishes. Instructions for managing cookies in the most popular browsers are available here.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

Twitter also uses the data for personalized advertising inside and outside of Twitter. In the settings you can switch off personalized advertising under "Personalization and data". If you use Twitter on a browser, you can see personalized advertising <http://optout.aboutads.info/?c=2&lang=EN> deactivate.

Twitter is an active participant in the EU-US Privacy Shield Framework. This framework ensures correct data transfer between the USA and the European Union.

Under <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO> learn more about it.



Smith & Smith

We hope we have given you a basic overview of data processing by Twitter. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend the Twitter data protection declaration at <https://twitter.com/de/privacy>.

## LinkedIn privacy policy

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

By embedding such plug-ins, data can be sent to LinkedIn, saved and processed there. In this data protection declaration, we want to inform you which data is involved, how the network uses this data and how you can manage or prevent data storage.

### What is LinkedIn

LinkedIn is the largest social network for business contacts. In contrast to Facebook, for example, the company concentrates exclusively on establishing business contacts. Companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to search for 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 around 1.3 million.

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

We know how busy you are. You can't follow all social media channels individually. Even if, as in our case, it would be worth it. Because we keep posting interesting news or reports that are worth spreading. That is why we have created the possibility on our website to share interesting content directly on LinkedIn or to refer directly to our LinkedIn page. We consider built-in social plug-ins to be an extended service on our website. The data that LinkedIn collects also helps us to only show possible advertising measures to people who are interested in our offer.

### What data does LinkedIn store?

LinkedIn does not store any personal data simply by integrating the social plug-ins. LinkedIn calls this data, which is generated by plug-ins, passive impressions. However, if you click on a social plug-in, for example to share our content, the platform saves personal data as so-called "active impressions". Regardless of whether you have a LinkedIn account or not. If you are logged in, the data collected will be assigned to your account.

Your browser establishes a direct connection to the LinkedIn servers when you interact with our plug-ins. The company logs various usage data. In addition to your IP address, this can be, for example, registration data, device information or information about your Internet or mobile network provider. If you call up LinkedIn services via your smartphone, your location





### Smith & Smith

can also be determined (after you have given permission). LinkedIn can also pass this data on to third parties in hashed form. Hashing means that a data record is converted into a character string. This allows the data to be encrypted in such a way that people can no longer be identified.

Most of the data on your user behavior is stored in cookies. These are small text files that are usually set in your browser. In addition, LinkedIn can also use web beacons, pixel tags, display tags and other device identifications.

Various tests also show which cookies are set when a user interacts with a social plug-in. The data found cannot claim to be complete and serve only as an example. The following cookies were set without being logged in to LinkedIn:

**Surname:** bcookie

**Value:** = 2 & 34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16321254486-

**Usage:** The cookie is a so-called "browser ID cookie" and consequently saves your identification number (ID).

**Expiry Date:** After 2 years

**Surname:** long

**Value:** v = 2 & lang = de-de

**Usage:** This cookie stores your pre-set or preferred language.

**Expiry Date:** after the session ends

**Surname:** lide

**Value:** 1818367: t = 1571904767: s = AQF6KNnJ0G321254486...

**Usage:** This cookie is used for routing. Routing records the ways in which you came to LinkedIn and how you navigate through the website there.

**Expiry Date:** after 24 hours

**Surname:** rtc

**Value:** kt0lr3NF3x3t6xvDgGrZGDKkX

**Usage:** No more detailed information could be obtained about this cookie.

**Expiry Date:** after 2 minutes

**Surname:** JSESSIONID

**Value:** ajax: 3212544862900777718326218137

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

**Expiry Date:** after the session ends

**Surname:** bscookie

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

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

**Expiry Date:** after 2 years

**Surname:** fid

**Value:** AQHj7Ii23ZBcqAAAA...

**Usage:** No further information could be found for this cookie.

**Expiry Date:** after 7 days



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**Annotation:** LinkedIn also works with third-party providers. That is why we also recognized the two Google Analytics cookies `_ga` and `_gat` in our test.

## How long and where is the data stored?

In principle, LinkedIn retains your personal data for as long as the company considers it necessary to offer its own services. However, LinkedIn will delete your personal data if you delete your account. In some exceptional cases, LinkedIn retains some data in a summarized and anonymous form even after you delete your account. Once you delete your account, other people will no longer be able to see your data within a day. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is required by law. Data that can no longer be assigned to any person will be saved even after the account has been closed. The data is stored on various servers in America and probably also in Europe.

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

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

To access the account information on your LinkedIn profile:

Click on your profile icon in LinkedIn and select the "Settings and data protection" section. Now click on "Privacy" and then in the section "How LinkedIn uses your data" on "Change". In just a short time you can download selected data on your web activity and your account history.

You also have the option in your browser to prevent data processing by LinkedIn. As mentioned above, LinkedIn saves most of the data via cookies that are set in your browser. You can manage, deactivate or delete these cookies. Management works a little differently depending on which browser you have. The instructions for the most popular browsers can be found here:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

LinkedIn is an active participant in the EU-US Privacy Shield Framework. This framework ensures correct data transfer between the USA and the European Union.

Under <https://www.privacyshield.gov/participant?id=a2zt0000000L0UZA00> learn more about



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

## **Pinterest privacy policy**



We use buttons and widgets from the social media network Pinterest, the company Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA on our site.

By calling up pages that use such functions, data (IP address, browser data, date and time, cookies) are transmitted to Pinterest, stored and evaluated.

The data protection guidelines, what information Pinterest collects and how they use it can be found on <https://policy.pinterest.com/de/privacy-policy>.

## **XING data protection declaration**

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

### **What is Xing?**

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

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

There is now a flood of social media channels and we are well aware that your time is very precious. Not every social media channel in a company can be examined carefully. Therefore, we want to make your life as easy as possible so that you can share or follow interesting content directly on our website on Xing. We are expanding our service on our website with such “social plug-ins”. In addition, the data collected by Xing help us to carry out targeted advertising measures on the platform. This means that our service is only shown to people who are really interested in it.

### **Which data is stored by Xing?**

Xing offers the share button, the follow button and the log-in button as plug-ins for websites. As soon as you open a page with a built-in social plug-in from Xing, your browser connects to servers in a data center used by Xing. In the case of the share button - according to Xing - no data should be stored that could directly refer to a person. In particular, Xing does not save



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any of your IP addresses. Furthermore, no cookies are set in connection with the share button. Your user behavior is therefore not evaluated. For more information, please contact [https://www.xing.com/app/share%3Fop%3Ddata\\_protection](https://www.xing.com/app/share%3Fop%3Ddata_protection).

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

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

**Surname:** AMCVS\_0894FF2554F733210A4C98C6% 40AdobeOrg

**Value:** 1

**Usage:** This cookie is used to create and save identifications of website visitors.

**Expiry Date:** after the session ends

**Surname:** c\_

**Value:** 157c609dc9fe7d7ff56064c6de87b019321254486-8

**Usage:** We were unable to find out more information about this cookie.

**Expiry Date:** after a day

**Surname:** prevPage

**Value:** wbm% 2FWelcome% 2Flogin

**Usage:** This cookie stores the URL of the previous website you visited.

**Expiry Date:** after 30 minutes

**Surname:** s\_cc

**Value:** true

**Usage:** This Adobe Site Catalyst cookie determines whether cookies are generally activated in the browser.

**Expiry Date:** after the session ends

**Surname:** s\_fid

**Value:** 6897CDCD1013221C-39DDACC982217CD1321254486-2

**Usage:** This cookie is used to identify a unique visitor.

**Expiry Date:** after 5 years

**Surname:** visitor\_id

**Value:** fe59fbe5-e9c6-4fca-8776-30d0c1a89c32

**Usage:** The visitor cookie contains a unique visitor ID and the unique identifier for your account.

**Expiry Date:** after 2 years

**Surname:** \_session\_id

**Value:** 533a0a6641df82b46383da06ea0e84e7321254486-2

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

**Expiry Date:** after the session ends



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As soon as you are logged in to Xing or a member, further personal data will definitely be collected, processed and saved. Xing also passes on personal data to third parties if this is necessary for the fulfillment of its own business purposes, if you have given your consent or if there is a legal obligation.

## How long and where is the data stored?

Xing saves the data on various servers in various data centers. The company stores this data until you delete the data or until a user account is deleted. Of course, this only affects users who are already Xing members.

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

You have the right to access your personal data at any time and also to delete it. Even if you are not a Xing member, you can prevent possible data processing via your browser or manage it according to your wishes. Most of the data is saved via cookies. Management works a little differently depending on which browser you have. The instructions for the most popular browsers can be found here:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

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

## Gravatar privacy policy

We have integrated the Gravatar plug-in from Automattic Inc. (60 29th Street # 343, San Francisco, CA 94110, USA) on our website. Gravatar is automatically activated on all WordPress websites, among other things. The function makes it possible to display user images (avatars) for published articles or comments, provided that the corresponding email address is available at [www.gravatar.com](http://www.gravatar.com) is registered.

This function sends data to Gravatar or Automattic Inc., stores it and processes it there. In this data protection declaration, we want to inform you which data is involved, how the network uses this data and how you can manage or prevent data storage.

## What is Gravatar?



## Smith & Smith

Gravatar basically stands for "Globally Recognized Avatar" and this means a globally available avatar (a user picture) that is linked to the e-mail address. Gravatar is the world's leading provider of this service. As soon as a user enters the e-mail address on a website that is also available at Gravatar under [www.gravatar.com](http://www.gravatar.com) is registered, a previously stored image is automatically displayed together with a published article or comment.

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## Why do we use Gravatar on our website?

There is a lot of talk about anonymity on the internet. An avatar gives users a face to the commenting person. In addition, one is generally recognized more easily on the Internet and can thus build up a certain degree of awareness. Many users enjoy the advantages of such a user image and want to appear personally and authentically online. Of course, we want to offer you the option of displaying your Gravatar on our website. We also like to see faces of our commenting users. With the activated Gravatar function, we are also expanding our service on our website. After all, we want you to feel comfortable on our website and to receive a comprehensive and interesting offer.

## What data does Gravatar save?

For example, as soon as you post a comment on a blog post that requires an email address, WordPress checks whether the email address is linked to an avatar on Gravatar. For this request, your email address is sent in encrypted or hashed form, including your IP address and our URL, to the Gravatar or Automattic servers. This will check whether this email address is registered with Gravatar.

If this is the case, the image stored there (Gravatar) is displayed together with the published comment. If you have registered an email address with Gravatar and comment on our website, further data will be transmitted to Gravatar, saved and processed. In addition to the IP address and data on user behavior, this includes, for example, browser type, unique device ID, preferred language, data and time of page entry, operating system and information about the mobile network. Gravatar uses this information to improve its own services and offers and to obtain better insights into the use of its own service.

The following cookies are set by Automattic when a user uses an email address that is registered with Gravatar for a comment:

**Surname:** gravatar

**Value:** 16b3191024acc05a238209d51ffcb92bdd710bd19321254486-7

**Usage:** We could not find out any precise information about the cookie.

**Expiry Date:** after 50 years

**Surname:** is-logged-in

**Value:** 1321254486-1

**Usage:** This cookie saves the information that the user is logged in via the registered email address.

**Expiry Date:** after 50 years

## How long and where is the data stored?



## Smith & Smith

Automattic deletes the collected data if it is no longer used for its own services and the company is not legally obliged to store the data. Web server logs such as IP address, browser type and operating system are deleted after about 30 days. Until then, Automattic uses the data to analyze the traffic on its own websites (for example all WordPress sites) and to fix possible problems. The data is also stored on Automattic's American servers.

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

You have the right to access your personal data at any time and also to delete it. If you have registered with Gravatar with an email address, you can delete your account or email address at any time.

Since an image is only displayed when using an email address registered with Gravatar and thus data is transferred to Gravatar, you can also prevent the transfer of your data to Gravatar by clicking on an email address not registered with Gravatar comment or post on our website.

Possible cookies that are set while commenting can be managed, deactivated or deleted in your browser. Please only note that any comment functions will then no longer be fully available. The management of cookies works a little differently depending on which browser you are using. The instructions for the most popular browsers can be found here:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

Automattic is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC> You can find more details on the data protection guideline and which data is collected by Gravatar and how it is recorded at <https://automattic.com/privacy/>, general information about Gravatar <http://de.gravatar.com/>.

## ShareThis privacy policy

We have installed functions from ShareThis from ShareThis Inc. (4005 Miranda Ave, Suite 100, Palo Alto, 94304 California, USA) on our website. These are, for example, “share” plugins from various social media channels. With the help of these functions, you can share the content of our website on social media channels. If you call up a website with a ShareThis function, your data can be transferred to the company, stored and processed. With this data protection declaration you will find out why we use ShareThis, which data is processed and how you can prevent this data transfer.

## What is ShareThis?





## Smith & Smith

ShareThis is a technology company that offers website owners tools to increase website quality. By using the social plugins from ShareThis, you can share the content of our website in various social media channels such as Facebook, Twitter, Instagram and Co. The company offers content sharing for over 40 different channels and is used by over 3 million website operators worldwide. The data collected by ShareThis is also used for individual advertisements.

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## Why do we use ShareThis on our website?

We want to convince with our content and of course we are happy if our content is also recommended. Then we know we are on the right track. The easiest way to do this is to use the “Share buttons” directly on our website. Thanks to the large number of different social media channels, our content can also be presented to a wide audience. This helps us to become better known and more successful on the internet. The plug-ins also serve you because you can share interesting content with your social media community with just one click.

## What data does ShareThis save?

If you share content with ShareThis and you are logged in with the respective social media account, data such as your visit to our website and the sharing of content can be assigned to the user account of the corresponding social media channel. ShareThis uses cookies, pixels, HTTP headers and browser identifiers to collect data on your visitor behavior. In addition, some of this data is shared with third parties after pseudonymization.

Here is a list of the data that may be processed:

- Unique ID of a cookie placed in the web browser
- General click behavior
- Addresses of the websites visited
- Search queries that led a visitor to the ShareThis page
- Navigation from website to website if this has expired via ShareThis services
- Time spent on a website
- Which items were clicked or highlighted
- The IP address of the computer or mobile device
- Mobile advertising IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other transmission protocols used
- Which program on the computer (browser) or which operating system was used (iOS)

ShareThis uses cookies, which we list below as examples. You can find more about the ShareThis cookies at <https://www.sharethis.com/privacy/>.

**Surname:** \_\_unam

**Value:** 8961a7f179d1d017ac271w87qq69V69321254486-5

**Usage:** This cookie counts the "clicks" and "shares" on a website.

**Expiry Date:** after 9 months

**Surname:** \_\_stid

**Value:** aGCDwF4hjVEI + oIsABW7321254486Ag ==



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**Usage:** This cookie stores user behavior, such as the websites accessed, the navigation from page to page and the length of time spent on the website. Expiry date: after 2 years

**Surname:** \_\_sharethis\_cookie\_test\_\_

**Value:** 0

**Usage:** This cookie monitors "clickstream" activity. That means it observes where you clicked on the website. Expiry date: after the end of the session

**Annotation:** We cannot claim to be complete here. Which cookies are set in the individual case depends on the embedded functions and their use.

## How long and where is the data stored?

ShareThis retains collected data for a period of up to 14 months from the date the data was collected. ShareThis cookies expire 13 months after the last update. Since ShareThis is an American company, data is transmitted and stored on American ShareThis servers.

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

If you no longer want to see advertising based on the data collected by ShareThis, you can click the opt-out button <https://www.sharethis.com/privacy/use>. In doing so, an opt-out cookie is set that you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertising via <http://www.youronlinechoices.com/at/> set in preference management.

You also have the option of managing, deactivating or deleting data stored via cookies in your browser. Exactly how the administration works depends on your browser. Here you will find the instructions for the currently most popular browsers.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

You can also set up your browser so that you are always informed when a cookie is to be set.

ShareThis is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt00000000L1HMAA0&status=Active>. If you would like to know more about the processing of your data by ShareThis, you can find all the information at <https://www.sharethis.com/privacy/>.

## AddThis privacy policy



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We use plug-ins from AddThis from Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA) on our website. With these plug-ins you can share the content of our website with other people quickly and easily. If you visit a website with an AddThis function, your data can be transferred to the AddThis company, stored and processed. With this data protection declaration you will find out why we use AddThis, which data is processed and how you can prevent this data transfer.

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## What is AddThis?

Among other things, AddThis develops software tools that are integrated into websites to enable users to distribute content on various social media channels or by email. In addition, AddThis also offers functions for website analysis. The data collected is also used to offer Internet users interest-based advertising. The service is used by more than 15 million website operators worldwide.

## Why do we use AddThis on our website?

By using the AddThis button, you can share interesting content on our website in various social media channels such as Facebook, Twitter, Instagram or Pinterest. If you like our content, we will of course be happy if you share it with your social community. The easiest way to do this is via the AddThis button.

## Which data is saved by AddThis?

If you share content with AddThis and you are logged in with the respective social media account, data such as your visit to our website and the sharing of content can be assigned to the user account of the corresponding social media channel. AddThis uses cookies, pixels, HTTP headers and browser identifiers to collect data on your visitor behavior. In addition, some of this data is shared with third parties after pseudonymization. Here is an exemplary list of the data that may be processed:

- Unique ID of a cookie placed in the web browser
- Address of the website visited
- Time of website visit
- Search queries through which a visitor came to the AddThis page
- Time spent on a website
- The IP address of the computer or mobile device
- Mobile advertising IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other transmission protocols used
- Which program on the computer (browser) or which operating system was used (iOS)

AddThis uses cookies, which we list below as examples and in extracts. You can find more about the AddThis cookies at <http://www.addthis.com/privacy/privacy-policy>.

**Surname:** bt2

**Value:** 8961a7f179d87qq69V69321254486-3

**Usage:** This cookie is used to record parts of the website visited in order to recommend other parts of the website.

**Expiry Date:** after 255 days



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**Surname:** bku

**Value:** ra / 99nTmYN + fZWX7321254486-4

**Usage:** This cookie registers anonymized user data such as your IP address, geographic location, websites visited and which advertisements you have clicked on.

**Expiry Date:** after 179 days

**Annotation:** Please note that this is an exemplary list and that we cannot claim to be complete.

AddThis also shares information it collects with other companies. For more details, see <http://www.addthis.com/privacy/privacy-policy#section5>. AddThis also uses the data received to create target groups and interest profiles in order to offer users in the same advertising network interest-related advertising.

## How long and where is the data stored?

AddThis stores the collected data for 13 months from the data collection. 1% of the data is kept as a "sample data set" for a maximum of 24 months so that the business relationship is preserved. In this "sample data set", however, the direct and indirect identification (such as your IP address and cookie ID) is hashed. This means that the personal data can no longer be associated with you without additional information. Since the AddThis company is headquartered in the USA, the collected data is also stored on American servers.

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

You have the right to access your personal data at any time and also to delete it. If you no longer want to see advertising based on data collected by AddThis, you can click the opt-out button <http://www.addthis.com/privacy/opt-out> use. In doing so, an opt-out cookie is set that you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertising via <http://www.youronlinechoices.com/at/> set in preference management.

Your browser offers an option to prevent data processing or to manage it according to your wishes. Data processing works a little differently depending on the browser. Here you can find the instructions for the most popular browsers at the moment:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

AddThis is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt00000000181AAA>. If you would like to



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know more about the processing of your data by AddThis, you can find more information at <http://www.addthis.com/privacy/privacy-policy>.

## YouTube privacy policy

We have installed YouTube videos on our website. So we can present you interesting videos directly on our website. YouTube is a video portal that has been a subsidiary of Google since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you call up a page on our website that has an embedded YouTube video, your browser automatically connects to the YouTube or Google servers. Different data are transmitted (depending on the settings). Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all data processing in Europe.

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

### What is youtube

On YouTube, users can watch, rate, comment and upload videos for free. Over the past few years, YouTube has become one of the most important social media channels in the world. So that we can display videos on our website, YouTube provides a code excerpt that we have built into our site.

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

YouTube is the video platform with the most visitors and the best content. We strive to offer you the best possible user experience on our website. And of course interesting videos shouldn't be missing. With the help of our embedded videos, we provide you with other helpful content in addition to our texts and images. In addition, our website is more easily found on the Google search engine thanks to the embedded videos. Even if we place advertisements via Google Ads, thanks to the data collected, Google can really only show these advertisements to people who are interested in our offers.

### Which data is saved by YouTube?

As soon as you visit one of our pages that has a YouTube video integrated, YouTube sets at least one cookie that saves your IP address and our URL. If you are logged into your YouTube account, YouTube can usually assign your interactions on our website to your profile using cookies. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Further data can be contact details, any ratings, sharing content via social media or adding it to your favorites on YouTube.

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

In the following list we show cookies that were set in a test in the browser. On the one hand, we show cookies that are set without a registered YouTube account. On the other hand, we



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show cookies that are set with a registered account. The list cannot claim to be complete because the user data always depends on the interactions on YouTube.

**Surname:** YSC

**Value:** b9-CV6ojI5Y321254486-1

**Usage:** This cookie registers a unique ID in order to save statistics of the video seen.

**Expiry Date:** after the session ends

**Surname:** PREF

**Value:** fl = 50000000

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

**Expiry Date:** after 8 months

**Surname:** GPS

**Value:** 1

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

**Expiry Date:** after 30 minutes

**Surname:** VISITOR\_INFO1\_LIVE

**Value:** 95Chz8bagyU

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

**Expiry Date:** after 8 months

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

**Surname:** APISID

**Value:** zILlvCIZSkqGsSwI / AU1aZI6HY7321254486-

**Usage:** This cookie is used to create a profile about your interests. The data is used for personalized advertisements.

**Expiry Date:** after 2 years

**Surname:** CONSENT

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

**Usage:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides security to check users and to protect user data from unauthorized attacks.

**Expiry Date:** after 19 years

**Surname:** HSID

**Value:** AcRwpgUik9Dveht0I

**Usage:** This cookie is used to create a profile about your interests. These data help to display personalized advertising.

**Expiry Date:** after 2 years

**Surname:** LOGIN\_INFO

**Value:** AFmmF2swRQIhALl6aL...

**Usage:** This cookie stores information about your login data.

**Expiry Date:** after 2 years



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**Surname:** SAPISID

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

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

**Expiry Date:** after 2 years

**Surname:** SID

**Value:** oQfNKjAsI321254486-

**Usage:** This cookie saves your Google Account ID and your last login time in a digitally signed and encrypted form.

**Expiry Date:** after 2 years

**Surname:** SIDCC

**Value:** AN0-TYuqub2JOcDTyL

**Usage:** This cookie stores information about how you use the website and which advertisements you may have seen before visiting our site.

**Expiry Date:** after 3 months

## How long and where is the data stored?

The data that YouTube receives and processes from you is stored on Google's servers. Most of these servers are in America.

Under <https://www.google.com/about/datacenters/inside/locations/?hl=de> see exactly where the Google data centers are located. Your data is distributed on the servers. This means that the data can be accessed more quickly and better protected against manipulation.

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

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

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

Regardless of whether you have a Google account or not, you can configure your browser so that Google deletes or deactivates cookies. Depending on the browser you are using, this works in different ways. The following instructions show how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)





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[Internet Explorer: deleting and managing cookies](#)

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

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether or not to allow it. Since YouTube is a subsidiary of Google, there is a common privacy policy. If you want to find out more about how your data is handled, we recommend the data protection declaration at <https://policies.google.com/privacy?hl=de>.

## YouTube Subscribe Button Privacy Policy

We have installed the YouTube Subscribe button on our website. You can usually recognize the button by the classic YouTube logo. The logo shows the words “Subscribe” or “YouTube” in white letters in front of a red background and the white “Play symbol” to the left. The button can, however, also have a different design.

Our YouTube channel always offers you funny, interesting or exciting videos. With the built-in “subscribe button” you can subscribe to our channel directly from our website and do not have to call up the YouTube website. We want to make access to our comprehensive content as easy as possible for you. Please note that this allows YouTube to save and process your data.

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

**Surname:** YSC

**Value:** b9-CV6ojI5321254486Y

**Usage:** This cookie registers a unique ID in order to save statistics of the video seen.

**Expiry Date:** after the session ends

**Surname:** PREF

**Value:** f1 = 50000000

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

**Expiry Date:** after 8 months

**Surname:** GPS

**Value:** 1

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

**Expiry Date:** after 30 minutes

**Surname:** VISITOR\_INFO1\_LIVE

**Value:** 32125448695Chz8bagyU

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

**Expiry Date:** after 8 months



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

If you are logged into your YouTube account, YouTube can save many of your actions / interactions on our website with the help of cookies and assign them to your YouTube account. This gives YouTube information such as how long you have been surfing on our site, what type of browser you are using, what screen resolution you prefer or what actions you carry out.

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

## Vimeo privacy policy

We also use videos from Vimeo on our website. The video portal is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. With the help of a plug-in, we can show you interesting video material directly on our website. Certain data can be transferred from you to Vimeo. In this data protection declaration we show you what data is involved, why we use Vimeo and how you can manage or prevent your data or data transfer.

### What is Vimeo?

Vimeo is a video platform that was founded in 2004 and has enabled streaming of videos in HD quality since 2007. Since 2015 it has also been possible to stream in 4k Ultra HD. Use of the portal is free of charge, but paid content can also be published. Compared to the market leader YouTube, Vimeo attaches priority to high-quality content in good quality. On the one hand, the portal offers a lot of artistic content such as music videos and short films, but on the other hand it also offers interesting documentaries on a wide variety of topics.

### Why do we use Vimeo on our website?

The aim of our website is to provide you with the best possible content. As easily accessible as possible. We are only satisfied with our service when we have achieved this. The video service Vimeo supports us in achieving this goal. Vimeo offers us the opportunity to present you high quality content directly on our website. Instead of just giving you a link to an interesting video, you can watch the video right here with us. This extends our service and makes it easier for you to access interesting content. In addition to our texts and images, we also offer video content.

### What data is stored on Vimeo?

When you visit a website on our website that has embedded a Vimeo video, your browser connects to the Vimeo servers. This results in a data transfer. This data is collected, saved and processed on the Vimeo servers. Regardless of whether you have a Vimeo account or not, Vimeo collects data about you. This includes your IP address, technical information about your browser type, your operating system or very basic device information. Vimeo also stores information about which website you use the Vimeo service and which actions (web activities) you carry out on our website. These web activities include, for example, session duration, bounce rate or which button you clicked on our website with a built-in Vimeo function.



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If you are logged in as a registered member of Vimeo, more data can usually be collected, as more cookies may have already been set in your browser. In addition, your actions on our website are linked directly to your Vimeo account. To prevent this, you have to log out of Vimeo while “surfing” our website.

Below we show you cookies that are set by Vimeo when you are on a website with an integrated Vimeo function. This list is by no means exhaustive and assumes that you do not have a Vimeo account.

**Surname:**player

**Value:**“”

**Usage:**This cookie saves your settings before you play an embedded Vimeo video. This will give you your preferred settings the next time you watch a Vimeo video.

**Expiry Date:**after a year

**Surname:** void

**Value:**pl1046149876.614422590321254486-4 Purpose: This cookie collects information about your actions on websites that have embedded a Vimeo video. Expiry date: after 2 years

**Annotation:**These two cookies are always set as soon as you are on a website with an embedded Vimeo video. If you watch the video and click the button, for example to “share” or “like” the video, additional cookies are set. These are also third-party cookies such as \_ga or \_gat\_UA-76641-8 from Google Analytics or \_fbp from Facebook. Exactly which cookies are set here depends on your interaction with the video.

The following list shows a selection of possible cookies that are set when you interact with the Vimeo video:

**Surname:** \_abexps

**Value:** % 5B% 5D

**Usage:**This Vimeo cookie helps Vimeo to remember the settings you have made. This can be, for example, a preset language, a region or a user name. In general, the cookie stores data about how you use Vimeo.

**Expiry Date:** after a year

**Surname:** continuous\_play\_v3

**Value:** 1

**Usage:**This cookie is a first-party cookie from Vimeo. The cookie collects information on how you use the Vimeo service. For example, the cookie saves when you pause or play a video again.

**Expiry Date:** after a year

**Surname:** \_ga

**Value:** GA1.2.1522249635.1578401280321254486-7

**Usage:**This cookie is a third-party cookie from Google. By default, analytics.js uses the \_ga cookie to save the user ID. Basically, it is used to differentiate between website visitors.

**Expiry Date:** after 2 years

**Surname:** \_gcl\_au

**Value:** 1.1.770887836.1578401279321254486-3

**Usage:** This third party cookie from Google AdSense is used to improve the efficiency of



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advertisements on websites.  
**Expiry Date:**after 3 months

**Surname:** \_fbp

**Value:** fb.1.1578401280585.310434968

**Usage:**This is a Facebook cookie. This cookie is used to show advertisements or advertising products from Facebook or other advertisers.

**Expiry Date:**after 3 months

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Vimeo uses this data, among other things, to improve its own service, to communicate with you and to set its own targeted advertising measures. Vimeo emphasizes on its website that only first-party cookies (i.e. cookies from Vimeo itself) are used for embedded videos as long as you do not interact with the video.

## How long and where is the data stored?

Vimeo is headquartered in White Plains, New York State (USA). However, the services are offered worldwide. The company uses computer systems, databases and servers in the USA and in other countries. Your data can therefore also be stored and processed on servers in America. The data remains stored at Vimeo until the company no longer has any economic reason to store it. Then the data will be deleted or anonymized. Vimeo complies with the EU-US Privacy Shield Framework and is therefore allowed to collect, use and transfer data from users in the EU to the USA.

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

You always have the option of managing cookies in your browser as you wish. For example, if you do not want Vimeo to set cookies and thus collect information about you, you can delete or deactivate cookies at any time in your browser settings. This works a little differently depending on the browser. Please note that after deactivating / deleting cookies, various functions may no longer be fully available. The following instructions show how to manage or delete cookies in your browser.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

If you are a registered Vimeo member, you can also manage the cookies used in the Vimeo settings.

Vimeo is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt00000008V77AAE&status=Active>. You



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can find out more about the use of cookies at Vimeo at [https://vimeo.com/cookie\\_policy](https://vimeo.com/cookie_policy), You can find information on data protection at Vimeo at <https://vimeo.com/privacy> read up.

## SoundCloud privacy policy

We use functions (widgets) of the social media network SoundCloud from SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany on our website. You can recognize the widgets by the familiar orange logo. By using functions such as playing music, data is transmitted to SoundCloud, stored and evaluated. In this data protection declaration we show you what data is involved, why we use SoundCloud and how you can manage or prevent your data or data transmission.

### What is SoundCloud?

The social media network SoundCloud is an online music platform that is used to exchange and distribute audio files. Musicians and podcasters offer their audio files for download on SoundCloud. With SoundCloud you can also embed the audio files in other websites. And that's exactly what we did. Typical for SoundCloud are the graphical representations of the audio files in wave form and the comment bar. Registered users can listen to and comment on pieces of music or podcasts at any time.

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

It is our aim to provide you with the best possible service on our website. We don't just mean our products or services. Holistic customer service also includes how comfortable you feel on our website and how helpful our website is for you. Thanks to the embedded SoundCloud playback function, we can deliver acoustic content directly to you free of charge. You don't have to follow any link first to listen to an audio file, you can start right away from our website.

### What data is stored on SoundCloud?

As soon as you visit one of our websites that has a widget (like or share button or playback function) installed, your browser connects to a SoundCloud server. You can transfer your data to SoundCloud, manage and save it there. For example, SoundCloud finds out your IP address and which page (in this case ours) you visited and when. If you have a SoundCloud account and are logged in while you are surfing our website, the data collected will be assigned directly to your account. You can only prevent this by logging out of SoundCloud while you are on our website. In addition to the information mentioned above, data about your user behavior is also stored in the cookies. For example, whenever you click a button, play or pause a piece of music, this information is stored in the cookies. The widget or SoundCloud is thus able to recognize you and sometimes the widget is also used to provide you with personalized content. SoundCloud not only uses its own cookies, but also third-party cookies such as Facebook or Google Analytics. These cookies enable the company to obtain more information about your behavior on external websites and on its own platform. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud. The widget or SoundCloud is thus able to recognize you and sometimes the widget is also used to provide you with personalized content. SoundCloud not only uses its own cookies, but also third-party



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cookies such as Facebook or Google Analytics. These cookies enable the company to obtain more information about your behavior on external websites and on its own platform. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud. The widget or SoundCloud is thus able to recognize you and sometimes the widget is also used to provide you with personalized content. SoundCloud not only uses its own cookies, but also third-party cookies such as Facebook or Google Analytics. These cookies enable the company to obtain more information about your behavior on external websites and on its own platform. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud. SoundCloud not only uses its own cookies, but also third-party cookies such as Facebook or Google Analytics. These cookies enable the company to obtain more information about your behavior on external websites and on its own platform. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud. As the website operator, we do not receive any information about your user behavior from the SoundCloud cookies. The data transfer and therefore also the information about technical devices and your behavior on the website takes place between you and SoundCloud.

In the following we show cookies that were set when you go to a website that has SoundCloud functions integrated. This list is only an example of possible cookies and cannot claim to be complete. In this example, the user does not have a SoundCloud account:

**Surname:**sc\_anonymous\_id

**Value:**208165-986996-398971-423805321254486-0

**Usage:** This cookie makes it possible to integrate files or other content in websites and saves a user ID.

**Expiry Date:** after 10 years

### Annotation:

The sc\_anonymous\_id cookie is set immediately when you are on one of our websites that has a built-in Soundcloud function. You don't have to interact with the function yet.

**Surname:**\_\_qca

**Value:**P0-1223379886-1579605792812321254486-7

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

**Expiry Date:** after a year





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**Surname:** Sclocale

**Value:** de

**Usage:** The cookie saves the language setting that you have preset.

**Expiry Date:** after a year

**Surname:** \_soundcloud\_session

**Value:** /

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

**Expiry Date:** after the session ends

**Surname:** \_session\_auth\_key

**Value:** /

**Usage:** With the help of the cookie, session information (i.e. user behavior) can be saved and a client request can be authenticated.

**Expiry Date:** after 10 years

SoundCloud also uses other third-party cookies such as \_fbp, \_ga, gid from Facebook and Google Analytics. SoundCloud uses all of the information stored in the cookies to improve its own services and to display personalized advertising.

## How long and where is the data stored?

In principle, the collected data remains stored with SoundCloud as long as a user account exists or it is necessary for SoundCloud in order to achieve the business objectives. How long exactly is stored varies depending on the context and legal obligations. Even if you do not have an account and personal data has been saved, you have the right to request data deletion.

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

If you have a SoundCloud account, you can use "Settings" to manage data processing or delete your entire account. However, you can also manage, delete or deactivate cookies in your browser according to your requirements. The approach always depends on the browser you are using. If you decide to delete or deactivate cookies, please note that not all functions may then be available. The following instructions explain how you can manage, delete or deactivate cookies in your browser.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

We hope we have given you a good overview of the traffic through SoundCloud. If you would like to learn more about the data protection guidelines and the general handling of data by SoundCloud, we recommend the company's data protection declaration at <https://soundcloud.com/pages/privacy>.





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## AdSimple VideoMeeting Privacy Policy

For our website, we use the video conference tool AdSimple VideoMeeting (AVM for short) from the web development and online marketing company AdSimple GmbH, Fabriksgasse 20, 2230 Gänserndorf. Thanks to AdSimple VideoMeeting, we can hold a video conference with customers, business partners, clients and employees very easily and without software installation. In this data protection declaration we go into more detail about the service and inform you about the most important data protection-relevant aspects.

### What is AdSimple VideoMeeting?

VideoMeeting from AdSimple is a video conference solution from Austria and offers secure video conferences with various functions such as screen sharing, the creation of shared virtual notes and an integrated chat function. VideoMeeting works through a browser or through the AdSimple VideoMeet apps for [iOS](#), [Android](#), MacOS and Windows.

### Why do we use AdSimple VideoMeeting on our website?

It is important to us that video conferencing software is, on the one hand, very easy to use and, on the other hand, is very careful with user data. AdSimple VideoMeeting allows us to start video chats / video conferences directly in a browser without prior installation of a client. Our video conferencing solution therefore works without registration and without software installation. VideoMeeting can also be used via the VideoMeet apps. The video conference via AdSimple VideoMeeting is fully encrypted and since you do not need an account in the free version, no personal data is stored or collected in the long term in the apps or via the browser. For the paid version, we link the data of the registered AdSimple user with the VideoMeeting data,

### Which data is stored by AdSimple VideoMeeting?

If you use AdSimple VideoMeeting, the web server automatically saves data, as it does with every other website call. Your IP address will be stored in web server log files together with the technical data listed below and will be deleted after two weeks.

In addition to your IP address, the following technical data is saved when you use the AVM:

- Browser type
- operating system
- Number of bytes sent to the client
- Date and time of the page view
- Length of the http request (request length)
- Processing time of the http request
- http status code as a response from the server to an http request (response)

In order to be able to provide the service, AdSimple stores data such as the room name of the meeting, the URL of the meeting room, the duration of the meeting session and the authentication ID on its servers during the meeting. This data is stored for one year.



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If you or other participants provide personal data such as user name, password, email address or telephone number for authentication, these will be stored on a file system of the AdSimple server until further notice.

AdSimple does not sell or pass on data to third parties and uses data such as room name or room URL exclusively to provide the video meeting function. No cookies are set and data transmission to the server is encrypted.

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

Technical data and IP address are stored in web server log files for two weeks. Data such as the room name or the duration of the meeting are stored for one year and data that you enter as a user (user name, passwords, e-mail address) are stored on the AdSimple servers, which are located in Germany, until further notice. saved.

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

If you do not want data to be saved during the video conference, you cannot participate in this video conference. To prevent personal data from being temporarily stored during the meeting, please ensure that you do not enter such data, for example in the chat box. You have the option to have personal data deleted at any time. To do this, simply send an email to [office@adsimple.at](mailto:office@adsimple.at).

We made a conscious decision to use this Austrian video conferencing solution, as AdSimple VideoMeeting is designed to be very economical with data. We hope that with this data protection declaration we have given you sufficient information about data processing by AdSimple VideoMeeting.

## **Zoom privacy policy**

We use the video conference tool Zoom from the American software company Zoom Video Communications for our website. The company's headquarters are in San Jose, California, 55 Almaden Boulevard, 6th Floor, CA 95113. Thanks to "Zoom" we can hold a video conference with customers, business partners, clients and employees very easily and without installing any software. In this data protection declaration we go into more detail about the service and inform you about the most important data protection-relevant aspects.

### **What is zoom?**

Zoom is one of the world's most popular video conferencing solutions. With the "Zoom Meetings" service, we can hold an online video conference with you, for example, but also with employees or other users in a digital conference room. We can easily get in touch digitally, exchange ideas on various topics, send text messages or even make phone calls. You can also use zoom to share the screen, exchange files and use a whiteboard.

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

It is important to us that we can communicate with you quickly and easily. And this is exactly what Zoom offers us. The software program also works directly through a browser. That



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means we can simply send you a link and start the video conference. In addition, additional functions such as screen sharing or the exchange of files are of course very practical.

## What data does Zoom save?

When you use Zoom, data is also collected from you so that Zoom can provide its services. On the one hand, this is data that you consciously provide to the company. This includes, for example, your name, telephone number or your email address. However, data is also automatically transmitted to Zoom and saved. This includes, for example, the technical data of your browser or your IP address. In the following, we will take a closer look at the data that Zoom can collect and store from you:

If you provide data such as your name, your user name, your e-mail address or your telephone number, this data will be saved by Zoom. Content that you upload while using Zoom is also saved. This includes, for example, files or chat logs.

The technical data that Zoom automatically saves includes the IP address already mentioned above, the MAC address, further device IDs, device type, which operating system you are using, which client you are using, camera type, microphone and speaker type. Your approximate location is also determined and saved. Zoom also stores information about how you use the service. For example, whether you “zoom in” on your desktop or smartphone, whether you are making a phone call or VoIP, whether you are participating with or without a video or whether you are requesting a password. Zoom also records so-called metadata such as duration of the meeting / call, start and end of meeting participation, meeting name and chat status.

Zoom mentions in its own data protection declaration that the company does not use advertising cookies or tracking technologies for its services. Only on your own marketing websites such as [www.zoom.us](https://www.zoom.us) these tracking methods are used. Zoom does not sell personal data and does not use it for advertising purposes.

## How long and where is the data stored?

Zoom does not announce a specific time frame in this regard, but emphasizes that the data collected will be stored for as long as is necessary to provide the services or for their own purposes. The data will only be stored longer if this is required for legal reasons.

In principle, Zoom saves the collected data on American servers, but data can arrive at different data centers around the world.

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

If you do not want data to be saved during the Zoom meeting, you must forego the meeting. However, you always have the right and the option to have all your personal data deleted. If you have a Zoom account, see <https://support.zoom.us/hc/en-us/articles/201363243-How-Do-I-Delete-Terminate-My-Account> instructions on how to delete your account.

Zoom Video Communications is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this



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at <https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW&status=Active> We hope to have given you an overview of data processing by Zoom. It is of course always possible that the company's data protection guidelines change. We therefore recommend that you also read Zoom's privacy policy for more information <https://zoom.us/de-de/privacy.html>.

## AdSimple Cookie Manager Privacy Policy

We use the AdSimple Cookie Manager from the software development and online marketing company AdSimple GmbH, Fabriksgasse 20, 2230 Gänserndorf, on our website. The AdSimple Cookie Manager allows us, among other things, to provide you with a comprehensive cookie notice that complies with data protection regulations so that you can decide for yourself which cookies you allow and which you do not. By using this software, data about you will be sent to AdSimple and stored. In this data protection declaration we inform you why we use the AdSimple Cookie Manager, which data is transferred and stored and how you can prevent this data transfer.

### What is the AdSimple Cookie Manager?

The AdSimple Cookie Manager is software that scans our website and identifies and categorizes all existing cookies. In addition, as a website visitor, you will be informed about the use of cookies via a cookie hint script and you can decide for yourself which cookies you allow and which not.

### Why do we use the AdSimple Cookie Manager on our website?

We want to offer you maximum transparency in the area of data protection. To ensure this, we first need to know exactly which cookies have landed on our website over time. Since the AdSimple Cookie Manager regularly scans our website and locates all cookies, we have full control over these cookies and can therefore act in accordance with GDPR. This enables us to inform you precisely about the use of cookies on our website. Furthermore, you will always receive an up-to-date and data protection-compliant cookie notice and use the checkbox system to decide yourself which cookies you accept or block.

### Which data is saved by the AdSimple Cookie Manager?

If you agree to cookies on our website, the following cookie will be set by the AdSimple Cookie Manager:

**Surname:** acm\_status

**Value:** “: True,” statistics ”: true,” marketing ”: true,” socialmedia ”: true,” settings ”: true}

**Usage:** Your consent status is saved in this cookie. This means that our website can also read and follow the current status on future visits.

**Expiry Date:** after a year

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

All data that is collected by the AdSimple Cookie Manager is only transferred and stored within the European Union. The data collected is stored on the AdSimple servers at Hetzner GmbH in Germany. Only AdSimple GmbH and Hetzner GmbH have access to this data.



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

You have the right to access your personal data at any time and also to delete it. You can prevent data collection and storage, for example, by rejecting the use of cookies via the cookie notification script. Your browser offers another possibility to prevent data processing or to manage it according to your wishes. Cookie management works a little differently depending on the browser. Here you can find the instructions for the most popular browsers at the moment:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

We hope we have given you a good overview of the traffic and data processing by the AdSimple Cookie Manager. If you want to find out more about this tool, we recommend the description page on <https://www.adsimple.at/adsimple-cookie-manager/>.

## Google reCAPTCHA privacy policy

Our primary goal is to secure and protect our website for you and for us in the best possible way. To ensure this, we use Google reCAPTCHA from Google Inc. For the European region, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With reCAPTCHA we can determine whether you are really a flesh and blood human and not a robot or other spam software. We understand spam to be any unsolicited information that comes to us electronically. With the classic CAPTCHAS you mostly had to solve text or picture puzzles to check. With reCAPTCHA from Google, we usually don't have to bother you with such puzzles. In most cases it is sufficient here when you simply tick the box and confirm that you are not a bot. With the new Invisible reCAPTCHA version you don't even have to check the box anymore. You will find out exactly how this works and, above all, which data is used for it in the course of this data protection declaration.

### What is reCAPTCHA?

reCAPTCHA is a free captcha service from Google that protects websites from spam software and misuse by non-human visitors. The most common use of this service is when filling out forms on the Internet. A captcha service is a type of automatic Turing test that is intended to ensure that an action on the Internet is carried out by a human and not by a bot. In the classic Turing test (named after the computer scientist Alan Turing), a person determines the difference between bot and human. With captchas, this is also done by the computer or a software program. Classic captchas work with small tasks that are easy for humans to solve, but are very difficult for machines. With reCAPTCHA, you no longer have to actively solve puzzles. The tool uses modern risk techniques to distinguish people from bots. Here you only have to tick the text field "I am not a robot" or with Invisible reCAPTCHA even this is no



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longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called captcha score from these user actions. Google uses this score to calculate the probability that you are human before entering the captcha. reCAPTCHA or captchas in general are always used when bots could manipulate or abuse certain actions (such as registrations, surveys, etc.). Here you only have to tick the text field “I am not a robot” or with Invisible reCAPTCHA even this is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called captcha score from these user actions. Google uses this score to calculate the probability that you are human before entering the captcha. reCAPTCHA or captchas in general are always used when bots could manipulate or abuse certain actions (such as registrations, surveys, etc.). Here you only have to tick the text field "I am not a robot" or with Invisible reCAPTCHA even that is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. From these user actions, the software calculates a so-called captcha score. Google uses this score to calculate the probability that you are human before entering the captcha. reCAPTCHA or captchas in general are always used when bots could manipulate or abuse certain actions (such as registrations, surveys, etc.). With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called captcha score from these user actions. Google uses this score to calculate the probability that you are human before entering the captcha. reCAPTCHA or captchas in general are always used when bots could manipulate or abuse certain actions (such as registrations, surveys, etc.). With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. From these user actions, the software calculates a so-called captcha score. Google uses this score to calculate the probability that you are human before entering the captcha. reCAPTCHA or captchas in general are always used when bots could manipulate or abuse certain actions (such as registrations, surveys, etc.).

## Why do we use reCAPTCHA on our website?

We only want to welcome people of flesh and blood on our side. Bots or spam software of all kinds can safely stay at home. That is why we do all we can to protect ourselves and offer you the best possible user-friendliness. For this reason we use Google reCAPTCHA from Google. So we can be pretty sure that we will remain a “bot-free” website. By using reCAPTCHA, data is transmitted to Google in order to determine whether you are really human. reCAPTCHA therefore serves the security of our website and consequently also your security. For example, without reCAPTCHA it could happen that a bot registers as many e-mail addresses as possible when registering, in order to subsequently “spam” forums or blogs with undesirable advertising content. With reCAPTCHA we can avoid such bot attacks.

## What data is stored by reCAPTCHA?

reCAPTCHA collects personal data from users in order to determine whether the actions on our website really come from people. The IP address and other data that Google needs for the reCAPTCHA service can therefore be sent to Google. IP addresses are almost always shortened beforehand within the member states of the EU or other signatory states to the Agreement on the European Economic Area before the data ends up on a server in the USA. The IP address will not be combined with other Google data unless you are logged into your Google account while using reCAPTCHA. First, the reCAPTCHA algorithm checks whether





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Google cookies from other Google services (YouTube, Gmail, etc.) have already been placed on your browser.

The following list of collected browser and user data does not claim to be complete. Rather, they are examples of data that, to our knowledge, are processed by Google.

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- Referrer URL (the address of the page from which the visitor comes)
- IP address (e.g. 256.123.123.1)
- Information about the operating system (the software that enables your computer to operate. Known operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that save data in your browser)
- Mouse and keyboard behavior (every action you perform with the mouse or keyboard is saved)
- Date and language settings (which language or which date you have preset on your PC is saved)
- All Javascript objects (JavaScript is a programming language that enables websites to adapt to the user. JavaScript objects can collect all possible data under one name)
- Screen resolution (shows how many pixels the picture consists of)

It is undisputed that Google uses and analyzes this data even before you click the "I am not a robot" tick. With the Invisible reCAPTCHA version, there is even no ticking and the entire recognition process runs in the background. How much and which data Google stores exactly cannot be learned from Google in detail.

The following cookies are used by reCAPTCHA: Here we refer to the reCAPTCHA demo version from Google at <https://www.google.com/recaptcha/api2/demo>. All of these cookies require a unique identifier for tracking purposes. Here is a list of cookies that Google reCAPTCHA has set on the demo version:

**Surname:** IDE

**Value:** WqTUmlnmv\_qXyi\_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-321254486-8

**Usage:** This cookie is set by DoubleClick (also owned by Google) to register and report the actions of a user on the website when dealing with advertisements. In this way, the advertising effectiveness can be measured and appropriate optimization measures can be taken. IDE is stored in browsers under the domain doubleclick.net.

**Expiry Date:** after a year

**Surname:** 1P\_JAR

**Value:** 2019-5-14-12

**Usage:** This cookie collects statistics on website usage and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to show relevant advertisements to users. The cookie can also be used to prevent a user from seeing the same ad more than once.

**Expiry Date:** after a month

**Surname:** ANID

**Value:** U7j1v3dZa3212544860xgZFmiqWppRWKOr

**Usage:** We could not find out much information about this cookie. In Google's data protection declaration, the cookie is used in connection with "advertising cookies" such as B. "DSID", "FLC", "AID", "TAID" mentioned. ANID is stored under the domain google.com.

**Expiry Date:** after 9 months





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**Surname:** CONSENT

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

**Usage:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT is also used for security in order to check users, to prevent fraudulent login information and to protect user data from unauthorized attacks.

**Expiry Date:** after 19 years

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**Surname:** NID

**Value:** 0WmuWqy321254486zILzqV\_nmt3sDXwPeM5Q

**Usage:** NID is used by Google to tailor advertisements to your Google searches. With the help of the cookie, Google “remembers” your most frequently entered search queries or your previous interaction with ads. This way you always get customized advertisements. The cookie contains a unique ID to collect personal settings of the user for advertising purposes.

**Expiry Date:** after 6 months

**Surname:** DV

**Value:** gEAABBCjJMXcI0dSAAAANbqc321254486-4

**Usage:** As soon as you have ticked the “I am not a robot” checkbox, this cookie will be set. The cookie is used by Google Analytics for personalized advertising. DV collects information in anonymized form and is also used to distinguish between users.

**Expiry Date:** after 10 minutes

**Annotation:** This list cannot claim to be complete, as experience has shown that Google changes the choice of cookies again and again.

## How long and where is the data stored?

By inserting reCAPTCHA, your data will be transferred to the Google server. Where exactly this data is stored, Google does not clearly state, even after repeated inquiries. Without having received a confirmation from Google, it can be assumed that data such as mouse interaction, time spent on the website or language settings on the European or American Google Servers. The IP address that your browser transmits to Google is generally not merged with other Google data from other Google services. However, if you are logged into your Google account while using the reCAPTCHA plug-in, the data will be merged. The different data protection provisions of Google apply for this.

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

If you do not want any data about you or your behavior to be transmitted to Google, you must completely log out of Google and delete all Google cookies before you visit our website or use the reCAPTCHA software. In principle, the data is automatically transmitted to Google as soon as you visit our website. In order to delete this data again, you have to go to Google support <https://support.google.com/?hl=de&tid=321254486> to contact.

So when you use our website, you agree that Google LLC and its representatives automatically collect, process and use data.

You can learn a little more about reCAPTCHA on Google's web developer page <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 precise information about data



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storage and data protection issues. A good overview of the basic use of data at Google can be found in the in-house data protection declaration <https://www.google.com/intl/de/policies/privacy/>.

## Custom Google Search Privacy Policy

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We have integrated the Google plug-in for user-defined searches on our website. Google is the largest and best-known search engine worldwide and is operated by the US company Google Inc. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. The custom Google search can transfer data from you to Google. In this data protection declaration, we inform you why we use this plug-in, which data is processed and how you can manage or prevent this data transfer.

### What is Google Custom Search?

The plug-in for custom Google search is a Google search bar directly on our website. The search finds us [www.google.com](https://www.google.com) instead, only the search results focus on our content and products or on a limited search circle.

### Why do we use custom Google search on our website?

A website with a lot of interesting content often becomes so big that you might lose track of it. Over time, we have also accumulated a lot of valuable material and, as part of our service, we want you to find our content as quickly and easily as possible. Custom Google Search makes finding interesting content a breeze. The built-in Google plug-in improves the overall quality of our website and makes searching easier for you.

### What data is saved by the custom Google search?

The custom Google search will only transfer data from you to Google if you actively use the Google search built into our website. This means that only when you enter a search term in the search bar and then confirm this term (eg click on “Enter”) your IP address will be sent to Google, saved and processed in addition to the search term. Based on the cookies set (such as 1P\_JAR), it can be assumed that Google will also receive data on website usage. If you are looking for content during your visit to our website using the built-in Google search function and are logged into your Google account at the same time, Google can also assign the data collected to your Google account. As the website operator, we have no influence on what Google does with the data collected or what it does.

The following cookies are set in your browser if you use the custom Google search and are not signed in with a Google account:

**Surname:** 1P\_JAR

**Value:** 2020-01-27-13321254486-5

**Usage:** This cookie collects statistics on website usage and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to show relevant advertisements to users.

**Expiry Date:** after a month



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**Surname:** CONSENT

**Value:** WP.282f52321254486-9

**Usage:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides security to check users and to protect user data from unauthorized attacks.

**Expiry Date:** after 18 years

**Surname:** NID

**Value:** 196 = pwIo3B5fHr-8

**Usage:** NID is used by Google to tailor advertisements to your Google searches. With the help of the cookie, Google “remembers” your entered search queries or your previous interaction with advertisements. This way you always get customized advertisements.

**Expiry Date:** after 6 months

**Annotation:** This list cannot claim to be complete, as Google changes the choice of cookies again and again.

## How long and where is the data stored?

The Google servers are distributed all over the world. Since Google is an American company, most of the data is stored on American servers.

Under <https://www.google.com/about/datacenters/inside/locations/?hl=de> you can see exactly where the Google servers are located. Your data is distributed on different physical data carriers. This means that the data can be accessed more quickly and better protected against possible manipulation. Google also has emergency programs for your data. If, for example, there are internal technical problems at Google and the servers no longer work, the risk of service interruption and data loss remains low. Depending on the data, Google stores it for different lengths of time. You can delete some data yourself, others are automatically deleted or anonymized by Google. But there is also data that Google stores longer if this is necessary for legal or business reasons.

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

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it. There is some data that you can delete at any time. If you have a Google account, you can delete data on your web activity there or specify that it should be deleted after a certain period of time. In your browser, you also have the option of deactivating cookies, deleting them or according to your wishes and Manage preferences. Here you will find instructions for the most important browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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



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Google is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>. 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 the extensive data protection declaration from Google at <https://policies.google.com/privacy?hl=de>.

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## Cookiebot privacy policy

We use functions of the provider Cookiebot on our website. The company behind Cookiebot is Cybot A / S, Havnegade 39, 1058 Copenhagen, DK. Among other things, Cookiebot allows us to provide you with a comprehensive cookie notice (also known as a cookie banner or cookie notice). By using this function, your data can be sent to Cookiebot or Cybot, stored and processed. In this data protection declaration we inform you why we use Cookiebot, which data is transferred and how you can prevent this data transfer.

### What is Cookiebot?

Cookiebot is a software product from Cybot. The software automatically creates a GDPR-compliant cookie notice for our website visitors. In addition, the technology behind Cookiebot 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 going on on our website and which data is stored about you. Cookiebot helps us to get a good overview of all our cookies (first and third party cookies). In this way we can inform you precisely and transparently about the use of cookies on our website. You will always receive an up-to-date and data protection-compliant cookie notice and decide for yourself which cookies you allow and which not.

### What data does Cookiebot save?

If you allow cookies, the following data will be transmitted to Cybot, saved and processed.

- IP address (in anonymous form, the last 3 digits are set to 0)
- Date and time of your consent
- our website url
- technical browser data
- encrypted, anonymous key
- the cookies you have allowed (as proof of consent)

The following cookies are set by Cookiebot if you have consented to the use of cookies:

**Surname:**CookieConsent

**Value:**{stamp: 'P7to4eNgIHvJvDerjKneBsmJQd9321254486-2

**Usage:**Your consent status is saved in this cookie. This means that our website can also read and follow the current status on future visits.

**Expiry Date:**after a year



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**Surname:**CookieConsentBulkTicket

**Value:**kDSPWpA% 2fjhljZKClPqsnfR8SveTnNWhys5NojaxdFYBPjZ2PaDnUw% 3d% 3321254486-6

**Usage:**This cookie is set if you allow all cookies and have thus activated “collective consent”. The cookie then saves its own, random and unique ID.

**Expiry Date:**after a year

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**Annotation:** Please note that this is an exemplary list and that we cannot claim to be complete. In the cookie statement under <https://www.cookiebot.com/de/cookie-declaration/> you can see which other cookies can be used.

According to Cybot's privacy policy, the company does not sell personal information. However, Cybot passes on data to trustworthy third parties or subcontractors who help the company to achieve its own business goals. Data will also be passed on if this is legally required.

## How long and where is the data stored?

All data collected will only be transmitted, stored and forwarded within the European Union. The data is stored in an Azure data center (cloud provider is Microsoft). On <https://azure.microsoft.com/de-de/global-infrastructure/regions/> learn more about all "Azure regions". All user data will be deleted by Cookiebot after 12 months from registration (cookie consent) or immediately after termination of the Cookiebot service.

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

You have the right to access your personal data at any time and also to delete it. You can prevent data collection and storage, for example, by rejecting the use of cookies via the cookie notice. Your browser offers another possibility to prevent data processing or to manage it according to your wishes. Cookie management works a little differently depending on the browser. Here you can find the instructions for the most popular browsers at the moment:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

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

## WooCommerce privacy policy



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We have integrated the open source shop system WooCommerce as a plugin on our website. This WooCommerce plugin is based on the content management system WordPress, which is a subsidiary of Automattic Inc. (60 29th Street # 343, San Francisco, CA 94110, USA). The implemented functions send, store and process data to Automattic Inc. In this data protection declaration, we inform you which data is involved, how the network uses this data and how you can manage or prevent data storage.

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## What is WooCommerce?

WooCommerce is an online shop system that has been part of the WordPress directory since 2011 and was specially developed for WordPress websites. It is a customizable, open source eCommerce platform that is based on WordPress and has also been integrated into our website as a WordPress plugin.

## Why do we use WooCommerce on our website?

We use this practical online shop solution to be able to offer you our physical or digital products or services in the best possible way on our website. The aim is to give you simple and easy access to our range so that you can get to the products you want quickly and easily. With WooCommerce we have found a good plugin that meets our requirements for an online shop.

## Which data is saved by WooCommerce?

Information that you actively enter in a text field in our online shop can be collected and saved by WooCommerce or Automattic. So when you register with us or order a product, Automattic can collect, process and save this data. In addition to e-mail address, name or address, this can also include credit card or billing information. Automattic can then use this information for its own marketing campaigns.

There is also information that Automattic automatically collects from you in so-called server log files:

- IP address
- Browser information
- Preset language setting
- Date and time of web access

WooCommerce also sets cookies in your browser and uses technologies such as pixel tags (web beacons), for example to clearly identify you as a user and to be able to offer interest-related advertising. WooCommerce uses a number of different cookies that are set depending on the user action. This means that if you put a product in the shopping cart, for example, a cookie is set so that the product remains in the shopping cart when you leave our website and come back at a later point in time.

Here we show you an exemplary list of possible cookies that can be set by WooCommerce:

**Surname:** woocommerce\_items\_in\_cart

**Value:** 1

**Usage:** The cookie helps WooCommerce to determine when the content in the shopping cart



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changes.

**Expiry Date:** after the session ends

**Surname:** woocommerce\_cart\_hash

**Value:** 447c84f810834056ab37cfe5ed27f204321254486-7

**Usage:** This cookie is also used to recognize and save changes in your shopping cart.

**Expiry Date:** after the session ends

**Surname:** wp\_woocommerce\_session\_d9e29d251cf8a108a6482d9fe2ef34b6

**Value:** 1146% 7C% 7C1589034207% 7C%

7C95f8053ce0cea135bbce671043e740321254486-4aa

**Usage:** This cookie contains a unique identifier for you so that the shopping cart data can also be found in the database.

**Expiry Date:** after 2 days

## How long and where is the data stored?

Unless there is a legal obligation to store data for a longer period of time, WooCommerce will delete the data when it is no longer needed for its own purposes for which it was saved. For example, server log files that contain technical data on your browser and your IP address are deleted after about 30 days. Until then, Automattic uses the data to analyze the traffic on its own websites (for example all WordPress sites) and to fix possible problems. The data is stored on Automattic's American servers.

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

You have the right to access your personal data at any time and to object to its use and processing. You can also lodge a complaint with a government supervisory authority at any time.

In your browser you also have the option to manage, delete or deactivate cookies individually. Please note, however, that deactivated or deleted cookies may have negative effects on the functions of our WooCommerce online shop. The management of cookies works a little differently depending on which browser you use. Below are links to the instructions for the most popular browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

Automattic is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC> You can find more details on the data protection guideline and which data is recorded and how by





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WooCommerce at <https://automattic.com/privacy/> and general information about  
WooCommerce <https://woocommerce.com/>.

## Klarna Checkout privacy policy

We use the online payment system Klarna Checkout from the Swedish company Klarna Bank AB on our website. Klarna Bank has its main headquarters in Sveavägen 46, 111 34 Stockholm, Sweden. If you choose this service, personal data will be sent to Klarna, saved and processed. In this data protection declaration we would like to give you an overview of the data processing by Klarna.

### What is Klarna Checkout?

Klarna Checkout is a payment system for orders in an online shop. The user selects the payment method and Klarna Checkout takes over the entire payment process. Once a user has made a payment via the checkout system and provided the relevant data, future online purchases can be made even faster and easier. The Klarna system then recognizes the existing customer after entering the email address and postcode.

### Why do we use Klarna Checkout for our website?

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

### What data is stored by Klarna Checkout?

As soon as you choose the Klarna payment service and pay using the Klarna Checkout payment method, you also transmit personal data to the company. On the Klarna checkout page, technical data such as browser type, operating system, our Internet address, date and time, language settings, time zone settings and IP address are collected from you and transmitted to Klarna's servers and stored there. This data is also saved if you have not yet placed an order.

If you order a product or service through our shop, you have to enter your personal data in the fields provided. This data is processed by Klarna for payment processing. The following personal data (as well as general product information) can be saved and processed by Klarna for creditworthiness and identity checks:

- Contact information: name, date of birth, national ID number, title, billing and shipping address, email address, phone number, nationality or salary.
- Payment information such as credit card details or your bank account number
- Product information such as tracking number, type of item and price of the product

In addition, there is also data that can optionally be collected, provided you consciously decide to do so. These are, for example, political, religious or ideological beliefs or various health data.



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Klarna can also collect data on the goods or services that you buy or order by itself or through third parties (such as through us or via public databases) in addition to the above-mentioned data. This can be, for example, the shipment number or the type of article ordered, but also information about your creditworthiness, your income or credit granted. Klarna can also pass on your personal data to service providers such as software providers, data storage providers or us as retailers.

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When data is automatically entered into a form, cookies are always involved. If you do not want to use this function, you can deactivate these cookies at any time. Further down in the text you will find instructions on how to delete, deactivate or manage cookies in your browser. Our tests have shown that Klarna does not set any cookies directly. If you choose the payment method “Klarna Sofort” and click on “Order”, you will be redirected to the Sofort website. After the successful payment you will come to our thank you page. There, Sofort.com sets the following cookie:

**Surname:** SOFUEB

**Value:** e8cipp378mdscn9e17kajlfhv7321254486-4

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

**Expiry Date:** after the browser session has ended

## How long and where is the data stored?

Klarna tries to save your data only within the EU or the European Economic Area (EEA). However, it can also happen that data is transferred outside of the EU / EEA. If that happens, Klarna ensures that data protection is in accordance with the GDPR, that the third country is in an adequacy decision by the European Union or that the country has the US Privacy Shield certificate. The data is always stored for as long as Klarna needs it for the processing purpose.

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

You can revoke your consent to Klarna processing personal data at any time. You also always have the right to information, correction and deletion of your personal data. All you have to do is send an email to the company or the company's data protection team [datenschutz@klarna.de](mailto:datenschutz@klarna.de) to contact. Via the Klarna website "[My data protection request](#)" you can also contact Klarna directly.

Cookies that Klarna may use for their functions can be deleted, deactivated or managed in your browser. This works in different ways depending on which browser you are using. The following instructions show how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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



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We hope to have given you a good overview of data processing by Klarna. If you want to find out more about how your data is handled, we recommend the Klarna privacy policy at [https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de\\_at/privacy](https://cdn.klarna.com/1.0/shared/content/legal/terms/0/de_at/privacy).

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## **Sofortüberweisung data protection declaration**

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

If you choose this payment method, personal data will also be transmitted to Sofort GmbH or Klarna, stored and processed there. With this data protection text we give you an overview of the data processing by Sofort GmbH.

### **What is an "instant transfer"?**

The Sofortüberweisung is an online payment system that enables you to place an order via online banking. The payment processing is carried out by Sofort GmbH and we immediately receive information about the payment made. This method can be used by any user who has an active online banking account with a PIN and TAN. Only a few banks still do not support this payment method.

### **Why do we use "Sofortüberweisung" on our website?**

Our goal with our website and our integrated online shop is to offer you the best possible service. In addition to the overall experience on the website and our offers, this also includes smooth, fast and secure payment processing for your orders. To ensure this, we use "Sofortüberweisung" as a payment system.

### **Which data is saved by "Sofortüberweisung"?**

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

As part of the account coverage check, Sofort GmbH checks whether your account balance and overdraft credit line cover the payment amount. In some cases, a check is also carried out to determine whether immediate transfers have been made successfully in the last 30 days. In addition, your user identification (such as user number or contract number) is collected and stored in abbreviated ("hashed") form and your IP address. BIC and IBAN are also saved for SEPA transfers.

According to the company, no other personal data (such as account balances, sales data, availability 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 its own service more user-friendly. When you order a product, you will be redirected to the Sofort or Klarna website. After successful



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payment you will be redirected to our thank you page. The following three cookies are set here:

**Surname:** SOFUEB

**Value:** e8cipp378mdscn9e17kajlfhv7321254486-5

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

**Expiry Date:** after the browser session has ended

**Surname:** User [user\_cookie\_rules] **Value:** 1

**Usage:** This cookie stores your consent to the use of cookies.

**Expiry Date:** after 10 years

**Surname:** \_ga

**Value:** GA1.2.69759879.1589470706

**Usage:** By default, analytics.js uses the \_ga cookie to save the user ID. Basically, it is used to differentiate between website visitors. This is a Google Analytics cookie.

**Expiry Date:** after 2 years

**Annotation:** The cookies listed here do not claim to be complete. It is always possible that Sofortüberweisung also uses other cookies.

## How long and where is the data stored?

All data collected are stored within the legal retention period. This obligation can last between three and ten years.

Klarna / Sofort GmbH only tries to save data within the EU or the European Economic Area (EEA). If data is transferred outside of the EU / EEA, the data protection must comply with the GDPR, the country must be in an adequacy decision by the EU or have the US Privacy Shield certificate.

## How can I delete my data or prevent data from being saved?

You can revoke your consent to Klarna processing personal data at any time. You also always have the right to information, correction and deletion of your personal data. To do this, you can simply contact the company's data protection team by sending an email to [datenschutz@sofort.com](mailto:datenschutz@sofort.com).

You can manage, delete or deactivate any cookies that Sofortüberweisung uses in your browser. This works in different ways depending on your preferred browser. The following instructions show how to manage cookies in the most common browsers:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)



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

If you want to learn more about the data processing by the "Sofortüberweisung" of the company Sofort GmbH, we recommend the data protection declaration at <https://www.sofort.de/datenschutz.html>.

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## Stripe privacy policy

We use a payment tool from the American technology company and online payment service Stripe on our website. Stripe Payments Europe (Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland) is responsible for customers within the EU. This means that if you choose Stripe as your payment method, your payment will be processed via Stripe Payments. The data required for the payment process is forwarded to Stripe and saved. In this data protection declaration we give you an overview of this data processing and storage by Stripe and explain why we use Stripe on our website.

### What is Stripe?

The technology company Stripe offers payment solutions for online payments. With Stripe it is possible to accept credit and debit card payments in our webshop. Stripe handles the entire payment process. A big advantage of Stripe is that you never have to leave our website or the shop during the payment process and payment is processed very quickly.

### Why do we use Stripe for our website?

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

### What data does Stripe store?

If you choose Stripe as your payment method, your personal data will also be transmitted to Stripe and stored there. This is transaction data. These data include the payment method (i.e. credit card, debit cards or account number), bank code, currency, the amount and the date of payment. In the case of a transaction, your name, your e-mail address, your billing or shipping address and sometimes your transaction history can also be transmitted. These data are necessary for authentication. Furthermore, Stripe can also record your name, address, telephone number and your country in addition to technical data about your device (such as IP address) for fraud prevention, financial reporting and in order to be able to offer its own services in full.

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 the Stripe company. However, the data can be forwarded to internal departments, a limited number of external Stripe partners or to comply with legal regulations. Stripe also uses cookies to collect data. Here is a selection of cookies that Stripe can set during the payment process:



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**Surname:** m

**Value:** edd716e9-d28b-46f7-8a55-e05f1779e84e040456321254486-5

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

**Expiry Date:** after 2 years

**Surname:** \_\_stripe\_mid

**Value:** fc30f52c-b006-4722-af61-a7419a5b8819875de9321254486-1

**Usage:** This cookie is required to be able to carry out a credit card transaction. To do this, the cookie saves your session ID.

**Expiry Date:** after a year

**Surname:** \_\_stripe\_sid

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

**Usage:** This cookie also stores your ID and is used by Stripe for the payment process on our website.

**Expiry Date:** after the session

## How long and where is the data stored?

Personal data are generally stored for the duration of the service. This means that the data will be stored until we terminate the cooperation with Stripe. However, in order to meet the legal and official obligations, Stripe can also store personal data for the duration of the service provision. Since Stripe is a global company, the data can also be stored in every country where Stripe offers services. In this way, data can also be stored outside your country, for example in the USA.

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

Stripe is still a participant of the [EU-US Privacy Shield Framework](#), whereby the correct and secure data transfer of personal data was regulated by July 16, 2020. After the European Court of Justice declared the agreement to be invalid, the company no longer relies on this agreement, but still acts according to the principles of the Privacy Shield.

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

Cookies that Stripe use for their functions can be deleted, deactivated or managed in your browser. This works in different ways depending on which browser you are using. Please note, however, that the payment process may no longer work. The following instructions show how to manage cookies in your browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)



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

We have now given you a general overview of the processing and storage of data by Stripe. If you want to obtain even more and more detailed information, the detailed Stripe data protection declaration is available at <https://stripe.com/at/privacy> as a good source.

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## Cloudflare privacy policy

We use Cloudflare from Cloudflare, Inc. (101 Townsend St., San Francisco, CA 94107, USA) on this website to make our website faster and safer. Cloudflare uses cookies and processes user data. Cloudflare, Inc. is an American company that provides a content delivery network and various security services. These services are located between the user and our hosting provider and act as [Reverse proxy](#) for websites. We will try to explain in more detail below what all this means.

### What is Cloudflare?

A content delivery network (CDN), as provided by Cloudflare, is nothing more than a network of servers connected via the Internet. Cloudflare has distributed such servers all over the world to bring websites to your screen faster. Simply put, Cloudflare makes copies of our website and places them on their own servers. When you visit our website now, a load balancing system ensures that most of our website is delivered by the server that can display our website to you the fastest. A CDN significantly shortens the data transmission route to your browser. Thus, the content of our website is delivered to you by Cloudflare not only from our hosting server, but from servers from all over the world. The use of Cloudflare is particularly helpful for users from abroad, as the page can be delivered from a server nearby. In addition to the fast delivery of websites, Cloudflare also offers various security services such as DDoS protection or the web application firewall.

### Why do we use Cloudflare on our website?

Of course we want to offer you the best possible service with our website. Cloudflare helps us to make our website faster and more secure. Cloudflare offers us both web optimization and security services such as DDoS protection and web firewall. This also includes a [Reverse proxy](#) and the content distribution network (CDN). Cloudflare blocks threats and limits abusive bots and crawlers that are wasting our bandwidth and server resources. By storing our website on local data centers and blocking spam software, Cloudflare enables us to reduce our bandwidth usage by around 60%. Serving content through a data center near you, and doing some web optimizations there, reduces the average load time of a website by roughly half. With the setting “I’m Under Attack Mode” (“I’m under attack” mode), according to Cloudflare, further attacks can be weakened by displaying a JavaScript calculation task that must be solved before a user can access a website.

### What data does Cloudflare save?

Cloudflare generally only forwards the data that is controlled by website operators. The content is not determined by Cloudflare, but always by the website operator himself. In addition, Cloudflare may collect certain information about the use of our website and process data that is sent by us or for which Cloudflare has received instructions. In most cases, Cloudflare receives data such as contact information, IP addresses, security fingerprints, DNS





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log data and performance data for websites that are derived from browser activity. Log data helps Cloudflare, for example, to identify new threats. In this way, Cloudflare can guarantee a high level of security protection for our website. Cloudflare processes this data as part of the services in compliance with the applicable laws. This of course also includes the General Data Protection Regulation (GDPR).

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For security reasons, Cloudflare also uses a cookie. The cookie (`__cfduid`) is used to identify individual users behind a shared IP address and to apply security settings for each individual user. This cookie is very useful, for example, if you use our website from a location with a number of infected computers. However, if your computer is trustworthy, we can recognize this using the cookie. In this way you can surf our website unhindered despite infected PCs in the vicinity. It is also important to know that this cookie does not store any personal data. This cookie is essential for the Cloudflare security functions and cannot be deactivated.

## Cloudflare cookies

- `__cfduid`
  - Expiry time: 1 year
  - Use: Security settings for each individual visitor
  - Exemplary value: d798bf7df9c1ad5b7583eda5cc5e78321254486

Cloudflare also works with third party providers. They may only process personal data under the instruction of Cloudflare and in accordance with the data protection guidelines and other confidentiality and security measures. Cloudflare does not pass on any personal data without our explicit consent.

## How long and where is the data stored?

Cloudflare stores your information primarily in the US and the European Economic Area. Cloudflare can transmit and access the information described above from all over the world. In general, Cloudflare stores user-level data for Free, Pro and Business versions of domains for less than 24 hours. For enterprise domains that have activated Cloudflare Logs (formerly Enterprise LogShare or ELS), the data can be stored for up to 7 days. However, if IP addresses trigger security warnings on Cloudflare, there may be exceptions to the storage duration listed above.

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

Cloudflare only stores data logs for as long as necessary, and in most cases this data is deleted within 24 hours. Cloudflare also does not store any personal data, such as your IP address. However, there is information that Cloudflare stores indefinitely as part of its permanent logs in order to improve the overall performance of Cloudflare Resolver and to identify any security risks. You can click on which permanent logs are saved <https://www.cloudflare.com/application/privacypolicy/> read up. All data that Cloudflare collects (temporarily or permanently) is cleaned of all personal data. All permanent logs are also anonymized by Cloudflare.

In their privacy policy, Cloudflare states that they are not responsible for the content they receive. For example, if you ask Cloudflare whether you can update or delete your content, Cloudflare generally refers to us as the website operator. You can also completely prevent the



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entire collection and processing of your data by Cloudflare by deactivating the execution of script code in your browser or by integrating a script blocker in your browser.

Cloudflare is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000GnZKAA0> You can find more information on data protection at Cloudflare at <https://www.cloudflare.com/de-de/privacypolicy/>

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## eKomi privacy policy

We use technologies from the German software company eKomi Ltd., Zimmerstrasse 11, 10969 Berlin, Germany on our website. The company offers an online assessment tool that helps us to continuously improve our services. In order for this rating system to work, we have integrated the eKomi software (JavaScript code) into our website. By using this tool, data is transferred to eKomi, processed and stored. In this data protection declaration we show you what data is involved, how it is stored and how you can prevent data processing and data storage.

### What is eKomi?

eKomi is a software provider for an online rating system. After you have ordered a product from us or have used a service, you will receive an e-mail asking you to submit an anonymous rating. You will be forwarded to a review page via a link, where you can quickly and easily submit a review using the 5-star system and add a small text. eKomi also offers an interface to social media channels. In this way, customer feedback can be made available to even more people.

### Why do we use eKomi on our website?

So eKomi collects reviews for us and our products and we can then present them on our website. For this purpose, eKomi couples a technology to our website or our online shop. Your ratings give us quick feedback and we can improve our products and / or services much more efficiently. The evaluations serve us on the one hand to optimize our offers and on the other hand they give you and all our future customers a good overview of the quality of our products and services.

### Which data is saved by eKomi?

In order to offer this rating service, eKomi is also provided with personal data such as email address, IP address or your name. Order information such as the order number of an item purchased will be forwarded to eKomi even after you have submitted your review. This is necessary to ensure that reviews are only made by people who have actually bought our products. This is the only way that customers can authentically share their experiences with our products. Every customer review also appears anonymously on eKomi.

We will send your e-mail address to eKomi so that the company can send you an e-mail after purchasing one of our products. In order to include this evaluation on our website, eKomi also receives the information that you have accessed our website. If you decide to make a rating,



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eKomi will receive the information provided therein. EKomi is responsible for all personal data that you provide to eKomi.

Our test showed that eKomi sometimes uses the following third-party cookies (Google Analytics):

**Surname:** \_ga

**Value:** GA1.2.489076422.1596109839321254486-3

**Usage:** By default, analytics.js uses the \_ga cookie to save the user ID. Basically, it is used to differentiate between website visitors.

**Expiry Date:** after two years

**Surname:** \_gat

**Value:** 1

**Usage:** This cookie is used to throttle the request rate, which restricts data collection on high-traffic websites.

**Expiry Date:** after the session ends

**Surname:** \_gid

**Value:** GA1.2.499030530.1596109839321254486-8

**Usage:** This cookie stores user behavior on a website.

**Expiry Date:** after two days

## How long and where is the data stored?

Personal data that is mentioned in an evaluation is made unrecognizable by employees of the eKomi team and is therefore only visible to system administrators and team leaders of the customer feedback management team. All data collected is stored on eKomi's servers. The data will be completely deleted after the end of the order. Personal data will also be deleted if they are no longer necessary for the purpose or if you revoke your consent to data processing or request that your data be deleted.

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

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it. If you do not want eKomi to set cookies in your browser, you can prevent this in your browser settings. There you can manage, deactivate or delete cookies. You will find the relevant instructions for the most common browsers below:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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



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We hope we were able to provide you with the most important information about data processing by eKomi. If you want to find out more about the company and how it handles data, we recommend the data protection declaration at <https://www.ekomi.de/de/datenschutz/>.

## jsdelivr.com-CDN Privacy Policy

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So that we can deliver our individual websites to you quickly and correctly on all different devices, we use the open source services of [jsdelivr.com](https://www.jsdelivr.com/) of the Polish software company ProspectOne, Królewska 65A / 1, 30-081, Kraków, Poland.

This is a content delivery network (CDN). This is a network of regionally distributed servers that are connected via the Internet. This means that content, especially large files, can be delivered quickly and optimally, even with large load peaks.

jsDelivr is designed to download JavaScript libraries that are hosted on npm and Github servers. WordPress plugins can also be loaded, provided that they are set to [WordPress.org](https://WordPress.org) be hosted. In order to be able to provide this service, your browser can send personal data [jsdelivr.com](https://www.jsdelivr.com/) send. jsDelivr can thus collect and save user data such as IP address, browser type, browser version, which website is loaded or the time and date of the page visit. In the privacy policy of [jsdelivr.com](https://www.jsdelivr.com/) it is expressly pointed out that the company does not use cookies or other tracking services.

If you want to prevent this data transfer, you can use a JavaScript blocker (see for example <https://noscript.net/>) to install. Please note, however, that this means that the website can no longer offer the usual service (such as fast loading speed).

For more information on data processing by the jsDelivr software service, see the company's privacy policy at <https://www.jsdelivr.com/privacy-policy-jsdelivr-net>.

## BootstrapCDN Privacy Policy

We use the Content Delivery Network (CDN) BootstrapCDN from the American software company StackPath, LLC 2012 McKinney Ave. to be able to deliver all of our individual websites (sub-pages of our website) to you quickly and safely on all devices Suite 1100, Dallas, TX 75201, USA.

A content delivery network (CDN) is a network of regionally distributed servers that are connected to one another via the Internet. Through this network, content, especially very large files, can be delivered quickly even with large load peaks.

BootstrapCDN works in such a way that so-called JavaScript libraries are delivered to your browser. If your browser downloads a file from the BootstrapCDN, your IP address will be transmitted to the company StackPath during the connection to the Bootstrap CDN server.

StackPath also mentions in its own data protection declaration that the company uses aggregated and anonymized data from various services (such as BootstrapCDN) for the extension of the backup and for other StackPath services and clients. However, none of these data can identify a person.



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If you want to prevent this data transfer, you can use a JavaScript blocker (see for example <https://noscript.net/>) or deactivate the execution of JavaScript code in your browser. Please note, however, that this means that the website can no longer offer the usual service (such as fast loading speed).

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StackPath is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000CbahAAC&status=Active> You can find more information on data protection at StackPath and BootstrapCDN at <https://www.bootstrapcdn.com/privacy-policy/>.

## jQuery CDN Privacy Policy

In order to deliver our website or all of our individual sub-pages (web pages) to you on different devices quickly and easily, we use the services of jQuery CDN from the company jQuery Foundation. jQuery is distributed via the Content Delivery Network (CDN) of the American software company StackPath (LCC 2012 McKinney Ave. Suite 1100, Dallas, TX 75201, USA). This service stores, manages and processes your personal data.

A content delivery network (CDN) is a network of regionally distributed servers that are connected to one another via the Internet. Through this network, content, especially very large files, can be delivered quickly even with large load peaks.

jQuery uses JavaScript libraries in order to be able to deliver our website content quickly. A CDN server loads the necessary files for this. As soon as a connection to the CDN server is established, your IP address is recorded and saved. This only happens if this data has not already been saved in your browser from a previous website visit.

In the data protection guidelines of StackPath it is explicitly mentioned that StackPath use aggregated and anonymized data from various services (such as jQuery) for the extension of security and for their own services. However, this data cannot identify you as a person.

If you do not want this data transfer to take place, you always have the option of JavaScript blockers such as [ghostery.com](https://ghostery.com) or [noscript.net](https://noscript.net) to install. You can also simply deactivate the execution of JavaScript code in your browser. If you decide to deactivate JavaScript code, the usual functions will also change. For example, a website no longer loads as quickly.

StackPath is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000CbahAAC&status=Active> You can find more information on data protection at StackPath at <https://www.stackpath.com/legal/privacy-statement/> and to jQuery under <https://openjsf.org/wp-content/uploads/sites/84/2019/11/OpenJS-Foundation-Privacy-Policy-2019-11-15.pdf>.

## Wix Privacy Policy

For our website we use the Wix website builder from the Israeli company Wix.com Ltd., 40 Hanamal Tel Aviv St., Tel Aviv 6350671, Israel. In addition to the headquarters in Tel Aviv, there are also other company offices in Berlin, Dublin, Vancouver and New York. By using



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Wix, your personal data can also be collected, stored and processed. With this data protection declaration, we want to explain why we use Wix, which data is stored where and how you can prevent this data storage.

## What is wix?

Wix is a website builder that makes it very easy to build HTML5 websites and mobile websites. This online platform is based on the cloud principle and you can easily integrate various functions from Wix or third-party providers into your own website.

## Why do we use Wix on our website?

To work on our website, we need an easy-to-use system that allows us to present you with a nice design and interesting content quickly and easily. With Wix we found the right system for this. Due to the ease of use and the comprehensive functions of Wix, we can design our website according to our wishes and offer you good user-friendliness.

## What data does Wix store?

Non-personal data includes technical usage information such as browser activity, clickstream activities, session heat maps and data about your computer, operating system, browser, screen resolution, language and keyboard settings, internet provider and the date of the page visit.

Personal data is also recorded. These are primarily contact details (e-mail address or telephone number, if you provide this), IP address or your geographic location.

Tracking systems such as cookies are used to collect data on your behavior on our website. For example, it is recorded which sub-pages you particularly like, how long you have been on individual pages, when you leave a page again (bounce rate) or which presets (e.g. language selection) you have made. Based on this data, [Wix.com](https://www.wix.com) adapts your marketing measures better to your interests and your user behavior. The next time you visit our website, our website will be displayed as you set it up in advance. [Wix.com](https://www.wix.com) can also pass on personal data to third parties (such as service providers).

In the following we show you exemplary cookies that are used by Wix:

**Surname:** XSRF TOKEN

**Value:** 1591628008 | P01ovn-JtsrK

**Usage:** This cookie is a security cookie and prevents so-called Cross Site Request Forgery. This is an attack on a computer system.

**Expiry Date:** after the session ends

**Surname:** \_wixCIDX

**Value:** b2474394-b64f-4c7a-a598-16b9043a8938321254486-9

**Usage:** This cookie enables you to register on our website with the corresponding data storage in order to shorten the registration process the next time.

**Expiry Date:** after 3 months

**Surname:** AWSELB

**Value:**



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EB626B5A40C80CEFD0EB26286F9684716FECDD023880992D31DEC38321254486-1

**Usage:** This cookie is used to distribute the load on the website across several servers. This will increase the loading speed of the page.

**Expiry Date:** after one hour

**Surname:** AWSELBCORS

**Value:** 85FDC7C91873988D19D2D53305AA8CAB73AF02FCEAEB626B5A40C

**Usage:** We have not yet been able to find out more information about this cookie. As soon as we know more, you will be informed.

**Expiry Date:** after one hour

**Annotation:** Please note that the cookies displayed above are examples and that this list does not claim to be complete.

## How long and where is the data stored?

The data can be stored on various servers that are distributed around the world. For example, the data can be stored in the USA, Ireland, South Korea, Taiwan or Israel. Wix always stores data until it is no longer required for the service provided. We have not yet been able to find out more details about the duration of data storage.

## How can I delete my data or prevent data from being saved?

You have the option to update, correct or delete your personal data at any time. You can also contact the data protection department at Wix directly at [privacy@wix.com](mailto:privacy@wix.com) to contact.

To deactivate, delete or manage cookies, all you have to do is select the appropriate settings in your browser. This works a little differently depending on the browser. The following instructions show how you can set or manage cookies in the most common browsers according to your wishes.

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

Wix.com Ltd. is headquartered in Israel. Israel is recognized by the European Commission as a country that provides adequate protection for personal data of EU citizens.

In addition, Wix.com is also an active participant in the EU-US Privacy Shield Framework, which also regulates the correct and secure transfer of personal data. You can find more information on this

at <https://www.privacyshield.gov/participant?id=a2zt0000000GnbGAAS&status=Active>. With this data protection declaration we have given you the most important information about data





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processing by Wix.com. If you would like to find out more about this, we recommend the company's data protection guidelines at <https://de.wix.com/about/privacy>.

## Riddle privacy policy

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As you may have noticed, you can also take an online quiz on our website. To make this work, we use a software tool from the German company Riddle Technologies AG (Lenaustraße. 1, 66125 Saarbrücken, Germany). The quiz is integrated via an iFrame. This allows external documents or applications (such as a quiz in this case) to be visually integrated into a website. When using the quiz, Riddle collects so-called “aggregated data”, but no personal data that can identify you as a person. In this data protection declaration, we will go into more detail and show you which data is stored how, where and why.

### What is riddle?

Riddle was founded in 2014 from a group of quiz fans and is a software company that specializes in quiz production, among other things. The company offers website operators content types such as quizzes or personality tests that can be integrated into a website. We can design our quiz exactly according to our ideas. In this way, users like you can take part in individually created puzzles that match the theme of the website.

### Why do we use Riddle on our website?

Our primary goal with this website is to offer you, in addition to high-quality content and offers, a pleasant and entertaining time. And what better way to do that than with a little online quiz? Of course, we don't want to withhold this fun from you. And that's why we have the Riddle online quiz on our website.

### What data does Riddle store?

Riddle does not store any data itself if you use the Riddle function embedded on our website. The data is stored on our web space and Riddle can only access it as part of maintenance work and / or support services. Access is limited and only available to the responsible maintenance staff. Riddle does not collect any personal information. Only summarized data that does not identify any person is recorded. This evaluates how many (anonymous) people have selected a certain answer option. However, it is not evaluated which person gave which answer. Riddle only uses anonymized data for statistical evaluations. If we request data from you via the form, this data will be recorded and stored in our web space.

The embedded riddle function sets the following session cookie in the standard variant (by default):

**Surname:** sid

**Value:** 3c531f634a459f0933e1689ffb1945321254486-6be

**Usage:** This cookie saves your session ID and your last login time in a digitally signed and encrypted form.

**Expiry Date:** after closing your browser

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



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All data is saved locally on our web server. The data is stored on our web server until it is no longer required for the purposes listed above.

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

You have the right to information, correction or deletion and restriction of the processing of your personal data at any time. You can also revoke your consent to the processing of the data at any time.

If you generally want to deactivate, delete or manage cookies, there are separate instructions for each browser:

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

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

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

We hope we were able to provide you with the most important information about data processing at Riddle. If you want to learn more about the data protection of the online quiz service, we recommend the company's data protection declaration at <https://www.riddle.com/legal/privacy> and the side <https://www.riddle.com/docs/creators/create-gdpr-compliant-quiz/>.

Source: Created with the [Privacy generator](#) by AdSimple in cooperation with [fashiongott.de](https://fashiongott.de)

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