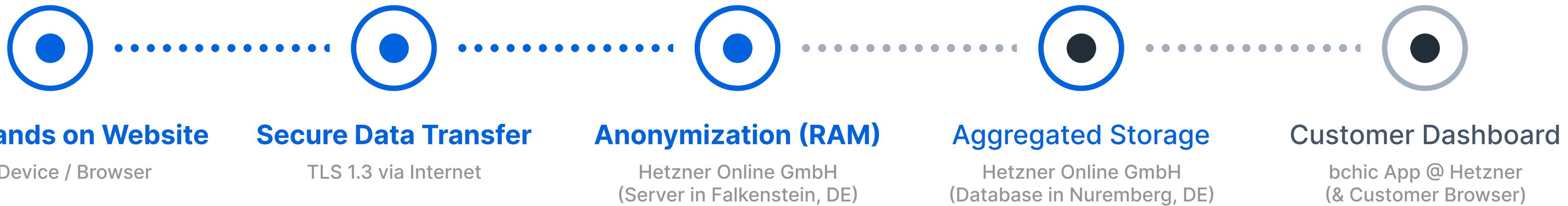


# bchic Analytics Data Flow



## Explanation of Data Flow

We host the bchic Analytics infrastructure exclusively with Hetzner Online GmbH in Germany (Falkenstein/Nuremberg). When a user visits a website using bchic Analytics, a minimal data signal (request) is sent to our servers. This transfer is encrypted in transit (TLS). As soon as the data arrives in the random access memory (RAM) of our server, it undergoes an immediate anonymization process. The IP address is converted into a hash value (using a daily rotating "salt"), and the original IP address is irreversibly deleted before it can ever be written to a hard drive. We only store the anonymous event (e.g., "Visitor viewed homepage") in our database. Since we do not set cookies and do not create persistent user profiles, it is technically impossible to trace data back to a natural person. Data Retrieval: Our customers access this data via a protected dashboard. The dashboard retrieves only aggregated statistics from the database. At no time are raw data or personal data transmitted to the customer or displayed in the dashboard.