

# Privacy Policy

## Introduction and overview

We have written this data protection declaration (version 23.12.2021-111905890) in order to explain to you in accordance with the provisions of the General [Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws which personal data (data for short) we as the person responsible - and that of processors commissioned by us (e.g. providers) - process, will process in the future and what legal options you have. The terms used are to be understood as gender-neutral.

**In short:** We inform you comprehensively about data that we process about you.

Privacy statements usually sound very technical and use legal jargon. This data protection declaration, on the other hand, is intended to describe the most important things as simply and transparently as possible. As far as transparency is conducive, technical **terms are explained in a reader-friendly way**, **links** to further information and **graphics are provided** put to use. We are thus informing you in clear and simple language that we only process personal data in the course of our business activities if there is a corresponding legal basis. This is certainly not possible if you make the most concise, unclear and legal-technical statements possible, as they are often standard on the Internet when it comes to data protection. I hope that you find the following explanations interesting and informative and that you may find some information that you did not already know. If you still have questions, we would like to ask you to contact the responsible person named below or in the imprint, to follow the links provided and to look at further information on third-party websites. Our contact details can of course also be found in the imprint.

## scope of application

This data protection declaration applies to all personal data processed by us in the company and to all personal data that companies commissioned by us (processors) process. By personal data we mean information within the meaning of Art. 4 No. 1 GDPR such as a person's name, e-mail address and postal address. The processing of personal data ensures that we can offer and bill our services and products, whether online or offline. The scope of this privacy policy includes:

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

**In short:** The data protection declaration applies to all areas in which personal data is processed in a structured manner in the company via the channels mentioned. If we enter into legal relationships with you outside of these channels, we will inform you separately if necessary.

## legal bases

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

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

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

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

Other conditions such as the perception of recordings in the public interest and the exercise of official authority as well as the protection of vital interests do not usually apply to us. If such a legal basis should be relevant, it will be shown in the appropriate place.

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

- In **Austria** , this is the federal law for the protection of natural persons with regard to the processing of personal data ( **Data Protection Act** ), **DSG** for short .
- In **Germany** , the **Federal Data Protection Act** , **BDSG** for short, applies .

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

## Contact details of the person responsible

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

NPT AG

Olsbergstrasse 2

4310 Rheinfelden bei Basel  
Switzerland

Email: [info@npt-swiss.com](mailto:info@npt-swiss.com)

Telephone: [+41 61 833 13 13](tel:+41618331313)

Imprint: <https://www.npt-swiss.com/imprint>

## storage duration

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

If you wish your data to be deleted or revoke your consent to data processing, the data will be deleted as quickly as possible and provided there is no obligation to store it.

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

## Rights under the General Data Protection Regulation

According to Article 13 GDPR, you have the following rights to ensure that data is processed fairly and transparently:

- According to Article 15 GDPR, you have a right to information as to whether we are processing your data. If this is the case, you have the right to receive a copy of the data and to be informed of the following information:
  - for what purpose we carry out the processing;
  - the categories, i.e. the types of data that are processed;
  - who receives this data and if the data is transferred to third countries, how security can be guaranteed;
  - how long the data is stored;
  - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
  - that you can complain to a supervisory authority (links to these authorities can be found below);
  - the origin of the data if we did not collect it from you;
  - whether profiling is carried out, i.e. whether data is automatically evaluated in order to create a personal profile for you.
- According to Article 16 GDPR, you have the right to have the data corrected, which means that we have to correct data if you find any errors.
- According to Article 17 GDPR, you have the right to erasure ("right to be forgotten"), which specifically means that you can request the erasure of your data.

- According to Article 18 GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it further.
- According to Article 19 GDPR, you have the right to data portability, which means that we can provide you with your data in a common format upon request.
- According to Article 21 GDPR, you have a right of objection, which, after enforcement, will result in a change in processing.
- If the processing of your data is based on Article 6 Paragraph 1 Letter e (public interest, exercise of official authority) or Article 6 Paragraph 1 Letter f (legitimate interest), you can object to the processing. We will then check as quickly as possible whether we can legally comply with this objection.
- If data is used to operate direct advertising, you can object to this type of data processing at any time. We may no longer use your data for direct marketing after this.
- If data is used to operate profiling, you can object to this type of data processing at any time. We may no longer use your data for profiling after this.
- According to Article 22 GDPR, you may have the right not to be subject to a decision based solely on automated processing (e.g. profiling).

**In short:** you have rights - do not hesitate to contact the responsible person listed above!

If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any other way, you can complain to the supervisory authority. This is the data protection authority for Austria, whose website can be found at <https://www.dsb.gv.at/> . In Germany there is a data protection officer for each federal state. For more information, you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#) . The following local data protection authority is responsible for our company:

## Data transfer to third countries

We only transfer or process data to countries outside the EU (third countries) if you agree to this processing, if this is required by law or is contractually necessary and in any case only to the extent that this is generally permitted. In most cases, your consent is the most important reason that we have data processed in third countries. The processing of personal data in third countries such as the USA, where many software manufacturers offer services and have their server locations, may mean that personal data is processed and stored in unexpected ways.

We expressly point out that, according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. Data processing by US services (such as Google Analytics) may result in data not being processed and stored anonymously. In addition, US government authorities may have access to individual data. In addition, it may happen that collected data is linked to data from other services from the same provider, provided you have a corresponding user account. If possible, we try to use server locations within the EU, if this is offered.

We will inform you in more detail about data transfer to third countries at the appropriate points in this data protection declaration, if this applies.

## security of data processing

In order to protect personal data, we have implemented both technical and organizational measures. Where possible, we encrypt or pseudonymise personal data. In this way, we make it as difficult as possible for third parties to infer personal information from our data.

Art. 25 GDPR speaks here of "data protection through technology design and through data protection-friendly default settings" and means that one always thinks of security and corresponding security both with software (e.g. forms) and hardware (e.g. access to the server room). measures. If necessary, we will go into specific measures below.

## TLS encryption with https

TLS, encryption and https all sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transfer protocol") to transmit data securely on the Internet.

This means that the complete transmission of all data from your browser to our web server is secured - nobody can "eavesdrop".

We have thus introduced an additional security layer and comply with data protection through technology [design \(Article 25 \(1\) 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 for data transmission by the small lock symbol


in the top left of the browser, to the left of the internet address (e.g. examplepage.de) and using the https scheme (instead of http) as part of our internet address.

If you want to know more about encryption, we recommend a Google search for "Hypertext Transfer Protocol Secure wiki" to get good links to further information.

## communication


### Communication Summary

 Affected: Anyone who communicates with us by phone, email or online form

 Processed data: e.g. B. Telephone number, name, e-mail address, entered form data.  
You can find more details on the type of contact used in each case

 Purpose: Processing of communication with customers, business partners, etc.

 Storage period: Duration of the business case and the statutory provisions

 Legal basis: Article 6 (1) (a) GDPR (consent), Art Article 6 (1) (b) GDPR (contract), Article 6 (1) (f) GDPR (legitimate interests)

If you contact us and communicate by telephone, e-mail or online form, personal data may be processed.

The data will be processed for the handling and processing of your question and the related business transaction. The data is stored for as long as the law requires.

## **Affected people**

All those who seek contact with us via the communication channels provided by us are affected by the processes mentioned.

### **phone**

If you call us, the call data will be stored pseudonymously on the respective end device and with the telecommunications provider used. In addition, data such as name and telephone number can then be sent by e-mail and saved to answer enquiries. The data will be deleted as soon as the business case has ended and legal requirements permit.

### **e-mail**

If you communicate with us by e-mail, data may be stored on the respective end device (computer, laptop, smartphone,...) and data is stored on the e-mail server. The data will be deleted as soon as the business case has ended and legal requirements permit.

### **online forms**

If you communicate with us using an online form, data will be stored on our web server and, if necessary, forwarded to an e-mail address from us. The data will be deleted as soon as the business case has ended and legal requirements permit.

## **legal bases**


The processing of the data is based on the following legal bases:


- Article 6 paragraph 1 lit.
- Article 6(1)(b) GDPR (contract): There is a need to fulfill a contract with you or a processor, e.g. B. the telephone provider or we need the data for pre-contractual activities, such. B. the preparation of an offer, process;
- Article 6 paragraph 1 lit. f GDPR (legitimate interests): We want to conduct customer inquiries and business communication in a professional framework. These are certain technical facilities such. E-mail programs, exchange servers and mobile phone operators are necessary in order to be able to communicate efficiently.

## **cookies**


## Cookies Summary

 Affected: Website visitors

 Purpose: depends on the specific cookie. More details can be found below or from the manufacturer of the software that sets the cookie.

 Processed data: Depending on the cookie used. More details can be found below or from the manufacturer of the software that sets the cookie.

 Duration of storage: depending on the respective cookie, can vary from hours to years

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

## What are 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.

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

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are other cookies for other areas of application. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically stored in the cookie folder, which is basically 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 from you, such as language or personal page settings. When you visit our site again, your browser transmits the "user-related" information back to our site. Thanks to the cookies, our website knows who you are and offers you the settings you are used to. In some browsers each cookie has its own file, in others such as Firefox all cookies are stored in a single file.

The graphic below shows a possible interaction between a web browser such as B. Chrome and the web server. The web browser requests a website and receives a cookie from the server, which the browser uses again as soon as another page is requested.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, since 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 also cannot access information on your PC.

For example, cookie data can look like this:

**Name:** \_ga  
**Value:** GA1.2.1326744211.152111905890-9 Purpose  
: Differentiation of website visitors Expiration  
**date:** after 2 years

A browser should be able to support these minimum sizes:

- At least 4096 bytes per cookie
- At least 50 cookies per domain
- At least 3000 cookies in total

## **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:

### **Essential cookies**

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

### **Functional cookies**

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

### **Targeting cookies**

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

### **Advertising cookies**

These cookies are also called targeting cookies. They are used to provide the user with individually tailored advertising. This can be very useful, but also very annoying.

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

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

## **Purpose of processing via cookies**

The purpose ultimately depends on the respective cookie. More details can be found below or from the manufacturer of the software that sets the cookie.

## **Which data are processed?**

Cookies are little helpers for many different tasks. Unfortunately, it is not possible to generalize which data is stored in cookies, but we will inform you about the processed or stored data in the following data protection declaration.

## **Storage duration of cookies**

The storage period depends on the respective cookie and is specified below. Some cookies are deleted after less than an hour, others can remain stored on a computer for several years.

You can also influence the storage period yourself. You can manually delete all cookies at any time via your browser (see also "Right of objection" below). Furthermore, cookies that are based on consent will be deleted at the latest after you withdraw your consent, whereby the legality of storage remains unaffected until then.

## **Right to object - 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 come from, you always have the option of deleting or deactivating cookies or only partially allowing 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, enable and manage cookies in Chrome](#)

[Safari: Managing Cookies and Website Data with Safari](#)

[Firefox: Clear cookies to remove data websites have placed on your computer](#)

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

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

If you generally do not want any cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether you allow the cookie or not. The procedure differs depending on the browser. It is best to look for the instructions in Google with the search term "Delete cookies Chrome" or "Deactivate cookies Chrome" in the case of a Chrome browser.

## **legal basis**

The so-called "Cookie Guidelines" have been in place since 2009. It states that the storage of cookies requires your **consent** (Article 6 (1) (a) GDPR). Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG). 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).

For absolutely necessary cookies, even if no consent has been given, there are **legitimate interests** (Article 6 Para. 1 lit. f GDPR), which in most cases are of an economic nature. We want to provide visitors to our website with a pleasant user experience and certain cookies are often strictly necessary for this.


If cookies that are not absolutely necessary are used, this will only happen with your consent. In this respect, the legal basis is Article 6 (1) (a) GDPR.


In the following sections you will be informed in more detail about the use of cookies if the software used uses cookies.


## Web Hosting Introduction

### Web hosting summary

 Affected: Website visitors

 Purpose: professional hosting of the website and security of operation

 Processed data: IP address, time of website visit, browser used and other data. More details can be found below or from the web hosting provider used.

 Duration of storage: depends on the respective provider, but usually 2 weeks

 Legal basis: Art. 6 Para. 1 lit.f GDPR (legitimate interests)

### What is web hosting?

When you visit websites today, certain information - including personal data - is automatically created and stored, including on this website. This data should be processed as sparingly as possible and only with justification. By the way, by website we mean the entirety of all web pages on a domain, ie everything from the start page (home page) to the very last sub-page (like this one). By domain we mean, for example, example.de or example.com.

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

This web browser needs to connect to another computer where the website's code is stored: the web server. The operation of a web server is a complicated and time-consuming task, which is why this is usually taken on by professional providers, the

providers. These offer web hosting and thus ensure reliable and error-free storage of website data.

Personal data may be processed when the browser on your computer (desktop, laptop, smartphone) connects and during data transfer to and from the web server. On the one hand, your computer stores data, on the other hand, the web server also has to store data for a period of time in order to ensure proper operation.

As an illustration:

## **Why do we process personal data?**

The purposes of data processing are:

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

## **Which data are processed?**

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

- the complete internet address (URL) of the accessed website (e.g. <https://www.beispielwebsite.de/beispielunterseite.html?tid=111905890>)
- Browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellseite.de/vondabinichkommen.html/>)
- the hostname and IP address of the device being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- Date and Time
- in files, the so-called web server log files

## **How long is data stored?**

As a rule, the above data is stored for two weeks and then automatically deleted. We do not pass on this data, but we cannot rule out that this data will be viewed by authorities in the event of illegal behavior.

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

## **legal basis**

The lawfulness of the processing of personal data in the context of web hosting results from Article 6 Paragraph 1 lit. f GDPR (protection of legitimate interests), because the use of professional hosting with a provider is necessary to make the company safe and user-friendly on the Internet present and to be able to pursue attacks and claims from this if necessary.


There is usually a contract between us and the hosting provider for order processing in accordance with Art. 28 f. GDPR, which ensures compliance with data protection and guarantees data security.


## Website modular systems Introduction


### Website modular systems data protection declaration Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as technical usage information such as browser activity, clickstream activities, session heat maps and contact details, IP address or your geographical location. More details can be found below in this data protection declaration and in the data protection declaration of the providers.

 Duration of storage: depends on the provider

 Legal basis: Article 6 (1) (f) GDPR (legitimate interests), Article 6 (1) (a) GDPR (consent)

### What are website building blocks?

We use a modular website system for our website. Modular systems are special forms of a content management system (CMS). With a modular system, website operators can create a website very easily and without any programming knowledge. In many cases, web hosts also offer modular systems. By using a modular system, your personal data can also be collected, stored and processed. In this data protection text we give you general information about data processing by modular systems. You can find more information in the data protection declarations of the provider.

### Why do we use website building blocks for our website?

The greatest advantage of a modular system is its ease of use. We want to offer you a clear, simple and well-arranged website that we can easily operate and maintain ourselves - without external support. A modular system now offers many helpful functions that we can use even without programming knowledge. This enables us to design our website according to our wishes and offer you an informative and pleasant time on our website.

### What data is stored by a modular system?

Which data is stored exactly depends of course on the website building block system used. Each provider processes and collects different data from the website visitor.

However, technical usage information such as the operating system, browser, screen resolution, language and keyboard settings, hosting provider and the date of your website visit are usually collected. Tracking data (e.g. browser activity, clickstream activities, session heat maps, etc.) can also be processed. In addition, personal data can also be recorded and stored. This is mostly contact information such as email address, telephone number (if you have provided it), IP address and geographic location data. You can find out exactly which data is stored in the data protection declaration of the provider.

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

We will inform you below about the duration of the data processing in connection with the modular website system used, provided that we have further information on this. You will find detailed information about this in the provider's data protection declaration. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. It may be that the provider stores your data according to their own specifications, over which we have no influence.

## **Right to object**

You always have the right to information, correction and deletion of your personal data. If you have any questions, you can also contact those responsible for the modular website system used at any time. Contact details can be found either in our data protection declaration or on the website of the relevant provider.

You can delete, disable or manage cookies that providers use for their functions in your browser. Depending on which browser you use, this works in different ways. Please note, however, that not all functions may then work as usual.

## **legal basis**

We have a legitimate interest in using a modular website system to optimize our online service and present it in an efficient and user-friendly way for you. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the modular system if you have given your consent.

Insofar as the processing of data is not absolutely necessary for the operation of the website, the data will only be processed on the basis of your consent. This applies in particular to tracking activities. In this respect, the legal basis is Article 6 (1) (a) GDPR.

With this data protection declaration, we have brought you closer to the most important general information about data processing. If you want to find out more about this, you will find further information - if available - in the following section or in the data protection declaration of the provider.

## **Webflow Privacy Policy**

We use Webflow, a modular website system, for our website. Service provider is the American company Webflow, Inc. 398 11th St., Floor 2, San Francisco, CA 94103, USA.

Webflow also processes your data in the USA, among other places. We would like to point out that, according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. This can be associated with various risks for the legality and security of data processing.


Webflow uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 GDPR) as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Webflow undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the relevant Standard Contractual Clauses here, among others: [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?locale=de](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de)


For more information on the Standard Contractual Clauses and the data processed using Webflow, see the Privacy Policy at <https://webflow.com/legal/privacy> .

## Social Media Introduction

### Social Media Privacy Policy Summary


 Affected: Website visitors

 Purpose: Presentation and optimization of our service, contact with visitors, interested parties, etc., advertising

 Processed data: Data such as telephone numbers, e-mail addresses, contact data, data on user behavior, information on your device and your IP address.

More details can be found in the respective social media tool used.

 Duration of storage: depends on the social media platforms

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

### What is social media?

In addition to our website, we are also active on various social media platforms. Data from users can be processed so that we can specifically address users who are interested in us via the social networks. In addition, elements of a social media platform may also be embedded directly into our website. This is the case, for example, if you click on a so-called social button on our website and are forwarded directly to our social media presence. So-called social media or social media refers to websites and apps through

which registered members can produce content, exchange content openly or in certain groups and network with other members.

## **Why do we use social media?**

For years, social media platforms have been where people communicate and connect online. With our social media appearances, we can bring our products and services closer to interested parties. The social media elements integrated into our website help you to be able to switch to our social media content quickly and without complications.

The primary purpose of the data that is stored and processed as a result of your use of a social media channel is to be able to carry out web analyses. The aim of these analyzes is to be able to develop more precise and personal marketing and advertising strategies. Depending on your behavior on a social media platform, the evaluated data can be used to draw appropriate conclusions about your interests and so-called user profiles can be created. It is also possible for the platforms to present you with customized advertisements. In most cases, cookies are set in your browser for this purpose, which store data on your usage behavior.

We generally assume that we remain responsible under data protection law, even if we use the services of a social media platform. However, the European Court of Justice has decided that in certain cases the operator of the social media platform can be jointly responsible with us within the meaning of Art. 26 DSGVO. If this is the case, we will point this out separately and work on the basis of a relevant agreement. The essence of the agreement is then reproduced below for the platform concerned.

Please note that when using the social media platforms or our built-in elements, your data may also be processed outside the European Union, as many social media channels, such as Facebook or Twitter, are American companies. As a result, you may not be able to claim or enforce your rights in relation to your personal data as easily.

## **Which data are processed?**

Exactly which data is stored and processed depends on the respective provider of the social media platform. But usually it is data such as telephone numbers, e-mail addresses, data that you enter in a contact form, user data such as which buttons you click, who you like or follow, when you visited which pages, information about your device and your IP address. Most of this data is stored in cookies. Especially if you have a profile on the visited social media channel and are logged in, data can be linked to your profile.

All data collected via a social media platform is also stored on the providers' servers. This means that only the providers have access to the data and can give you the right information or make changes.

If you want to know exactly what data is stored and processed by the social media providers and how you can object to the data processing, you should carefully read the respective data protection declaration of the company. Even if you have questions about

data storage and data processing or want to assert corresponding rights, we recommend that you contact the provider directly.

## Duration of data processing

We will inform you below about the duration of data processing if we have further information on this. For example, the social media platform Facebook stores data until it is no longer needed for its own purposes. Customer data that is compared with your own user data will be deleted within two days. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. If it is required by law, such as in the case of accounting, this storage period can also be exceeded.

## Right to object

You also have the right and the ability to revoke your consent to the use of cookies or third-party providers such as embedded social media elements at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection by cookies by managing, deactivating or deleting the cookies in your browser.

Since cookies can be used with social media tools, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

## legal basis


If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) if you have given your consent. stored and processed in a fast and good communication with you or other customers and business partners. However, we only use the tools if you have given your consent. Most social media platforms also set cookies on your browser to store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


Information on special social media platforms - if available - can be found in the following sections.

## LinkedIn Privacy Policy


### LinkedIn Privacy Policy Summary

 Affected: Website visitors

 Purpose: Optimizing our service

 Processed data: Data such as user behavior data, information about your device and your IP address.

More details can be found below in the data protection declaration.

 17 Duration of storage: the data is generally deleted within 30 days

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

## What is LinkedIn?

On our website we use social plug-ins from the social media network LinkedIn, the company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The social plug-ins can be feeds, content sharing or linking 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 in the European Economic Area and Switzerland.

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

LinkedIn is the largest social network for business contacts. Unlike Facebook, for example, the company focuses exclusively on establishing business contacts. Companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to look 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 about 1.3 million.

## Why do we use LinkedIn on our website?

We know how busy you are. You can't track 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 as 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 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". This is 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 phone provider. If you call up LinkedIn services via your smartphone, your location can also be determined (after you have allowed this). LinkedIn may also share this data in "hashed" form with third-party advertisers. Hashing means turning a record into a string. This allows the data to be encrypted in such a way that people can no longer be identified.

Most data about your user behavior is stored in cookies. These are small text files that are usually placed in your browser. However, LinkedIn may also use web beacons, pixel tags, display tags and other device identifiers.

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 is only used as an example. The following cookies were set without being logged in to LinkedIn:

**Name:** bcookie

**Value:** =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16111905890- Purpose  
: The cookie is a so-called "browser ID cookie" and consequently stores your identification number (ID).

**Expiry date:** After 2 years

**Name:** long

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

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

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

**Name:** lidc

**Value:** 1818367:t=1571904767:s=AQF6KNnJ0G111905890... Purpose

: This cookie is used for routing. Routing records how you got to LinkedIn and how you navigate through the website there.

**Expiry date:** after 24 hours

**Name:** rtc

**Value:** kt0Irv3NF3x3t6xvDgGrZGDKkX Purpose

: No further information could be found about this cookie.

**Expiry date:** after 2 minutes

**Name:** JSESSIONID

**Value:** ajax:1119058902900777718326218137 Purpose

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

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

**Name:** bscookie

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

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

**Expiry date:** after 2 years

**Name:** fid

**Value:** AQHj7li23ZBcqAAAA... Purpose

: No further information could be found for this cookie.

**Expiry date:** after 7 days

**Note:** LinkedIn also works with third parties. That's 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 deems necessary to offer its own services. However, LinkedIn will delete your personal data when you delete your account. In some exceptional cases, LinkedIn retains some data in aggregated 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 necessary for legal reasons. Data that can no longer be assigned to a person will remain stored 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 and delete your personal data at any time. 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 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 about 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 stores most of the data via cookies that are set in your browser. You can manage, disable or delete these cookies. Depending on which browser you have, the administration works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

You can also basically set up your browser in such a way 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.

## legal basis

If you have agreed that your data can be processed and stored by integrated social media elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) stored and processed in a fast and good communication with you or other customers and business partners. However, we only use the integrated social media elements if you have given your consent. Most social media platforms also set cookies on your browser to store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

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


As a basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, LinkedIn uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, LinkedIn undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the relevant Standard Contractual Clauses here, among others: [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?locale=de](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de)


More information about the standard contractual clauses at LinkedIn can be found at <https://de.linkedin.com/legal/l/dpa> or <https://www.linkedin.com/legal/l/eu-sccs>.


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

## Blogs and publication media Introduction


### Blogs and publication media Privacy Policy Summary

 Data subjects: Website visitors

 Purpose: Presentation and optimization of our service and communication between website visitors, security measures and administration

 Data processed: Data such as contact details, IP address and published content. More details can be found under the tools used.

 Duration of storage: depends on the tools used

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interests), Article 6 paragraph 1 sentence 1 lit b. GDPR (contract)

## **What are blogs and publication media?**

We use blogs or other means of communication on our website with which we can communicate with you on the one hand and you can also communicate with us on the other. Your data can also be stored and processed by us. This may be necessary so that we can display content appropriately, communication works and security is increased. In our data protection text we go into general information about which of your data can be processed. Exact information on data processing always depends on the tools and functions used. You will find detailed information about data processing in the data protection notices of the individual providers.

## **Why do we use blogs and publication media?**

Our greatest concern with our website is to offer you interesting and exciting content, and at the same time your opinions and content are important to us. That's why we want to create a good interactive exchange between us and you. With various blogs and publication options, we can achieve exactly that. For example, you can post comments about our content, comment on others' comments or, in some cases, post posts yourself.

## **Which data are processed?**

Exactly which data is processed always depends on the communication functions we use. Very often IP address, username and the published content are saved. This is done primarily to ensure security protection, to prevent spam and to be able to take action against illegal content. Cookies can also be used for data storage. These are small text files that are stored with information in your browser. You can find more information about the collected and stored data in our individual sections and in the data protection declaration of the respective provider.

## **Duration of data processing**

We will inform you below about the duration of data processing if we have further information on this. For example, post and comment functions store data until you revoke data storage. In general, personal data is only stored for as long as is absolutely necessary for the provision of our services.

## **Right to object**

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

Since cookies can also be used in publication media, we also recommend our general data protection declaration on cookies. To find out exactly what data is stored and processed by you, you should read the data protection declarations of the respective tools.

## legal basis


We use the means of communication mainly on the basis of our legitimate interests (Art. 6 Para. 1 lit. f GDPR) in fast and good communication with you or other customers, business partners and visitors. Insofar as the use serves to process contractual relationships or to initiate them, the legal basis is also Article 6 Paragraph 1 Sentence 1 lit. b. GDPR.


Certain types of processing, in particular the use of cookies and the use of comment or message functions, require your consent. If and to the extent that you have consented to data being processed and stored by integrated publication media, this consent is the legal basis for data processing (Article 6 (1) (a) GDPR). Most of the communication features we use set cookies on your browser to store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


You can find information on special tools – if available – in the following sections.


## Cookie Consent Management Platform Introduction


### Cookie Consent Management Platform Summary

 Affected: Website visitor

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

 Processed data: Data for managing the cookie settings such as IP address, time of consent, type of consent, individual consents. You can find more details on this for the tool used in each case.

 Duration of storage: Depends on the tool used, you have to be prepared for periods of several years

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

## What is a Cookie Consent Management Platform?

We use Consent Management Platform (CMP) software on our website, which makes it easier for us and you to handle the scripts and cookies used correctly and securely. The software automatically creates a cookie pop-up, scans and controls all scripts and cookies, offers you cookie consent required by data protection law and helps us and you to keep track of all cookies. Most cookie consent management tools identify and categorize all existing cookies. As a website visitor, you then decide for yourself whether and which

scripts and cookies you want to allow or not. The following graphic shows the relationship between browser, web server and CMP.

## **Why do we use a cookie management tool?**

Our goal is to offer you the best possible transparency in the area of data protection. We are also legally obliged to do so. We want to inform you as well as possible about all tools and all cookies that can store and process data from you. It is also your right to decide which cookies you accept and which you do not. In order to grant you this right, we first need to know exactly which cookies landed on our website in the first place. Thanks to a cookie management tool, which regularly scans the website for all existing cookies, we know about all cookies and can provide you with information about them in accordance with the GDPR. You can then accept or reject cookies via the consent system.

## **Which data are processed?**

As part of our cookie management tool, you can manage each individual cookie yourself and have complete control over the storage and processing of your data. The declaration of your consent will be saved so that we do not have to ask you each time you visit our website and we can also prove your consent if required by law. This is stored either in an opt-in cookie or on a server. Depending on the provider of the cookie management tool, the storage period of your cookie consent varies. This data (e.g. pseudonymous user ID, time of consent, detailed information on the cookie categories or tools, browser, device information) is usually stored for up to two years.

## **Duration of data processing**

We will inform you below about the duration of data processing if we have further information on this. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. Data stored in cookies are stored for different lengths of time. Some cookies are already deleted after leaving the website, others can be stored in your browser for several years. The exact duration of the data processing depends on the tool used, in most cases you should be prepared for a storage period of several years. In the respective data protection declarations of the individual providers you will usually receive precise information about the duration of the data processing.

## **Right to object**

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

Information on special cookie management tools, if available, can be found in the following sections.

## legal basis

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

## Cookiefirst privacy policy


We use Cookiefirst, a cookie consent manager tool, on our website. Service provider is the Dutch company Digital Data Solutions BV, Plantage Middenlaan 42a, 1018DH, Amsterdam, Netherlands. You can find out more about the data processed through the use of Cookiefirst in the privacy policy at <https://cookiefirst.com/legal/general-terms-conditions/> .

## Audio & Video Introduction

### Audio & Video Privacy Policy Summary


 Affected: Website visitors

 Purpose: Optimization of our service

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

More details can be found below in the relevant data protection texts.

 Duration of storage: Data is generally stored as long as it is necessary for the purpose of the service

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

### What are audio and video elements?

We have included audio and video elements on our website so that you can watch videos or listen to music/podcasts directly from our website. Content is provided by service providers. All content is therefore also obtained from the corresponding servers of the providers.

These are integrated functional elements of platforms such as YouTube, Vimeo or Spotify. The use of these portals is usually free of charge, but content can also be published for a

fee. With the help of these integrated elements, you can listen to or view the respective content via our website.

If you use audio or video elements on our website, your personal data may also be transmitted to the service providers, processed and stored.

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

Of course we want to provide you with the best offer on our website. And we are aware that content is no longer just conveyed in text and static images. Instead of just giving you a link to a video, we offer you audio and video formats right on our website that are entertaining or informative, and ideally both. This expands our service and makes it easier for you to access interesting content. Thus, in addition to our texts and images, we also offer video and/or audio content.

## **What Data is Stored by Audio & Video Elements?**

When you visit a page on our website that has an embedded video, for example, your server connects to the service provider's server. Your data will also be transferred to the third-party provider and stored there. Some data is collected and stored regardless of whether you have an account with the third party or not. This usually includes your IP address, browser type, operating system and other general information about your device. Furthermore, most providers also collect information about your web activity. This includes session duration, bounce rate, which button you clicked or which website you use to use the service. All this information is usually stored via cookies or pixel tags (also called web beacons). Pseudonymized data is usually stored in cookies in your browser. You can always find out exactly which data is stored and processed in the data protection declaration of the respective provider.

## **Duration of data processing**

You can find out exactly how long the data is stored on the servers of the third-party providers either below in the data protection text of the respective tool or in the data protection declaration of the provider. In principle, personal data is only processed for as long as is absolutely necessary for the provision of our services or products. This usually also applies to third-party providers. In most cases, you can assume that certain data will be stored on third-party servers for several years. Data can be stored for different lengths of time, especially in cookies. Some cookies are already deleted after leaving the website, others can be stored in your browser for several years.

## **Right to object**

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

managing, deactivating or deleting the cookies in your browser. The lawfulness of the processing up to the revocation remains unaffected.

Since the integrated audio and video functions on our site usually also use cookies, you should also read our general data protection declaration on cookies. You can find out more about the handling and storage of your data in the data protection declarations of the respective third-party providers.

## legal basis


If you have agreed that your data can be processed and stored by integrated audio and video elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be stored and processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) in quick and effective communication with you or other customers and business partners. However, we only use the integrated audio and video elements if you have given your consent.

## Vimeo Privacy Policy

### Vimeo data protection declaration summary


 Affected parties: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as contact data, user behavior data, information about your device and your IP address can be stored.

More details can be found below in this data protection declaration.

 17 Duration of storage: Data is generally stored as long as it is necessary for the purpose of the service

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

### What is Vimeo?

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 will show you what data is involved, why we use Vimeo and how you can manage or prevent your data and data transmission.

Vimeo is a video platform that was founded in 2004 and has been providing HD quality video streaming since 2007. Since 2015 it has also been possible to stream in 4k Ultra HD. The portal can be used free of charge, but paid content can also be published. Compared to the market leader YouTube, Vimeo prioritises high-quality content. 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 contains interesting documentation 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. And as easily accessible as possible. Only when we have managed that are we satisfied with our service. The video service Vimeo helps us to achieve this goal. Vimeo offers us the opportunity to present you with high-quality content directly on our website. Instead of just giving you a link to an interesting video, you can watch the video right away with us. This expands 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 page on our website that has an embedded Vimeo video, your browser connects to the Vimeo servers. This results in a data transfer. This data is collected, stored 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. Furthermore, Vimeo stores information about which website you use the Vimeo service and what actions (web activities) you perform on our website. These web activities include, for example, session duration, bounce rate or which button you clicked on our website with the built-in Vimeo function.

If you are logged in to Vimeo as a registered member, more data can usually be collected because 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 must log out of Vimeo while "surfing" on 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 not exhaustive and assumes you do not have a Vimeo account.

**Name:** player

**Value:** ""

**Purpose:** This cookie saves your settings before playing an embedded Vimeo video. This will bring you back to your preferred settings the next time you watch a Vimeo video.

**Expiry date:** after one year

**Name :** vuid

**Value:** pl1046149876.614422590111905890-4 **Purpose :** This cookie collects information about your actions on websites that have embedded a Vimeo video. **Expiry date:** after 2 years

**Note:** These two cookies are always set when you are on a website with an embedded Vimeo video. If you watch the video and click on the button, for example to "share" or "like" the video, further cookies will be 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 an excerpt of possible cookies that are set when you interact with the Vimeo video:

**Name:** `_abexps`

**Value:** `%5B%5D` Purpose

: 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 one year

**Name:** `continuous_play_v3`

**Value:** 1

**Purpose:** 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 and play a video again.

**Expiry date:** after one year

**Name:** `_ga`

**Value:** `GA1.2.1522249635.1578401280111905890-7` Purpose

: This cookie is a third-party cookie from Google. By default, `analytics.js` uses the `_ga` cookie to store the user ID. Basically, it serves to differentiate between website visitors.

**Expiry date:** after 2 years

**Name:** `_gcl_au`

**Value:** `1.1.770887836.1578401279111905890-3` Purpose

: This third-party Google AdSense cookie is used to improve the effectiveness of advertisements on websites.

**Expiry date:** after 3 months

**Name:** `_fbp`

**Value:** `fb.1.1578401280585.310434968` Purpose

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

**Expiry date:** after 3 months

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 also 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 for storing it. Then the data will be deleted or made anonymous.

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

You always have the possibility to manage cookies in your browser according to your wishes. For example, if you do not want Vimeo to set cookies and thus collect information about you, you can delete or disable cookies in your browser settings at any time. This works a bit differently depending on the browser. Please note that after deactivating/deleting cookies, various functions may no longer be fully available. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

If you are a registered Vimeo member, you can also manage the cookies used in the Vimeo settings.

## legal basis

If you have agreed that your data can be processed and stored by integrated Vimeo elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) stored and processed in a fast and good communication with you or other customers and business partners. However, we only use the integrated Vimeo elements if you have given your consent. Vimeo also sets cookies in your browser to save data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.

Vimeo also processes your data in the USA, among other places. We would like to point out that, according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. This can be associated with various risks for the legality and security of data processing.

Vimeo uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 GDPR) as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there. Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Vimeo undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the relevant Standard Contractual Clauses here, among others: [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?locale=de](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de)

You can find more information about the standard contractual clauses at Vimeo at [https://vimeo.com/privacy#international\\_data\\_transfers\\_and\\_certain\\_user\\_rights](https://vimeo.com/privacy#international_data_transfers_and_certain_user_rights) .


You can find out more about the use of cookies at Vimeo at [https://vimeo.com/cookie\\_policy](https://vimeo.com/cookie_policy) , and information on data protection at Vimeo can be found at <https://vimeo.com/privacy> .

## YouTube Privacy Policy


### YouTube Privacy Policy Summary


 Affected: Website visitors

 Purpose: Optimization of our service

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

More details can be found below in this data protection declaration.

 17 Duration of storage: Data is generally stored as long as it is necessary for the purpose of the service

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

### What is YouTube?

We have embedded YouTube videos on our website. This allows us to present you with interesting videos directly on our site. 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. Various 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.

On YouTube, users can view videos, rate them, comment on them and upload them themselves free of charge. Over the past few years, YouTube has become one of the most important social media channels worldwide. In order for us to be able to display videos on our website, YouTube provides a code snippet that we have embedded on 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 should not be missing. With the help of our embedded videos, we provide you with additional helpful content in addition to our texts and images. In addition, our website can be found more easily 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 stored by YouTube?

As soon as you visit one of our pages that has a YouTube video installed, YouTube sets at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, YouTube can mostly use cookies to associate your interactions on our website with your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Other 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 into a Google account or a Youtube account, Google stores data with a unique identifier associated with 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 show cookies that are set with a logged-in account. The list cannot claim to be complete because the user data always depends on the interactions on YouTube.

**Name:** YSC

**Value:** b9-CV6ojl5Y111905890-1 Purpose

: This cookie registers a unique ID to save statistics of the video viewed.

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

**Name:** PREF

**Value:** f1=50000000 Purpose

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

**Expiry date:** after 8 months

**Name:** GPS

**Value:** 1

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

**Expiry date:** after 30 minutes

**Name:** VISITOR\_INFO1\_LIVE

**Value:** 95Chz8bagyU Purpose

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

**Expiry date:** after 8 months

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

**Name:** APISID

**Value:** zILlvClZSkqGsSwl/AU1aZl6HY7111905890- Purpose

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

**Expiry date:** after 2 years

**Name:** CONSENT

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

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

**Expiry date:** after 19 years

**Name:** HSID

**Value:** AcRwpgUik9Dveht0l Purpose

: This cookie is used to create a profile of your interests. This data helps to display personalized advertising.

**Expiry date:** after 2 years

**Name:** LOGIN\_INFO

**Value:** AFmmF2swRQlhALLl6aL... Purpose

: Information about your login data is stored in this cookie.

**Expiry date:** after 2 years

**Name:** SAPISID

**Value:** 7oaPxoG-pZsJuuF5/AnUdDUlsJ9iJz2vdM Purpose

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

**Expiry date:** after 2 years

**Name:** SID

**Value:** oQfNKjAsl111905890- Purpose

: This cookie stores your Google account ID and your last login time in a digitally signed and encrypted form.

**Expiry date:** after 2 years

**Name:** SIDCC

**Value:** AN0-TYuqub2JOcDTyL Purpose

: This cookie stores information on how you use the website and 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 from you and processes is stored on the Google servers. Most of these servers are located in America. At <https://www.google.com/about/datacenters/inside/locations/?hl=de> you can see exactly where the Google data centers

are located. Your data is distributed on the servers. This means that the data can be called up more quickly and is 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 period of time and others are stored by Google for a longer period of time. Some data (such as My Activity items, photos or documents, products) stored in your Google Account will remain stored until you delete it. Even if you're not signed into 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?

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

Regardless of whether you have a Google account or not, you can configure your browser in such a way that Google cookies are deleted or deactivated. Depending on which browser you use, this works in different ways. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

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

## legal basis

If you have agreed that your data can be processed and stored by integrated YouTube elements, this consent is the legal basis for data processing (**Article 6 (1) (a) GDPR**). In principle, your data will also be processed on the basis of our legitimate interest (**Art. 6 Para. 1 lit. f GDPR**) stored and processed in a fast and good communication with you or other customers and business partners. However, we only use the integrated YouTube elements if you have given your consent. YouTube also sets cookies in your browser to store data. We therefore recommend that you read our privacy statement on cookies carefully and consult the privacy statement or cookie policy of the relevant service provider.


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

YouTube uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige YouTube to comply with EU data protection standards when processing relevant data outside of the EU. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the clauses here: [https://ec.europa.eu/germany/news/20210604-datentransfers-eu\\_de](https://ec.europa.eu/germany/news/20210604-datentransfers-eu_de).


Since YouTube is a subsidiary of Google, there is a common privacy policy. If you want to learn more about how your data is handled, we recommend the data protection declaration at <https://policies.google.com/privacy?hl=de>.

## Miscellaneous Introduction

### Miscellaneous Privacy Policy Summary

 Data subjects: Website visitors

 Purpose: Improving the user experience

 Data processed: Which data is processed depends heavily on the services used. Usually it is an IP address and/or technical data. You can find more details on this under the respective tools used.

 Duration of storage: depends on the tools used

 Legal bases: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

### What is included under "Other"?

The "Other" category includes those services that do not fit into any of the above categories. These are usually various plugins and integrated elements that improve our website. As a rule, these functions are obtained from third parties and integrated into our website. For example, these are web search services such as Algolia Place, Giphy, Programmable Search Engine or online services for weather data such as OpenWeather.

### Why do we use other third parties?

We want to offer you the best web offer in our industry with our website. A website has long been more than just a business card for a company. Rather, it's a place designed to help you find what you're looking for. In order to make our website even more interesting and helpful for you, we use various third-party services.

### Which data are processed?

Whenever elements are integrated into our website, your IP address will be transmitted to the respective provider, stored and processed there. This is necessary because otherwise the content will not be sent to your browser and will not be displayed accordingly. It may also happen that service providers also use pixel tags or web beacons. These are small graphics on websites that can record a log file and also create analyzes of this file. With the information received, the providers can improve their own marketing measures. In addition to pixel tags, such information (such as which button you click or when you access which page) can also be stored in cookies. In addition to analysis data on your web behavior, technical information such as your browser type or operating system can also be stored there. Some providers can also link the data obtained to other internal services or to third-party providers. Each provider handles your data differently. We therefore recommend that you carefully read the data protection declarations of the respective

services. We make every effort to only use services that deal very carefully with the issue of data protection. We therefore recommend that you carefully read the data protection declarations of the respective services. We make every effort to only use services that deal very carefully with the issue of data protection. We therefore recommend that you carefully read the data protection declarations of the respective services. We make every effort to only use services that deal very carefully with the issue of data protection.

## Duration of data processing

We will inform you below about the duration of data processing if we have further information on this. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products.

## legal basis

If we ask for your consent and you also agree that we may use the service, this is the legal basis for the processing of your data (Article 6 (1) (a) GDPR). In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the tools if you have given your consent.

Information on the special tools, if available, can be found in the following sections.

## Google Fonts Privacy Policy

### Google Fonts Privacy Policy Summary


 Affected: Website visitors

 Purpose: Optimization of our service

 Processed data: Data such as IP address and CSS and font requests

More details can be found below in this privacy policy.

 Storage period: Font files are stored on Google for one year

 Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (f) GDPR (legitimate interests)

## What are Google Fonts?

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

You do not need to register or enter a password to use Google fonts. Furthermore, no cookies are stored in your browser. The files (CSS, typefaces/fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, 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 about your Google account data being transmitted to Google while using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. How the data storage looks exactly, we will look at in detail.

Google Fonts (formerly Google Web Fonts) is a directory of 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 and do not 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 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. Thanks to the fast Content Delivery Network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all major 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 uniformly as possible.

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

When you visit our website, the fonts are reloaded via a Google server. This external call transmits data to the Google servers. In this way, Google also recognizes that you or your IP address is visiting our website. The Google Fonts API was designed to reduce the use, storage and collection of end-user data to what is necessary for proper font delivery. Incidentally, 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 on Google and is therefore protected. The collected usage figures allow Google to determine how well the individual fonts are received. Google publishes the results on internal analysis pages, 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 the Google Fonts BigQuery database. Entrepreneurs and developers use the Google web service BigQuery to examine and move large amounts of data.

It should be noted, however, that with each Google Font request, information such as language settings, IP address, browser version, browser screen resolution and browser

name are automatically transmitted to the Google servers. Whether this data is also stored cannot be clearly determined or is 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 using a Google style sheet. A style sheet is a template that you can use to change the design or font of a website, for example, quickly and easily.

The font files are stored by Google for one year. Google is thus pursuing the goal of fundamentally improving the loading time of websites. When millions of websites refer to the same fonts, they are cached after the first visit and immediately reappear on all other websites visited later. Sometimes Google updates font files to reduce file size, increase language 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 must contact Google Support at <https://support.google.com/?hl=de&tid=111905890> . In this case, you only prevent data storage if you do not visit our site.

Unlike other web fonts, Google allows us unlimited access to all fonts. So we have unlimited access to a sea of fonts and thus get the best out of our website. You can find more about Google Fonts and other questions at <https://developers.google.com/fonts/faq?tid=111905890> . Although Google addresses data protection issues there, it does not contain really detailed information about data storage. It is relatively difficult to get really precise information about stored data from Google.

## legal basis

If you have consented to the use of Google Fonts, the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1** lit.

We also have a legitimate interest in using Google Font to optimize our online service. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)** . However, we only use Google Fonts if you have given your consent.

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

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data

transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the relevant Standard Contractual Clauses here, among others: [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?locale=de](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de)

The Google Ads Data Processing Terms, which also correspond to the standard contractual clauses for Google Fonts, can be found at <https://business.safety.google/adsprocessor/terms/> .


You can also read about what data Google collects and what this data is used for at <https://www.google.com/intl/de/policies/privacy/> .

## Google Maps Privacy Policy

### Google Maps Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as search terms entered, your IP address and also the latitude and longitude coordinates.

More details can be found below in this data protection declaration.

 17 Duration of storage: depends on the stored data

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

### What is Google Maps?

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

Google Maps is an Internet map service from Google. With Google Maps, you can find the exact location of a city, attraction, lodging or business 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 street 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 site aim to offer you a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information about various locations. You can see at a glance where we have our company headquarters. The route description always shows you the best or fastest way to us. You can get directions for routes by car, public transport, on foot or by bike. For us, providing Google Maps is part of our customer service.

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

In order for Google Maps to be able to fully offer its service, the company must collect and store data from you. This includes, among other things, the search terms entered, your IP address and also the latitude and longitude coordinates. If you use the route planner function, the start address entered will also be saved. However, this data storage happens on the Google Maps website. We can only inform you about this, but have no influence. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie 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:

**Name:** NID

**Value:** 188=h26c1Ktha7fCQTx8rXgLyATyITJ111905890-5 Purpose

: NID is used by Google to adapt advertisements to your Google search. With the help of the cookie, Google "remembers" your most frequently entered search queries or your previous interaction with ads. So you always get tailor-made advertisements. The cookie contains a unique ID that Google uses to collect your personal preferences for advertising purposes.

**Expiry date:** after 6 months

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

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

Google servers are located in data centers around the world. However, most of the servers are located in America. 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 different data carriers. As a result, the data can be called up 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 almost certainly remain protected.

Google stores some data for a fixed period of time. For other data, Google only offers the option of manually deleting it. 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 of location and activity data introduced in 2019, information on location determination and web/app activity is stored for either 3 or 18 months – depending on your decision – and then deleted. You can also manually delete this data from the history at any time via the Google account. If you want to completely prevent your location tracking, you need to pause the "Web and app activity" section in the Google account. Click "Data and Personalization" and then click the "Activity Settings" option. Here you can switch the activities on or off.

You can also deactivate, delete or manage individual cookies in your browser. Depending on which browser you use, this always works a little differently. Under the "Cookies" section you will find the relevant links to the relevant instructions for the most popular browsers.

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

## legal basis

If you have consented to the use of Google Maps, the legal basis for the corresponding data processing is this consent. According to **Article 6 Paragraph 1 lit.**

We also have a legitimate interest in using Google Maps to optimize our online service. The corresponding legal basis for this is **Article 6 (1) (f) GDPR (legitimate interests)** . However, we only use Google Maps if you have given your consent.

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

As the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, i.e. in particular in the USA) or data transfer there, Google uses so-called standard contractual clauses (= Art. 46 Para. 2 and 3 DSGVO). Standard Contractual Clauses (SCC) are templates provided by the EU Commission and are intended to ensure that your data also comply with European data protection standards if they are transferred to third countries (such as the USA) and stored there. Through these clauses, Google undertakes to comply with European data protection standards when processing your relevant data, even if the data is stored, processed and managed in the USA. These clauses are based on an implementation decision of the EU Commission. You can find the decision and the relevant Standard Contractual Clauses here, among others: [https://eur-lex.europa.eu/eli/dec\\_impl/2021/914/oj?locale=de](https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de)

The Google Ads Data Processing Terms, which correspond to the standard contractual clauses, can be found at <https://business.safety.google/adsprocessor/terms/> .

If you want to find out more about data processing by Google, we recommend the company's own data protection declaration at <https://policies.google.com/privacy?hl=de> .

All texts are copyrighted.

Source: Created with AdSimple 's [data protection generator](#)