Privacy Notice

Preamble

With the following Data protection want we tell you about it clarify which ones species Of their personal data (hereinafter also short referred to as " data") we to which purposes and in which Scope process. The privacy policy applies to all of us carried out Processings personal data, both in the context of the provision of our services as also especially on ours Websites, in mobile Applications as well as within external Online presence, such as our social media profiles (hereinafter in summary designated as an " online offer ").

The ones used Terms are not gender specific.

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Overview of processing

The following one Overview summarizes the types of data processed and the purposes of their processing together and refers to those affected People.

Types of data processed

- Inventory data.
- Payment details.
- Location data.
- Contact details.
- Content data.

- Contract data.
- Usage Data.
- Meta, communication and procedural data.
- Applicant data.
- Image and/ or Video recordings.
- Sound recordings.
- Contact information (Facebook).
- Event data (Facebook).

Special Categories of data

- Health data.
- Data for sex life or sexual _ Orientation.
- Religious or ideological beliefs.
- data, out those that are racial and ethnic Origin emerge.

Categories more affected persons

- Customers.
- Employees.
- interested parties.
- Communication partner.
- User.
- Applicant.
- Business and contractual partners.
- Pupils/ students / participants.
- Pictured People.

Purposes of processing

- Delivery contractual services and customer service.
- Contact inquiries and communication.
- Security measures.
- Direct marketing.
- Range measurement.
- Tracking.
- Office and organizational procedures.
- Remarketing.
- Conversion measurement.
- Target group formation.
- Affiliate tracking.
- Managing and responding to inquiries.
- Application process.
- Firewall.
- Feedback.
- Marketing.
- Profiles with user-related Information.
- Deployment ours Online offering and user-friendliness.
- Information technology Infrastructure.

Authoritative Legal basis

Below _ you will receive one Overview of the legal basis of the GDPR, on the basis of which we process personal data. Please attend _ _ knowledge that _ in addition to the national regulations of the GDPR Data protection regulations apply in your or our country

of residence or domicile can. Should furthermore in individual cases more special Legal basis be relevant, we will inform you about this in the data protection declaration with.

- **Consent (Art. 6 Para. 1 S. 1 lit. a) GDPR)** - The data subject has their consent Consent to the processing of them relevant personal data for one specific purpose or several particular purposes given.
- **Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 S. 1 lit. b) GDPR)** - Processing is for fulfillment one contract, whose The contracting party is the person concerned, or to execution pre-contractual measures are required, which take place at the request of the person concerned.
- **Legal Obligation (Art. 6 Para. 1 S. 1 lit. c) GDPR)** - Processing is to Fulfillment of a legal requirement Obligation required, the the responsible subject to.
- **Legitimate interests (Art. 6 Para. 1 S. 1 lit. f) GDPR)** - Processing is to Safeguarding the legitimate interests of the person responsible or one third party required, if not the interests or Fundamental rights and freedoms of the data subject, which require the protection of personal data, prevail.
- **Application process as pre-contractual or contractual Relationship (Art. 6 Para. 1 lit. b) GDPR)** - As far as the application process special Categories of personal data within the meaning of Art. 9 Para. 1 GDPR (e.g. health data, such as Severely disabled status or ethnic origin). applicants requested be so that the person responsible or the person concerned who gives him or her from labor law and social law security and social protection exercise his or her rights _ _ in this regard Duties progeny can, done whose processing according to Article 9 Paragraph 2 Letter b. GDPR, in case of protection vital interests of the applicants or another Persons in accordance with Article 9 Paragraph 2 Letter c. GDPR or for health care purposes or occupational medicine, for assessing the employee 's ability to work, for medical purposes Diagnostics, care or Treatment in health - or Social area or for the management of systems and services in health - or Social sector in accordance with Article 9 Paragraph 2 Letter h. GDPR. In the case of one on a voluntary basis consent based Notification of special ones

Categories of data whose Processing based on Article 9 Paragraph 2 Letter a. GDPR.

Additionally to the data protection regulations of the GDPR apply national Regulations for the Data protection in Germany. For this heard in particular the law on protection against abuse personal data during data processing (Federal Data Protection Act – BDSG). The BDSG contains in particular Special regulations to the right to information, to the right to deletion, to Right to object, to processing special Categories personal data, for processing for others purposes and for transmission as well as automated Decision making in individual cases including profiling. Furthermore _ It regulates data processing for the purposes of the employment relationship (§ 26 BDSG), in particular with regard to the justification and implementation or Termination of employment relationships and the consent of employees. Furthermore, can Individual state data protection laws Federal states be applied. _

Additionally to the data protection regulations of the GDPR apply national Regulations for the Data protection in Lichtenstein. For this belong in particular the Data Protection Act (DSG) and the Data Protection Ordinance (DSV).

Additionally to the data protection regulations of the GDPR apply national Regulations for the Data protection in Austria. For this heard especially the federal law to protect natural persons during processing _ personal data (Data Protection Act – DSG). The data protection law contains in particular Special regulations to the right to information, to the right to correction or deletion, to processing special Categories personal data, for processing for others purposes and for transmission as well as to automated Decision making in individual cases.

Additionally to the data protection regulations of the GDPR apply national Regulations for the Data protection in Switzerland. For this heard especially the federal law for the Data protection (DSG). The DSG applies in particular then if _ no EU/EEC citizens affected and e.g. only data from Swiss citizens processed become.

Safety measures

We meet after in accordance with the legal requirements Requirements under Taking into account the state of the art, the implementation costs and the nature, scope, circumstances and purposes of the processing as well as the different ones Probabilities of occurrence and the extent of the threat to rights and freedoms more natural persons suitable technical and organizational measures to ensure an appropriate level of risk Level of protection to ensure.

The measures include in particular ensuring the confidentiality, integrity and availability of data Control of physical and electronic access to the data as also the she relevant Access, input, distribution, ensuring availability and their _ Separation. Furthermore _ have we Proceedings set up, the one Ensuring the exercise of the rights of those affected, the deletion of data and responses to threats to data. Also take into account We already protect personal data in the development or selection of hardware, software and Proceedings in accordance with the principle of data protection Technology design and through privacy friendly Preferences.

Transfer of personal data

In the frame ours Processing of personal data may result in the data being passed on to others Jobs, companies, legal self-employed Organizational units or persons transmitted or she them opposite disclosed become. To the recipients This data can be used, for example, with IT tasks commissioned service provider or Providers of services and content that are integrated into a website become, belong. In such cases observe we the legal ones Defaults and close in particular appropriate Contracts or agreements with the recipients that serve to protect your data of your data.

Data transmission within the group of companies: We can personal data to others Pursue within ours Group of companies to transfer or grant them access to this data. _ Provided this transfer to administrative purposes If the data is passed on, it is based on our data entitled entrepreneurial and business interests or takes place, provided she to fulfillment ours contract-related Commitments necessary is or if one Consent of those affected or one legal Permission is present.

Data transmission within the organization: We can personal data to others Place within send to our organization or grant them access to this data. _ Provided this transfer to administrative purposes If the data is passed on, it is based on our data entitled entrepreneurial and business interests or takes place, provided she fulfillment ours contract-related Commitments necessary is or if one Consent of those affected or one legal Permission is present.

Data processing in third countries

Provided we data in one Third country (ie, outside the European Union (EU), the European Economic Area (EEA)). or processing in the context of using services _ Third or the disclosure or transfer of data to others People, positions or Pursue takes place, this only happens in harmony with the legal ones Specifications.

Subject to more explicit consent or compatible or legal more required transmission process or let We only use the data in third countries with one recognized Data protection level, contractual Obligation through so-called Standard protection clauses of the EU Commission Presence of certifications or more binding internal Data protection regulations process (Art. 44 to 49 GDPR, EU Commission information page: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection_de).

Deletion of data

Those of us processed data will be after in accordance with the legal requirements Requirements deleted as soon as whose to processing allowed Consents withdraw become or other Permits omitted (e.g. if the purpose of the processing this data is omitted is or them for the purpose not necessary are). Unless the data deleted become because _ them for others and legally allowed purposes necessary are, will whose Processing on these purposes limited. Ie, the data will be locked and not for others purposes processed. This applies, for example, to data that comes from commercial or _ tax law Found stored become must or whose storage to assertion, exercise or Defense of legal claims or to protect the rights of another natural or legal entity required is.

Our Data protection information can further more Declarations to the retention and deletion of data relevant to the respective Processings priority apply.

Use of cookies

Cookies are small Text files or others Storage notes, the information on end devices store and information from the end devices read out. E.g. about the login status in one User account, one Shopping cart contents in an e-shop, which are called up Content or used Features one online offer save. Cookies can further to different purposes used become, e.g. to For the purposes of functionality, security and convenience of online offerings as well as the creation of analyzes of visitor flows.

Hints to Consent: We set cookies in accordance with the legal ones Regulations a. Therefore get it us from the users one previous consent a, except if this legal not required is. A consent is in particular not Necessary if the storage and reading of the information, including cookies, is essential necessary are to the users one of them expressly desired Telemedia service (i.e. ours online offer). Disposal to put. To the absolutely Necessary cookies usually include cookies Functions related to the display and operability of the online offering, load balancing, security, storage of user preferences and selection options or similar with the provision of the main and secondary functions of the service provided by the users requested online offer related purposes serve. The revocable one consent becomes towards the users clearly communicates and contains the information on the respective cookie usage.

Hints to data protection law Legal basis: On which data protection law Legal basis we collect the users ' personal data with Help processing cookies depends _ depends on whether we User for one Ask for consent. If the users consent is the legal basis for processing Your data explained Consent. Otherwise The data processed using cookies is based on ours legitimate interests (e.g. in a business management Operation ours online offering and improving its usability). or if this is within the scope of performance ours contractual Duties occurs when the use of cookies is required is to ours contractual Commitments to fulfill. To which ones The purposes of our cookies processed become, about it clear up us in the course this Data protection or as part of ours Consent and processing processes.

Storage period: With regard to the storage period will be the following Different types of cookies:

- **Temporary cookies (also: session or Session cookies):** Temporary cookies are at latest deleted after _ a User an online offer left and closed his device (e.g. browser or mobile application).
- **Persistent cookies:** Persistent cookies remain also after closing the device _ saved. So can For example, the login status is saved or preferred Content direct displayed will be when the user a website again visited. As well they can come with you User data collected using cookies to Range measurement used become. Provided we users no explicit Declarations You should inform us about the type and storage period of cookies (e.g. as part of obtaining consent). User of that assume that cookies are permanent and the storage period is up to be two years can.

General information for the Revocation and objection (opt-out): User can those of them submitted Consents at any time revoked and also a Objection to processing in accordance with the legal requirements Submit specifications in Article 21 GDPR. User can your contradiction also via the settings your browser, e.g. by Disabling the use of cookies (wherein through this also the functionality our online services may be limited). An objection to the use of cookies for online marketing purposes can also via the websites https://optout.aboutads.info and https://www.youronlinechoices.com/ explained become.

- **Processed Data types:** Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Deployment ours Online offering and user-friendliness.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

More Hints to Processing processes, procedures and services:

- **Processing cookie data based on consent:** We set a Proceedings for cookie consent management, in which The scope of the user 's consent to the use of cookies or as part of the cookie consent management process mentioned Processing and providers caught up as well as from the users managed and revoked become can. Here becomes the declaration of consent saved to their query not anew repeat to must and consent according to the legal Obligation prove to can. The storage can server-side and/ or in a cookie (so-called opt-in cookie, or using more comparable technologies) to obtain consent one User, or his Device assign to can. Subject to more individual Declarations Regarding the providers of cookie management services, the following apply Notes: The duration of storage of the consent can up to be two years. Here becomes a pseudonymous User identifier formed and with the time of consent, information to Scope of consent (e.g. which Categories of cookies and/ or Service provider) as well as the browser, system and used End device saved ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).
- **Cookie opt-out:** In the footer On our website you will find a link through which you can change your cookie settings change and appropriate Consents withdraw can ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).
- **CookieYes:** Cookie consent management; **Service provider:** CookieYes Limited, 3 Warren Yard Warren Park, Wolverton Mill, Milton Keynes, MK12 5NW, Great Britain ; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.cookieyes.com ; **Data protection declaration:** https://www.cookieyes.com/privacy-policy/ ; **Order processing contract:** https://www.cookieyes.com/dpa/ .

Business benefits

We process our data Contractual and business partners, e.g. customers and interested parties (in summary designated as a " contractual partner ") within the framework of contractual and comparable legal relationships as well with it associated measures and within the framework of communication with the contractual partners (or pre-contractual), e.g., to make inquiries to answer.

We process this data to our contractual Commitments to fulfill. These include especially the obligations to Provision of the agreed services, if any Update obligations and remedies at Warranty and other Performance problems. About it out process we provide the data Currency our rights and to purposes of with this one Duties associated Administrative tasks as well as the corporate organization. About it out process we base the data on ours legitimate interests in a proper and business management Managing directors as well as security measures to protect ours Contractual partner and ours Business operations from misuse and danger your data, secrets, information and rights (e.g. to Involvement of telecommunications, transport and others Auxiliary services as well as Subcontractors, banks, tax and legal advisors, payment service providers or financial authorities). Within the framework of the applicable Right give we receive the data from contractual partners only in this respect to third parties further than this for the aforementioned purposes or to fulfillment more legal Duties necessary is. Over more Forms of processing, e.g Marketing purposes, the contractual partners are within the framework this Data protection informed.

What data for the aforementioned purposes necessary We inform the contractual partners before or as part of data collection, e.g. in online forms special Identification (e.g. colors) or symbols (e.g. asterisks etc.), or personal with.

We delete the data after legal expiry Warranty and comparable Duties, ie, fundamentally after 4 years, unless the data is in one Customer account saved will, e.g., as long as she out of legal Reasons for archiving stored become have to. The legal one Retention period amounts at tax law relevant Documents as well as at Trading books, inventories, opening balance sheets, annual financial statements, which... Understanding this Documents required work instructions and others Organizational documents and accounting documents ten years as well at received Commercial and business letters and reproductions of those sent Commercial and business letters six years. The deadline begins at the end of the calendar year in which the last Entry made in the book, the inventory, the opening balance, the annual financial statements or the situation report set up, the commercial or Business letter received or sent been or the booking voucher developed is, also the recording performed been is or the others Documents developed are.

So far we to Delivery our third-party services or Platforms insert, apply in proportion between the users and the providers, the terms and conditions and data protection information of each Third Party or Platforms.

- **Processed Data types:** Inventory data (e.g. names, addresses); Payment data (e.g. bank details, invoices, payment history); Contact details (e.g. email, telephone numbers); Contract data (e.g. subject matter of the contract, term, customer category); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Special Categories personal data:** Health data (Art. 9 Para. 1 GDPR); Data for sex life or sexual _ Orientation (Art. 9 Para. 1 GDPR); Religious or ideological Beliefs (Art. 9 Para. 1 GDPR); data, out those that are racial and ethnic Origin arise (Art. 9 Para. 1 GDPR).
- **Affected People:** customers; interested parties ; Business and contractual partners ; Pupils/ students / participants.
- **Purposes of processing:** Delivery contractual services and customer service ; security measures ; Contact inquiries and communication ; Office and organizational procedures ; Managing and responding to inquiries ; Conversion measurement (measuring the effectiveness of marketing measures); Profiles with user-related Information (creating user profiles).
- **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR); Legal Obligation (Art. 6 para. 1 sentence 1 lit. c) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Economic Analyzes and market research:** From business management Reasons and market trends, wishes of contractual partners and users recognize to can, analyze we the us existing data on business transactions, contracts, inquiries, etc., being included in the group of those affected persons Contractual partners, interested parties, customers, visitors and users ours Online offers can fall.The Analyzes take place for business purposes Evaluations, marketing and market research (e.g. for Determination of customer groups with different

properties). Can do this we, provided available, the profiles of registered users velvet of their Information, e.g. to claim services taken into account. The analyses serve alone us and will not disclosed externally unless it is _ not about anonymous analysis with summarized, i.e. anonymized values acts. Further take we We take the privacy of users into account and process the data for analysis purposes if possible pseudonymous and, if feasible, anonymous (e.g. as aggregated data); **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Shop and e-commerce:** We process our customers' data to help them select, purchase or order the chosen ones Products, goods as well associated services, as also whose Payment and delivery or execution to enable. If for the execution of an order required, set we Service providers, especially postal, forwarding and shipping companies a, to the delivery or execution opposite to carry out for our customers. For processing payment transactions take We use the services of banks and payment service providers. The required ones Declarations are as those within the scope of the order or comparable ones acquisition process marked and include the for Delivery, or provision and billing required Declarations as well as Contact information for any Consultation hold to can ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

- **Education and training services:** We process participants ' data ours Education and training offers (uniform designated as "trainees and advanced trainees " to help them opposite our Training Services provide to can. The ones here processed data, the type, scope, purpose and necessity of their processing determine itself according to the underlying Contract and training relationship. About the forms of processing belong also the performance assessment and the evaluation of our services as well that of the teaching staff Frame ours Task can we further special Categories of data, here in particular Declarations on the health of trainees and further trainees as well as data those the ethnic Origin, political Opinions, religious or ideological Beliefs emerge, process. For this fetch we, provided required, one express Consent of the trainees and further trainees and process the special ones Categories of data otherwise only if it is for Provision of training services _ Health care and social protection purposes or

protection _ vital interests of trainees and further training necessary is ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

- **Coaching:** We process our data clients as well as interested parties and others Client or Contractual partner (uniform designated as " clients " to them opposite provide our services to can. The data processed, the type, scope, purpose and necessity of their processing determine itself according to the underlying Contractual and client relationship.In Frame ours Task can we further special Categories of data, here in particular Declarations for the health of the clients, if necessary. with Relation to whose sex life or sexual _ Orientation, as well as data those that are racial and ethnic Origin, political Opinions, religious or ideological Beliefs or union membership emerge, process. For this fetch we, provided required, one express Consent of clients and process the special ones Categories of data otherwise provided this is the health of the client serves to make the data public are or other legal Permits available.If it is for ours Fulfillment of contract, to protect vital interests or legal necessary is, or one Consent of clients present, reveal or to transfer we the clients ' data under Compliance with professional law Specifications for third parties or Authorities, such as authorities, billing offices as well as in the area of IT, office or more comparable Services ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).
- **Consulting:** We process our data Clients, clients as well as interested parties and others Client or Contractual partner (uniform designated as " clients " to them opposite our Consulting services provide to can. The data processed, the type, scope, purpose and necessity of their processing determine itself according to the underlying Contractual and client relationship. If it is for our purposes Fulfillment of contract, to protect vital interests or legal necessary is, or one Consent of clients present, reveal or to transfer we the clients ' data under Compliance with professional law Specifications for third parties or Agents, such as authorities, subcontractors or in the area of IT, office or more comparable Services ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

- **Online courses and online training:** We process the participants ’ data of our online courses and online training (uniform designated as a “ participant ” to them opposite our course and training services provide to can. The ones here processed data, the type, scope, purpose and necessity of their processing determine itself according to the underlying contractual relationship. The data includes basically Declarations to those in claim taken courses as well as services and as far as part of our service offering personal Participants ' specifications and results. About the forms of processing belong also the performance assessment and the evaluation of our services as well that of the course and training leaders ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).
- **Project and development services:** We process our customers ' data as well Client (hereinafter uniformly referred to as "customers") to enable them to select, purchase or commission the selected services or works as well related activities as also whose Payment and provision or execution or Delivery to enable.The required Declarations are as those within the scope of the order, order or comparable Conclusion of contract marked and include the for Service provision and billing required Declarations as well as Contact information for any consultations hold to can. So far we Access to Information from end customers, employees or another persons receive, process we these in harmony with the legal and contractual ones specifications ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).
- **Technical Services:** We process our customers ' data as well Client (hereinafter uniformly referred to as "customers") to enable them to select, purchase or commission the selected services or works as well related activities as also whose Payment and provision or execution or Delivery to enable.The required Declarations are as those within the scope of the order, order or comparable Conclusion of contract marked and include the for Service provision and billing required Declarations as well as Contact information for any consultations hold to can. So far we Access to Information from end customers, employees or another persons receive, process we these in harmony with the legal and contractual ones specifications ; **Legal basis:** Fulfillment of the

contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

- **Management consulting:** We process the data of our customers and clients as well as interested parties and others Client or Contractual partner (uniform designated as " Customers") to them opposite our contractual or pre-contractual services, in particular Consulting services, provide to can. The data processed, the type, scope, purpose and necessity of their processing determine itself according to the underlying Contractual and business relationship. Provided it is for our benefit Fulfillment of contract or legal necessary is, or one Customers have given their consent or to transfer we store customer data Compliance with professional law Specifications for third parties or Authorities, such as authorities, courts or in the area of IT, office or more comparable Services ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).
- **Events and events:** We process the data of participants of ours offered or aligned events, events and similar Activities (hereinafter uniformly referred to as " participants " and " events " to allow them to participate in the events and benefit from the benefits associated with participation related services or Actions to enable. Provided we in this Frame health-related data, religious, political or other special Process categories of data, then he follows these within the scope of obviousness (e.g. at thematically aligned Events or serves health care and safety or he follows with Consent of those affected).The required Declarations are as those within the scope of the order, order or comparable Conclusion of contract marked and include the for Service provision and billing required Declarations as well as Contact information for any consultations hold to can. So far we Access to Information from end customers, employees or another persons receive, process we these in harmony with the legal and contractual ones specifications ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

Provision of online offerings and web hosting

We process users ' data to help them our online services to Disposal place to can. Process for this purpose we provide the user 's IP address, which is necessary is to the content and functions our online services to the user 's browser or device to transmit.

- **Processed Data types:** Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Content data (e.g. entries in online forms).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Deployment ours Online offering and user-friendliness ; Information technology Infrastructure (operation and provision of information systems and technical devices (computers, servers, etc.); security measures ; Firewall.
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Deployment Online offer on rented Storage space:** For provisioning ours online offer to use we Storage space, computing capacity and software that we use from one corresponding Rent a server provider (also called a " web host ") or otherwise relate ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).
- **Deployment Online offering on your own / dedicated Server hardware:** For deployment ours online offer to use us from ourselves operated Server hardware as well as the one with it associated storage space, computing capacity and software; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).
- **Collection of access data and log files:** Access to our Online offer is logged in the form of so- called "server log files". To the server log files can provide the address and name of the retrieved Websites and files, date and time of access, transferred Data volumes, reporting about successful Retrieval, browser type in

addition to version, the user 's operating system, referrer URL (the previous one visited Page) and usually IP addresses and the requesting provider belong.The Server log files can for the a to for security purposes used become, for example, a Server overload _ avoid (especially in the case of abusive Attacks, so -called DDoS attacks) and other to the utilization of the servers and their stability to ensure ; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Deletion of data:** log file information are stored for a maximum of 30 days and thereafter deleted or anonymized. data whose more storage to evidentiary purposes necessary is, are up to final Clarification of the respective incident of deletion excepted.

- **Email sending and hosting:** The services we use web hosting services provided also shipping and receiving _ as well as the storage of emails. To these purposes are the addresses of the recipients as well as Sender as also more information regarding the sending of emails (e.g. the providers involved) as well as the content of the respective emails. The aforementioned data can further to Processed for the purpose of detecting SPAM become. We ask you to Note that emails on the Internet are fundamental not encrypted sent become. As a rule Emails are sent in transit encrypted, but (if no so-called end - to -end encryption method used will) not on the servers from which she sent and received become. We can therefore assume no responsibility for the transmission path of emails between the sender and receipt on our server ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Content Delivery Network:** We bet a " content delivery network" (CDN). A CDN is a service, with whose Help Content one Online offering, in particular size Media files, such as Graphics or Program scripts, with Faster and more secure with the help of regionally distributed servers connected via the Internet delivered become can ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **STRATO:** Services in the field of providing information technology infrastructure and associated Services (e.g. storage space and/ or computing capacities); **Service provider:** STRATO AG, Pascalstraße 10, 10587 Berlin, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.strato.de ; **Data protection declaration:**

https://www.strato.de/datenschutz ; **Order processing contract:** Becomes from the Service provider provided.

- **WordPress.com:** hosting and software for creating, deploying and operating websites, blogs and others online offers ; **Service provider:** Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://wordpress.com ; **Data protection declaration:** https://automattic.com/de/privacy/ ; **Order processing contract:** https://wordpress.com/support/data-processing-agreements/ .

- **Wordfence:** Firewall and security as well Error detection functions to prevent unauthorized access Access attempts as well as technical Weak points that one such access make possible could, too recognize and to prevent. To these purposes Cookies and similar cookies may be necessary for this purpose Storage method deployed and security protocols during the exam and especially in the case of a unauthorized access created become. In this one Connection The IP addresses of the users are one User identification number and its activities including the time of access processed and stored as well as with the from Data provided by the provider of the firewall and security function is compared and compared to them transmitted ; **Service provider:** Defiant, Inc., 800 5th Ave Ste 4100, Seattle, WA 98104, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.wordfence.com ; **Data protection declaration:** https://www.wordfence.com/privacy-policy/ ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.wordfence.com/standard-contractual-clauses/ ; **More Information:** https://www.wordfence.com/help/general-data-protection-regulation/ .

Special Hints to Applications (apps)

We process user data ours Application, so far this necessary are to provide users with the application as well as whose Functionalities provide, whose Security monitor and them develop to can. We can further User under Compliance with legal regulations Requirements contact if communication _ _ to for administration purposes or Use of the

application necessary is. By the way refer With regard to the processing of user data, we refer to the data protection information in this Privacy Policy.

Legal basis: The processing of data necessary to provide the functionalities of the application necessary is, serves to fulfill contractual obligations Duties. This also applies when providing the functions _ one User authorization (e.g. approval of device functions) is required. If the processing of data is necessary to provide the functionalities of the application not necessary is, but the security of the application or ours serves business interests (e.g. collection of data on For the purpose of optimizing the application or security purposes). them based _ ours legitimate interests. Provided User expressly whose Consent to processing asked for your data are processed, the processing takes place based on consent included data based on consent.

- **Processed Data types:** Inventory data (e.g. names, addresses); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Payment data (e.g. bank details, invoices, payment history); Contract data (e.g. subject matter of the contract, term, customer category); Image and/ or Video recordings (e.g. photographs or video recordings of a person); sound recordings ; Location data (information to geographical position of a device or a person).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Delivery contractual services and customer service.
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Commercial Usage:** We process users ' data ours Application, registered and any Test user (hereinafter uniformly referred to as " Users ") to help you opposite our provide contractual services to can as well as on basis legitimate interests to ensure security ours application ensure and you to develop further to can. The required ones Declarations are as those within the scope of use, order, order or comparable Conclusion of contract marked and can be used for service provision and for any Invoice required Declarations as well as Contact

information for any consultations hold to can, include ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

- **storage one universal and clear Identifier (UUID):** The application stored for the purpose of analyzing the use and functionality of the application as well as storing user settings _ one so called universal and clear Identifier (English "Universally Unique Identifier", UUID). This identifier becomes generated when installing this application (is however not with the device connected, so none Device identifier in this sense) remains between starting the application as well as of their Updates saved and is deleted if User the application from their Device remove.
- **storage one pseudonyms Identifier:** So that we can use the application provide and their Functionality to ensure can, use we a pseudonyms Identifier. The identification is a mathematical value (i.e. it will be no Clear data, such as B. names used), which is a Device and/ or the one on it installed installation of the application assigned is. This identifier becomes generated when installing this application remains _ between starting the application as well as of their Updates saved and is deleted if Users the application from the device remove.
- **Device permissions for access to features and** data: Usage ours application or of their Functionalities can User permissions to access certain _ _ Functions of the used Devices or on the, on the devices stored or with Help from devices require accessible data. By default must this Permissions from users granted will and can at any time in the settings of the respective Devices withdraw become. The exact one Proceedings to Control of app permissions can from the Device and software of the users be dependent. If clarification is required can itself users to us turn. We point out on it point out that the failure or Revocation of the respective Authorizations the functionality our application influence can.
- **Access to the camera as well stored Recordings:** As part of use ours application are image and/ or Video recordings (wherein also Audio recordings includes are) the user (and from others, from the recordings captured People) by accessing the camera functions or to saved ones Recordings processed. Access to the camera functions or saved Recordings puts one at any time revocable

authorization by the users ahead. The processing of the image and/ or Video recordings serves respectively only the provision of the respective Functionality ours Application, accordingly of their Description towards the users, or theirs typical and expected How it works.

- **Use of microphone functions:** As part of use ours application the microphone functions and with whose Help captured Audio recordings processed. Using the microphone functions puts one Authorization of users at any time withdraw become can, ahead. The use of the microphone functions and audio data serves respectively only the provision of the respective Functionality ours Application, accordingly of their Description towards the users, or theirs typical and expected How it works.
- **Processing of stored Contacts:** As part of use ours application are in the contact directory of the device stored Contact information of people (name, email address, telephone number) is processed. Use of contact information puts one Authorization of users at any time withdraw become can, ahead. Use of contact information serves respectively only the provision of the respective Functionality ours Application, accordingly of their Description towards the users, or theirs typical and expected How it works. The users become on it noted that the permission to process the contact information must be allowed and in particular at natural persons whose consent or a legal one Permission needs.
- **Use of contact information to For contact matching purposes:** Those in the device 's contact directory stored data of contacts can used be in order to check whether _ this contacts also our application use. For this purpose, the contact details of the respective Contacts (to which the telephone number and email address as well as the names) are uploaded to our server and only for the purpose of matching used.
- **Processing of location data:** As part of use ours application are those used by the Device collected or otherwise by the users entered Location data processed. The use of location data puts one Authorization of users at any time withdraw become can, ahead. The use of location data serves respectively only the provision of the respective Functionality ours Application, accordingly of their Description towards the users, or theirs typical and expected How it works.

- **No location history and none Movement profiles:** The location data become only selectively used and not to Education one Location history or one Movement profile of the used Devices, or theirs User processed.

Obtaining applications _ above App stores

The reference ours application he follows above above special online platforms operated by others service providers operated (so- called " app stores "). In this one Connection apply additionally to ours Data protection information, the data protection information of the respective App stores. This is particularly true with regard to those on the platforms used Proceedings to Range measurement and for interest-based marketing as well any Obligation to pay.

- **Processed Data types:** Inventory data (e.g. names, addresses); Payment data (e.g. bank details, invoices, payment history); Contact details (e.g. email, telephone numbers); Contract data (e.g. subject matter of the contract, term, customer category); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Content data (e.g. entries in online forms).
- **Affected People:** customers; Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Delivery contractual services and customer service ; Marketing.
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Apple App Store:** app and software sales platform ; **Service provider:** Apple Inc., Infinite Loop, Cupertino, CA 95014, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.apple.com/de/ios/app-store/ ; **Data protection declaration:** https://www.apple.com/legal/privacy/de-ww/ .

Blogs and publication media

We use blogs or comparable means of online communication and publication (hereinafter " publication medium "). The readers' data is used for the purposes of the publication medium only in this respect processed as it is for its Presentation and communication between authors and readers or out of security reasons _ necessary is. By the way refer we on the information to Processing of visitors ours publication medium within the framework this Data protection information.

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Delivery contractual services and customer service ; Feedback (e.g. collecting feedback via online form); Deployment ours Online offering and user-friendliness ; security measures ; Managing and responding to inquiries.
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Comments and Posts:** If users Comments or other Posts leave, can based on their IP addresses ours legitimate interests stored become. This is done to ours Security, if anyone in comments and posts unlawful Content leaves behind (insults, forbidden ones political propaganda etc.). In this case you can we even for the comment or Contribution concerned will and are therefore on the identity of the author interested.Des Further keep we before us, on basis ours legitimate interests the information provided by users for the purpose of Spam detection to process.on the same Legal basis keep we In the case of surveys, we reserve the right to use the IP addresses of users for their duration save and cookies use multiple voting to Avoid.The comments and posts _ _ _ communicated information to the person, any Contact - as well Website information as also the

content Declarations will be from us until User objection _ permanently saved ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Retrieving WordPress Emojis and Smilies:** Retrieving WordPress Emojis and Smilies - Within our WordPress blog to Efficient purposes _ Integration of content elements graphic emojis (or smilies), ie, small ones graphical Files containing feelings express, used, sourced from external servers. The server providers collect the IP addresses of the users. This is necessary for the emoji files to be sent to the users ' browsers transmitted become can ; **Service provider:** Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://automattic.com ; **Data protection declaration:** https://automattic.com/privacy .

- **Akismet Anti-Spam Check:** Akismet Anti - Spam Check - We use based ours legitimate interests the service " Akismet ". With Help from Akismet become Comments real people from spam comments differentiated. For this purpose, all comment information is sent to a server in the USA, where it is stored analyzed and for comparison purposes stored for four days become. Is a comment classified as spam been, the data is over this time _ saved. To these Declarations This includes the name entered, the email address, the IP address, the comment content, the referrer, information for the browser used as well for the Computer system and the time of entry.The User are welcome to use pseudonyms to use or by entering the name or the email address forego. You can transfer the data completely prevent by _ she our Comment system not use. That would be too bad, but unfortunately see we no Alternatives that work as well effectively work ; **Service provider:** Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://automattic.com ; **Data protection declaration:** https://automattic.com/privacy .

- **UpdraftPlus:** backup software and backup storage ; **Service Provider:** Simba Hosting Ltd., 11, Barringer Way, St. Neots, Cambs., PE19 1LW, GB; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://updraftplus.com/ ; **Data protection declaration:** https://updraftplus.com/data-protection-and-privacy-centre/ .

Contact and inquiry management

When contacting us with us (e.g. by post, contact form, email, telephone or via social media) as well as in the frame existing User and business relationships the information provided by the person making the request persons processed as far as this goes Answering contact inquiries and any requested measures required is.

- **Processed Data types:** Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Communication partner.
- **Purposes of processing:** Contact inquiries and communication ; Managing and responding to inquiries ; Feedback (e.g. collecting feedback via online form); Deployment ours Online offering and user-friendliness.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 Sentence 1 Letter b) GDPR).

More Hints to Processing processes, procedures and services:

- **Contact form:** If user above our Contact form, email or other Communication channels with contact us _ step, process we the us in this one Connection communicated data _ Processing of what has been communicated concern ; **Legal basis:** Fulfillment of the contract and pre-contractual Inquiries (Art. 6 Para. 1 S. 1 lit. b) GDPR), legitimate interests (Art. 6 Para. 1 S. 1 lit. f) GDPR).
- **MailPoet:** Email marketing service; **Service provider:** Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.mailpoet.com/ ; **Data protection declaration:** https://automattic.com/privacy/ .

Communication via messenger

We bet to We use messengers for communication purposes and therefore ask therefore, the following Hints to Functionality of the messengers Encryption, for Use of communication metadata and to _ Your Possible objections to note.

You can us also on alternatives Because, e.g. via telephone or email, contact. Please use those provided to you Contact options or those within ours online offer specified Contact options.

In the case of end- to -end encryption of content (i.e., the content Of their message and attachments). we on it indicates that the communication content (ie, the content of the message and attached images) is encrypted from end to end become. This means that the content of the messages not visible is, not once by the messenger providers yourself. You should always one current version of Messenger with more activated Encryption use this to encrypt the message content ensured is.

We point out our Communication partner however additionally on it point out that the messenger providers do not the content see, but in experience bring can that and when _ Communication partner with us communicate as well as technical information for the used Device of the communication partner and depending on Settings hers device also Location information (so-called metadata) processed become.

Hints to Legal basis: Provided we Communication partner before communication with them via Messenger for one Asking permission is the legal basis ours processing their data their Consent. By the way, if we not about one Ask for consent and get it from yourself, for example out of Contact with us absorb, use we messenger in proportion to ours contractual partners as well as in the context of contract initiation as one contractual measure and in the case of others Interested parties and communication partners on a basis ours legitimate interests in a quick and efficient Communication and meeting needs _ our Communication partner for communication via messenger. Furthermore point out we'll point it out to you to that _ we the us communicated contact details without Her consent not send to messenger for the first time.

Revocation, objection and deletion: You can at any time one granted consent revoked and communication with us via messenger at any time contradict. Delete in the case of communication via Messenger we the news accordingly ours general Deletion

policies (i.e., how above described after the end of the contract relationships, in the context of archiving specifications etc.) and otherwise, as soon as we of that go out can, any Information from communication partners answered to have if _ no Back reference to one previous conversation to expect is and the deletion no legal Retention obligations oppose.

Reserve the reference to others Ways **of communication:** Finally want we on it point out that we us out of Found Of their Security reserved, inquiries not via Messenger to answer. This is the case if, for example, contract internals special confidentiality need or one Answer via Messenger the formal one claims not is enough. In such cases refer we will guide you to more appropriate ones Communication channels.

- **Processed Data types:** Contact details (e.g. email, telephone numbers); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Content data (e.g. entries in online forms).
- **Affected People:** Communication partner.
- **Purposes of processing:** Contact inquiries and communication ; Direct marketing (e.g. via email or by post).
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Apple iMessage: Service provider:** Apple Inc., Infinite Loop, Cupertino, CA 95014, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.apple.com/de/ ; **Data protection declaration:** https://www.apple.com/legal/privacy/de-ww/ .
- **Facebook Messenger:** Facebook Messenger with end- to -end encryption (which sets end- to -end encryption of Facebook Messenger one activation ahead, provided she not By default should be activated); **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.facebook.com ; **Data protection**

declaration: https://www.facebook.com/about/privacy ; **Order processing contract:** https://www.facebook.com/legal/terms/dataprocessing ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.facebook.com/legal/EU_data_transfer_addendum .

- **Microsoft Teams:** Microsoft Teams - Messenger; **Service provider:** Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland, Parent company: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.microsoft.com/de-de/microsoft-365 ; **Data protection declaration:** https://privacy.microsoft.com/de-de/privacystatement , security information: https://www.microsoft.com/de-de/trustcenter ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA .

- **Skype:** Skype Messenger with end- to -end encryption - Skype's end- to -end encryption sets whose activation ahead (if she not By default should be activated); **Service provider:** Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.skype.com/de/ ; **Data protection declaration:** https://privacy.microsoft.com/de-de/privacystatement , security information: https://www.microsoft.com/de-de/trustcenter .

- **WhatsApp:** WhatsApp Messenger with end - to -end encryption ; **Service provider:** WhatsApp Ireland Limited, 4 Grand Canal Quay, Dublin 2, D02 KH28, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.whatsapp.com/ ; **Data protection declaration:** https://www.whatsapp.com/legal .

- **Cisco WebEx:** conferencing and communications software ; **Service provider:** Webex Communications Deutschland GmbH, Hansaallee 249, c/o Cisco Systems GmbH, 40549 Düsseldorf, parent company: Cisco Systems, Inc. 170 West Tasman Dr., San Jose, CA 95134, USA; **Legal basis:** Legitimate interests (Art. 6

para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.webex.com/de ; **Data protection declaration:** https://www.cisco.com/c/de_de/about/legal/privacy-full.html .

- **Zoom:** conference and communication software ; **Service provider:** Zoom Video Communications, Inc., 55 Almaden Blvd., Suite 600, San Jose, CA 95113, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://zoom.us ; **Data protection declaration:** https://zoom.us/docs/de-de/privacy-and-legal.html ; **Order processing contract:** https://zoom.us/docs/de-de/privacy-and-legal.html (referred to as Global DPA); **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://zoom.us/docs/de-de/privacy-and-legal.html (Described as Global DPA).

Video conferences, online meetings, webinars and screen sharing

We bet Platforms and applications another Provider (hereinafter designated as " conference ") For the purposes of conducting video and audio conferences, webinars and others Types of video and audio meetings (hereinafter in summary designated as a " conference "). Please keep this in mind when selecting conference platforms and their services we the legal ones Specifications.

Through conference platforms Data processed: As part of participation in a conference The conference platforms process the following mentioned personal data of participants. The scope of processing hangs for the a depends on what data is included in a specific conference required (e.g. providing access data or Real names) and which ones optional Declarations by the participants made become. In addition to processing to Carrying out the conference, the data of the participants can be used through the conference platforms also to security purposes or Service optimization processed become. The data processed includes personal data (first name, last name), contact information (email address, telephone number), access data (access codes or Passwords), profile pictures, information to professional Position /function, the IP address of the Internet access, information to the end devices of the participants, their Operating system, the browser and its technical and linguistic Settings, information to the content communication processes, ie Input in chats as well as audio and video data,

as also the use another to Disposal standing Functions (e.g. surveys). Content of communications are provided by the conference provider technically provided Scope encrypted. If the participants on the conference platforms as user registered are, then can further data according to the agreement with the respective one Conference provider processed become.

Logging and recordings: If text entries, participation results (e.g. from surveys) as well as video or Audio recordings logged This will be communicated transparently to the participants in advance and they will – so far required – to have one approval asked.

Data protection measures of participants: Please note the details of processing of your data through the conference platforms whose Data protection information and choose the conference platforms that are best for you within the settings of the conference platforms Security and privacy settings. Please also ensure data and privacy protection in the background for the duration of a video conference Of their Recording (e.g. by Notes to roommates, locking doors and use, as far as technically possible to use the function Blurring of the background). Links to the conference rooms as well as Access data, may not to unauthorized persons Third passed on become.

Hints to Legal basis: Provided next to the conference platforms also we collect user data process and the users about their Consent to the use of the conference platforms or certain Ask for functions (e.g. consent with a recording of conferences) is the legal basis for the processing this Consent. Furthermore, can our processing to fulfillment ours contractual Duties may be necessary (e.g. in participant lists, in the case of processing the results of discussions, etc.). By the way are based on user data ours legitimate interests in efficient and secure communication with ours communication partners processed.

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** communication partner ; Users (e.g. website visitors, users of online services); Pictured People.

- **Purposes of processing:** Delivery contractual services and customer service ; Contact inquiries and communication ; Office and organizational procedures.
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Cisco WebEx:** conferencing and communications software ; **Service provider:** Webex Communications Deutschland GmbH, Hansaallee 249, c/o Cisco Systems GmbH, 40549 Düsseldorf, parent company: Cisco Systems, Inc. 170 West Tasman Dr., San Jose, CA 95134, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.webex.com/de ; **Data protection declaration:** https://www.cisco.com/c/de_de/about/legal/privacy-full.html .
- **Google Hangouts / Meet:** conference and communication software ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://hangouts.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://cloud.google.com/terms/data-processing-addendum ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://cloud.google.com/terms/eu-model-contract-clause .
- **Microsoft Teams:** conferencing and communication software ; **Service provider:** Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland, Parent company: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.microsoft.com/de-de/microsoft-365 ; **Data protection declaration:** https://privacy.microsoft.com/de-de/privacystatement , security information: https://www.microsoft.com/de-de/trustcenter ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA .

- **Skype:** Messenger and conferencing software; **Service provider:** Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.skype.com/de/ ; **Data protection declaration:** https://privacy.microsoft.com/de-de/privacystatement , security information: https://www.microsoft.com/de-de/trustcenter .
- **TeamViewer:** conference and communication software ; **Service provider:** TeamViewer GmbH, Jahnstr. 30, 73037 Göppingen, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.teamviewer.com/de ; **Data protection declaration:** https://www.teamviewer.com/de/datenschutzerklaerung/ .
- **Zoom:** conference and communication software ; **Service provider:** Zoom Video Communications, Inc., 55 Almaden Blvd., Suite 600, San Jose, CA 95113, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://zoom.us ; **Data protection declaration:** https://zoom.us/docs/de-de/privacy-and-legal.html ; **Order processing contract:** https://zoom.us/docs/de-de/privacy-and-legal.html (referred to as Global DPA); **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://zoom.us/docs/de-de/privacy-and-legal.html (Described as Global DPA).

Application process

The application process puts advance that _ Applicant us for theirs Assessment and selection provide the necessary data. Which information necessary are, results itself from the job description or in the case of online forms from those there Information.

Basically belong to the required ones Details, the information to the person, such as the name, the address, a Contact option as well as the evidence about those necessary for a position Qualifications. We will share upon request Additionally, please let us know which ones Declarations needed become.

Provided to Disposal provided, can us Applicant her Applications by means of one online form transmit. The data will be encrypted to us according to the state of the art

transferred. Also can Applicant us her Submit applications via email. Here we ask however to Note that emails on the Internet are fundamental not encrypted sent become. As a rule Emails are sent in transit encrypted, but not on their servers _ she sent and received become. We can therefore for the transmission route of the application accept no responsibility between the sender and receipt on our server.

For the purposes of finding applicants, submitting applications and selecting applicants can we under Compliance with legal regulations Specifications, applicant management or recruitment software and platforms and services from third - party providers take.

Applicant can Please let us know how to submit your application to contact or us the application by post to send.

processing special Categories of data: As far as the application process is concerned special Categories of personal data within the meaning of Art. 9 Para. 1 GDPR (e.g. health data, such as severely disabled status or ethnic origin). applicants requested be so that the person responsible or the person concerned who gives him or her from labor law and social law security and social protection exercise his or her rights _ _ in this regard Duties progeny can, done whose processing according to Article 9 Paragraph 2 Letter b. GDPR, in case of protection vital interests of the applicants or another Persons in accordance with Article 9 Paragraph 2 Letter c. GDPR or for health care purposes or occupational medicine, for assessing the employee 's ability to work, for medical purposes Diagnostics, for care or Treatment in health - or Social area or for the management of systems and services in health - or Social sector in accordance with Article 9 Paragraph 2 Letter h. GDPR. In the case of one on a voluntary basis consent based Notification of the special Categories of data takes place whose Processing based on Article 9 Paragraph 2 Letter a. GDPR.

Deletion of data: That of the applicants to Disposal The data provided can be used in the event of a successful Application for the purposes of employment with us further processed become. Otherwise, provided the application is based on a Job offer not successful is, the data of the applicants deleted. The applicants' data become also deleted if _ one Application withdrawn will what the applicants do at any time justified are. The deletion takes place, subject to one entitled Cancellation of the applicant, at the latest after the expiration of one period of six months, so that we any Follow-up questions to the application answer and ours Obligations to provide proof from the

regulations to Equal treatment of applicants progeny can. bills above any Reimbursement of travel expenses become in accordance with tax law Requirements archived.

Recording into one Applicant pool: being accepted into one Applicant pool, if offered is based on consent. _ _ The applicants become about it taught that _ her approval to Inclusion in the talent pool voluntarily is, none influence on the ongoing Application process has and she her consent revoked at any time in the future can.

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Applicant data (e.g. details about the person, postal and contact addresses that go to Application belonging Documents and those in them included Information such as cover letters, CVs, certificates as well as more with regard to one specific location or voluntarily by applicants mentioned information to their person or qualifications); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** applicant ; Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Application procedure (reason and any later ones execution as well as possible later ones Termination of employment); Range measurement (e.g. access statistics, detection recurring visitors); Deployment ours Online offering and user-friendliness ; Tracking (e.g. interest / behavioral profiling, use of cookies); Profiles with user-related Information (creating user profiles).
- **Legal basis:** Application process as pre-contractual or contractual Relationship (Art. 6 para. 1 lit. b) GDPR); Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

More Hints to Processing processes, procedures and services:

- **Facebook jobs:** job searches and application-related ones Services within the Facebook platform; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:**

https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy ; **Order processing contract:** https://www.facebook.com/legal/terms/dataprocessing ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.facebook.com/legal/EU_data_transfer_addendum .

- **LinkedIn Recruiter:** job search and application-related Services within the LinkedIn platform ; **Service Provider:** LinkedIn Ireland Unlimited Company, Wilton Plaza Wilton Place, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.linkedin.com ; **CONDITIONS:** https://legal.linkedin.com/dpa ; **Data protection declaration:** https://www.linkedin.com/legal/privacy-policy ; **Order processing contract:** https://legal.linkedin.com/dpa .

- Monster: related services with employee acquisition /recruitment (search after employees, communication, application process, contract negotiations); **Service provider:** Monster Worldwide Deutschland GmbH, Ludwig-Erhard- Straße 14, 65760 Eschborn, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.monster.de ; **Data protection declaration:** https://www.monster.de/datenschutz/datenschutz/home.aspx .

- Stepstone: related services with employee acquisition /recruitment (search after employees, communication, application process, contract negotiations); **Service provider:** StepStone Deutschland GmbH, Völklinger Straße 1, 40219 Düsseldorf, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.stepstone.de ; **Data protection declaration:** https://www.stepstone.de/Ueber-StepStone/Rechtliche-Hinweise/datenschutzerklaerung/ .

- **Xing:** job applications and application -related Services within the Xing platform ; **Service provider:** New Work SE, Am Strandkai 1, 20457 Hamburg, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.xing.com ; **Data protection declaration:** https://privacy.xing.com/de/datenschutzerklaerung .

- **Google Tag Manager (server-side Usage):** The Google Tag Manager is an application with which we above one Interface to manage so -called website tags

and thus other Services in our online offer integrate can (see in addition also the others Information in this Data protection declaration). The tag manager itself (which implements the tags) neither User profiles Cookies are still stored. The integration of others services he follows server side. This means that the user 's data not directly from her Device transmitted to the respective service or Google become. In particular becomes the IP address of the user not transmitted to the other service. Instead The data is first transmitted to our server, where the user records are stored ours internal User identification number assigned become. The subsequent one Transmission of data from our server to the respective servers Service provider he follows only in this one pseudonymized form. The user identification number contains no unique data, such as names or email addresses ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms/ ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Google Tag Manager:** Google Tag Manager is one Solution with which we _ so- called Website tags about one surface manage and so others Services in our Online offer incorporate can (see this will be available further Information in this Data protection referred). With the tag manager itself (which implements the tags). therefore e.g. B. still no user profiles created or cookies stored. Google finds out only the user 's IP address, which is necessary is to run Google Tag Manager ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard**

contractual clauses (warranty Data protection level at Processing in third countries): https://business.safety.google/adsprocessorterms .

- **Google Ad Manager:** We use the "Google Marketing Platform" (and services such as "Google Ad Manager") to display ads in the Google advertising network to Place (e.g., in search results, in videos, on websites, etc.). The Google Marketing Platform draws itself through this from that _ Real- time ads based presumed interests of the users displayed become. This allows us Ads for and within ours online offer more targeted display to users only Show to present that potentially correspond to their interests. If one Users e.g. display ads for products displayed be for which he relies on others Online offers If you are interested, this is what we are talking about from "Remarketing"; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing as well as the data processed: https://privacy.google.com/businesses/adsservices ; Data processing conditions for Google advertising products: Information to the services Data processing conditions between Controllers and standard contractual clauses for third country transfers of data: https://business.safety.google/adscontrollerterms ; provided Google as Processor acts, data processing conditions for Google advertising products and standard contractual clauses for third country transfers of data: https://business.safety.google/adsprocessorterms .

Cloud services

We use accessible via the Internet and on the servers of their Provider executed Software services (so-called "cloud services ", too designated as "Software as a Service") for the storage and management of content (e.g. document storage and management, exchange of documents, content and information with certain recipients or Publication of content and information).

In this one Frame can personal data is processed and stored on the providers ' servers saved will, so far this Part of communication processes with us are or from us otherwise,

as in the frame this Data protection presented, processed become. You can access this data in particular User master data and contact details, data processes, contracts, others processes and their Content belong. The cloud service providers process further Usage data and metadata provided by them to security purposes and for Service optimization used become.

Provided we with Help the cloud services for others User or public accessible Web pages Forms o.a Documents and content Providers may provide cookies on users ' devices for web analysis purposes _ or, around yourself User settings (e.g. in the case of media control). remember, save.

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** customers; Employees (e.g. employees, applicants, former employees); interested parties ; communication partner ; Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Office and organizational procedures ; Information technology Infrastructure (operation and provision of information systems and technical Devices (computers, servers, etc.).
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Dropbox:** cloud storage service; **Service provider:** Dropbox, Inc., 333 Brannan Street, San Francisco, California 94107, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.dropbox.com/de ; **Data protection declaration:** https://www.dropbox.com/privacy ; **Order processing contract:** https://assets.dropbox.com/documents/en/legal/dfb-data-processing-agreement.pdf ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):**

https://assets.dropbox.com/documents/en/legal/dfb-data-processing-agreement.pdf .

- **Google Cloud Services:** Cloud infrastructure services and cloud-based application software ; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://cloud.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://cloud.google.com/terms/data-processing-addendum ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://cloud.google.com/terms/eu-model-contract-clause ; **More Information:** https://cloud.google.com/privacy .
- **Google Cloud Storage:** Cloud storage, cloud infrastructure services and cloud-based application software ; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://cloud.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://cloud.google.com/terms/data-processing-addendum ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://cloud.google.com/terms/eu-model-contract-clause ; **More Information:** https://cloud.google.com/privacy .
- **Google Workspace:** Cloud-based Application software (e.g. text and spreadsheet editing, appointment and contact management), cloud storage and cloud infrastructure services ; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://workspace.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://cloud.google.com/terms/data-processing-addendum ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://cloud.google.com/terms/eu-model-contract-clause ; **More Information:** https://cloud.google.com/privacy .

- **Microsoft cloud services:** cloud storage, cloud infrastructure services and cloud-based application software ; **Service provider:** Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland, Parent company: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://microsoft.com/de-de ; **Data protection declaration:** https://privacy.microsoft.com/de-de/privacystatement , security information: https://www.microsoft.com/de-de/trustcenter ; **Order processing contract:** https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA .

Newsletter and electronic Notifications

We send newsletters, emails and more electronic Notifications (hereinafter " newsletter") only with the consent of the recipients or a legal one Permission. If as part of a registration to its newsletter Content concrete circumscribed will, are them for the consent of the users decisive. By the way contain our newsletter information to our services and us.

About yourself to ours newsletters Registering is basically enough _ if you enter your email address _ specify. However, we can ask you to provide a name more personal Address in the newsletter, or more Information, if this is required for the purposes of the newsletter are, too make.

Double opt- in **procedure:** Registration to our newsletter _ basically in one so-called double opt-in procedures. Ie, you receive after registration _ an email asking for confirmation Of their Registration requested become. This Confirmation is necessary so that itself no one with foreign email addresses register can. The registrations become a newsletter logs the login process according to legal requirements Requirements prove to can. For this includes the storage of the registration and confirmation times as also the

IP address. As well will be the changes Of their with the shipping service provider stored data is logged.

Deletion and restriction of processing: We can store the unsubscribed email addresses for up to three years on a basis ours legitimate interests before we save she delete to a formerly given consent prove to can. The processing This data is used for the purpose of possible defense against claims limited. An individual one Deletion request is at any time possible, provided at the same time the former Existence of consent confirmed will. In case of duties to permanent Attention to contradictions keep we us to store the email address alone to for this purpose in a blacklist (so-called "blocklist").

The logging of the registration process takes place on a basis ours legitimate interests _ For the purpose of proving its proper status process. So far we a service provider If you commission the sending of emails, this will be done on a basis ours legitimate interests in one efficient and safe Shipping system.

Contents:

information to us, our services, promotions and offers.

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Usage data (e.g. visited Websites, interest in content, access times).
- **Affected People:** communication partner ; Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Direct marketing (e.g. via email or by post); Range measurement (e.g. access statistics, detection recurring visitors); Conversion measurement (measuring the effectiveness of marketing measures); Profiles with user-related Information (creating user profiles).
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Option to object (opt-out):** You can opt out our newsletter at any time terminate, ie Her Consents revoked, or further Reception contradict. A link to the You can find the cancellation of the newsletter either at the end of one every newsletter or can otherwise one of the above specified Contact options, preferably email, for this purpose use.

More Hints to Processing processes, procedures and services:

- **Measuring open and click rates: The** newsletters included a so-called "web beacon", ie, a pixel sized File that is at Opening the newsletter from our server, or if so we a Shipping service provider used, retrieved from its server will. As part of this call become first technical Information, how information to the browser and your system, as also Your IP address and the time of access are collected. This information become to technical improvement our newsletter based on the technical data or the target groups and their Reading behavior based on their Retrieval locations (those with Help the IP address determinable are) or the access times used. This analysis contains also determining whether the newsletter has been opened will, when she open are clicked and which links are clicked become. This information become the individual newsletter recipients assigned and in their Profiles up to whose deletion saved. The evaluations serve us plus, reading habits ours User to recognize and ours content to them to adapt or different Content according to our interests User to send.The Measuring open rates and click rates as well as Storage of the measurement results in the user profiles as well as whose more processing take place on the basis of the consent of the users. A separate one Revocation of the success measurement is unfortunately not possible, in this case the entire Newsletter subscription terminated, or must be terminated contradicted become. In this case, the saved ones Profile information deleted ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

- **Google Analytics:** Measuring the success of email campaigns and creating user profiles with a storage period of up to two years; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order**

processing contract: https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Sending via SMS:** The electronic ones Notifications can also as SMS text messages sent become (or become sent exclusively via SMS if the sending authorization is granted, e.g. B. one Consent, only includes sending via SMS) ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).
- **MailPoet:** Email marketing service; **Service provider:** Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.mailpoet.com/ ; **Data protection declaration:** https://automattic.com/privacy/ .

Advertising Communication via email, post, fax or phone

We process personal data _ promotional purposes _ Communication via various channels, such as email, telephone, post or fax, in accordance with legal requirements Requirements take place can.

The recipients have the right granted Consents at any time to withdraw or the advertising one communication at any time to contradict.

After revocation or contradiction save we the to Proof of previous authorization required data for contact or Delivery up to three years after the end of the year of revocation or contradiction on the basis ours legitimate interests. The processing This data is for the purpose of possible defense against claims limited. Based on the legitimate interest, the revocation or objection of the user permanently to note, save we furthermore the to Avoiding a repeat contact required data (e.g. depending on Communication channel (e-mail address, telephone number, name).

- **Processed Data types:** Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers).
- **Affected People:** Communication partner.
- **Purposes of processing:** Direct marketing (e.g. via email or by post).
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

Web analysis, monitoring and optimization

Web analysis (also referred to as " reach measurement ") is used to evaluate visitor flows ours online offer and can behavior, interests or demographic information about the visitors, such as age or gender _ _ pseudonyms Values include. With Help with range analysis can we, for example, recognize, too which time ours Online offer or whose Features or Content most common used become or to reuse invite. As well can we understand which ones Areas of optimization need.

In addition to web analysis can we also Test procedure use, for example, different Versions ours online offer or its components to test and optimize.

Provided below not different stated, can to this one For purposes of profiles, ie to one Usage process summarized data created and information in a browser or in a End device saved and out this one read out become. To those raised Declarations belong in particular visited websites and there used elements as well technical Information such as the browser used _ Computer system as well as Declarations to Usage times. Provided Users in the survey of their Location data us opposite or towards the providers of ours used services agreed explained have, can also Location data processed become.

There will be also the IP addresses of the users saved. However to use we an IP masking procedure (ie, pseudonymization through Shortening of the IP address) to protect users. Generally are used as part of web analysis, A/B testing and optimization no Clear user data (such as email addresses or name) stored, but Pseudonyms. Ie, us as also know the providers of the software used not the actual one Identity of the user, but only for the purposes of the respective procedures in their Profiles stored Information.

- **Processed Data types:** Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Remarketing; Target group formation ; Range measurement (e.g. access statistics, detection recurring visitors); Profiles with user-related Information (creating user profiles); Tracking (e.g. interest / behavioral profiling, use of cookies); Deployment ours Online offering and user-friendliness.
- **Security measures:** IP masking (pseudonymization of the IP address).
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

More Hints to Processing processes, procedures and services:

- **Google Optimize:** software for Analysis and optimization of online offers based on feedback functions as well as those carried out pseudonymously Measurements and analyzes of user behavior _ those in particular A/B tests (measuring the popularity and user-friendliness of different Content and functions), measurement of click distances and interaction with Contents and functions of the online offer belong can ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://optimize.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).
- **Google Analytics:** web analysis, reach measurement as well as Measuring user flows ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:**

https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Google Universal Analytics:** Reach measurement and web analysis - We use Universal Analytics, a version of Google Analytics, to... User analysis based on a pseudonym User identification number to carry out. This Identification Number contains no Plain data, such as names or email addresses. It is used to assign analysis information to one User, e.g. to recognize which Content User within one use called have or whether _ she our Online offer anew call. Here become pseudonymous profiles of users with information from use _ different Devices created ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **CONDITIONS:** https://business.safety.google/adsprocessorterms/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Google Analytics 4:** We use Google Analytics to Measurement and analysis of usage ours Online offer based on a pseudonym User identification number. This Identification Number contains no unique data, such as names or email

addresses. She serves plus, analysis information one End device to assign to recognize which ones Content the users within one or different Usage processes called have which ones Search terms she used have this _ anew called have or with ours Online offer interacts have. As well The time of use and its duration are stored, as well as the sources of the users who access our website Online offer refer and technical aspects of their Devices and browsers. Become there pseudonymous profiles of users with information from use _ different Devices created using cookies _ _ become can. In Analytics, data is used for geographical Higher level location provided by the following _ _ Metadata based on the IP search recorded are: " City" (and the city's derived latitude and longitude), " Continent ", "Country", "Region", " Subcontinent " (and the ID-based equivalents). To protect user data in the EU Google ensures, receives and processes all user data via domains and servers within the EU. The IP address of the users becomes not logged and defaults to the last both Digits shortened. Shortening the IP address takes place on EU servers for EU users instead. Besides that All sensitive data collected from users in the EU will be deleted before they collected via EU domains and servers become ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms/ ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Google Analytics (server-side Usage):** We use Google Analytics for Measurement and analysis of usage our online services by the users. Become there although user data processed, but not direct from the The user 's device is transmitted to Google. In particular becomes the IP address of the user not

transmitted to Google. Instead The data is first transmitted to our server, where the user records are stored ours internal User identification number assigned become. The subsequent one transmission he follows only in this one pseudonymized form from our server to Google. The identification number contains no unique data, such as names or email addresses. She serves plus, analysis information one End device to assign to recognize which ones Content the users within one or different Usage processes called have which ones Search terms she used have this _ anew called have or with ours Online offer interacts have. As well The time of use and its duration are stored, as well as the sources of the users who access our website Online offer refer and technical aspects of their Devices and browsers. Become there pseudonymous profiles of users with information from use _ different Devices created using cookies _ _ become can. In Analytics, data is used for geographical Higher level location provided by the following _ _ Metadata based on the IP search recorded are: "City" (and the city's derived latitude and longitude), " Continent ", "Country", "Region", " Subcontinent " (and the ID- based equivalents); **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms/ ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Google Signals (Google Analytics function):** Google signals are Session data from websites and apps that use Google users in connection brings that out at their Google accounts logged in and ad personalization activated have. This Assignment of data to this one registered users becomes used to cross-device Reports, cross-device remarketing and cross-device Conversion measurement to enable. These include: Cross-platform Reports - Linking data across Devices and activities out of different meetings under use Your user ID or Google Signals

data Understanding user behavior at every step of the conversion process enable, from first Contact until _ Conversion and beyond out ; Remarketing with Google Analytics - Creation of remarketing target groups from Google Analytics data and sharing this Target groups to linked advertising accounts ; Demographics and interests - Google Analytics collects additional information above demographic data and interests of users in their Google accounts Registered are and ad personalization activated have ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://support.google.com/analytics/answer/7532985?hl=de ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

- **Target group formation with** Google Analytics: We use Google Analytics to placed within advertising services of Google and its partners Ads, only such users display that too an interest in ours Online offer shown have or the specific one Characteristics (e.g. interests in certain subjects or Products based on the visited Web pages certainly which we transmit to Google (so -called " remarketing " or "Google Analytics Audiences"). With Want help from remarketing audiences we also make sure that our Show the potential interest of users correspond ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Legal basis:** https://business.safety.google/adsprocessorterms/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms/ ; **More Information:** Types of processing as well as the data processed: https://privacy.google.com/businesses/adsservices ; Data processing conditions for Google advertising products and standard contractual clauses for third country transfers of data: https://business.safety.google/adsprocessorterms .

- **No survey more detailed Location and device data (Google Analytics function):** There will be no detailed Location and device data recorded (more Information: https://support.google.com/analytics/answer/12017362).
- **Google Analytics without cookies:** Range measurement and web analysis - We use Google Analytics without cookies. Ie it will be none of the profiling serving Files on users ' devices saved. The to Measurement and analysis required information become only stored and processed on Google's server. Here become pseudonymous profiles of users created ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated ; **More Information:** https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).
- **Google Analytics in consent mode:** In consent mode become personal data of users from Google for measurement and advertising purposes processed, depending on User consent. _ The consent is provided by the users within the framework our online services caught up. Lack of user consent _ completely, the data is only aggregated (i.e not individual users assigned and summarized) level. Includes consent _ only the statistical one measurement, will be no personal data of the users for the placement of advertisements or the measurement of advertising success (so-called " conversion ") is processed ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://support.google.com/analytics/answer/9976101?hl=de .
- **Google Tag Manager:** Google Tag Manager is one Solution with which we _ so- called Website tags about one surface manage and so others Services in our Online offer incorporate can (see this will be available further Information in this

Data protection referred). With the tag manager itself (which implements the tags). therefore e.g. B. still no user profiles created or cookies stored. Google finds out only the user 's IP address, which is necessary is to run Google Tag Manager ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms .

- **Google Tag Manager (server-side Usage):** The Google Tag Manager is an application with which we above one Interface to manage so -called website tags and thus other Services in our online offer integrate can (see in addition also the others Information in this Data protection declaration). The tag manager itself (which implements the tags) neither User profiles Cookies are still stored. The integration of others services he follows server side. This means that the user 's data not directly from her Device transmitted to the respective service or Google become. In particular becomes the IP address of the user not transmitted to the other service. Instead The data is first transmitted to our server, where the user records are stored ours internal User identification number assigned become. The subsequent one Transmission of data from our server to the respective servers Service provider he follows only in this one pseudonymized form. The user identification number contains no unique data, such as names or email addresses ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com/intl/de/about/analytics/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Order processing contract:** https://business.safety.google/adsprocessorterms/ ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://business.safety.google/adsprocessorterms ; **More Information:**

https://privacy.google.com/businesses/adsservices (types of processing as well as the data processed).

Online marketing

We process personal data _ For online marketing purposes, including: in particular the marketing of advertising space or Representation of advertising and others Contents (in summary referred to as " content ") potential interests of users as well as the measurement of their Effectiveness can fall.

To these purposes become so-called User profiles created and stored in a file (so-called "cookie") or similar Proceedings used, by means of those responsible for the representation of the aforementioned Content relevant Declarations for the User saved become. To these Declarations can be considered, for example Content, visited Websites used _ Online networks, but also Communication partners and technical Information such as the browser used _ Computer system as well as Declarations to Usage times and used Features belong. Provided Users in the survey of their Location data consented have, can also this processed become.

There will be also the IP addresses of the users saved. However to use we to Disposal existing IP masking procedures (ie, pseudonymization through Shortening of the IP address) to protect users. Generally are as part of the online marketing process no Clear user data (such as email addresses or name) stored, but Pseudonyms. Ie, us as also the providers of online marketing processes know not the actual one Identity of the user, but only those in theirs Profiles stored Information.

The information in the profiles are usually in the cookies or by means of similar Proceedings saved. These cookies can later generally also on others Websites that do the same thing Online marketing process Insert, read and close Purposes of displaying content _ analyzed as also with Additional data is supplemented and stored on the server of the online marketing process provider saved become.

Exceptionally can Clear data to the profiles assigned become. This is the case if the users are members, for example one social network are, whose Online marketing process we use and the network the profiles of the users with the aforementioned Declarations

connects. We ask you to note that _ User with the providers additional Agreements, e.g. through Consent as part of registration _ _ can.

We receive basically only Access to summarized information about success _ ours Advertisements. However can we within the framework so-called Conversion measurements check which ones ours Online marketing process to a so-called conversion guided have, ie, for example, to one Conclusion of contract with us. The conversion measurement becomes alone to Analysis of success ours Marketing measures used.

As long as not different stated, we ask you to do so assuming that _ Cookies used for one Stored for a period of two years become.

- **Processed Data types:** Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, times, identification numbers, consent status); Event data (Facebook) ("event data" is data that is sent, for example, via Facebook pixels (via apps or on other platforms). Because of) transmitted by us to Facebook become can and relate to people or whose actions relate ; The data includes, for example: B. Information above Visits to websites, interactions with Content, features, app installations, product purchases, etc.; the event data will be for the purpose of Formation of target groups for content and advertising information (Custom Audiences) ; Include event data not the actual ones Content (such as written Comments), no login information and no Contact information (i.e. not names, email addresses and phone numbers). Event data will be deleted by Facebook after a maximum of two years them educated Target groups with the deletion our Facebook account); Contact information (Facebook) (" Contact information " is data that is affected Identify people (clearly), such as: B. Names, email addresses and telephone numbers sent to Facebook, e.g. B. via Facebook pixel or upload reconciliation purposes for the purpose of Formation of custom audiences transmitted become can ; After the comparison for the purpose Formation of target groups, the contact information deleted).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Range measurement (e.g. access statistics, detection recurring visitors); Tracking (e.g. interest / behavioral profiling, use of cookies);

Conversion measurement (measuring the effectiveness of marketing measures); Target group formation ; Marketing; Profiles with user-related Information (creating user profiles); Deployment ours Online offering and user-friendliness ; Remarketing.

- **Security measures:** IP masking (pseudonymization of the IP address).
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).
- **Option to object (opt-out):** We refer to the respective data protection information Providers and those to the providers specified Options for objection (so- called "opt-out"). Provided no explicit opt-out option specified was, exists for the You have the option to set cookies in the settings Turn off your browser. Through this can however Features ours online offer restricted become. We recommend therefore In addition, the following opt-out options, which are summarized in each case areas directed offered be: a) Europe: https://www.youronlinechoices.eu . b) Canada: https://www.youradchoices.ca/choices . c) USA: https://www.aboutads.info/choices . d) Cross-territorial: https://optout.aboutads.info .

More Hints to Processing processes, procedures and services:

- **Facebook pixels and target group formation (Custom Audiences):** With Help from the Facebook Pixel (or more comparable functions, for Transmission of event data or Contact information using interfaces in apps) it is Facebook for a possible, the visitors ours online offer as Target group for displaying ads (so - called " Facebook ads") determine. Accordingly set we use the Facebook pixel to get through us Facebook ads only such users on Facebook and within the services of partners cooperating with Facebook (so- called "Audience Network" https://www.facebook.com/audiencenetwork/) , which also an interest in ours Online offer shown have or the specific one Characteristics (e.g. interest in certain subjects or Products based on the visited Web pages visible will) that we transmit to Facebook (so -called "Custom Audiences ") Would like help from the Facebook Pixel we also make sure that our Facebook ads reflect the potential interest of users correspond and not harassing act. With With the help of the

Facebook Pixel we also the effectiveness of Facebook advertisements for statistical and market research purposes understand by _ we see if _ User redirected to our website after clicking on a Facebook ad (so - called " conversion measurement "); **service provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy ; **More Information:** Event data of the users, ie Behavioral and interest information is used for targeted purposes Advertising and target group formation on the basis of the agreement about the common Responsibility (" Addition for those responsible ", https://www.facebook.com/legal/controller_addendum). The common one responsibility limited refers to the survey by and transferring data to Meta Platforms Ireland Limited Pursue based in the EU. The further one Processing of the data is the sole responsibility of Meta Platforms Ireland Limited, in particular the transmission of the data to the parent company Meta Platforms, Inc. in the USA (on the basis of the agreement concluded between Meta Platforms Ireland Limited and Meta Platforms, Inc Standard contractual clauses).

- **Advanced matching for the Facebook Pixel:** Additionally for the processing of event data as part of the use of the Facebook Pixel (or more comparable Functions, e.g. B. in apps). also Contact information (individual persons identifying data, such as names, email addresses and telephone numbers) through Facebook within ours online offer raised or sent to Facebook. The processing of contact information serves to form target groups (so- called "custom audiences") for a group based on the presumed interests of the users oriented Display content and advertising information. The collection, or transmission and comparison with data available on Facebook _ not in plain text, but as so- called " hash values ", i.e. mathematical ones Illustrations of the data (this method will e.g. B. when storing passwords _ _ used). After the comparison for the purpose Formation of target groups, the contact information deleted. The processing of contact information takes place on a basis one order processing contract withMeta Platforms Ireland Limited (" Data Processing Terms ", https://www.facebook.com/legal/terms/dataprocessing), the " Data Security

Terms " (https://www.facebook.com/legal/terms/data_security_terms) and with regard to to processing in the USA on the basis of standard contractual clauses ("Facebook EU Data Transfer Addendum, https://www.facebook.com/legal/EU_data_transfer_addendum). Others information to Processing of contact information find can be found in the " Terms of Use for Facebook Business Tools", https://www.facebook.com/legal/technology_terms. ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

- **Facebook - target groups Education via data upload:** Formation of target groups for marketing purposes - We transmit Contact information (names, email addresses and telephone numbers) in list form to Facebook for the purpose Formation of target groups (so- called "Custom Audiences") based on the presumed interests of the users oriented Display content and advertising information. The transmission and comparison with data available on Facebook _ not in plain text, but as so- called " hash values ", i.e. mathematical ones Illustrations of the data (this method will e.g. B. when storing passwords _ _ used). After the comparison for the purpose Formation of target groups, the contact information deleted. The processing of contact information takes place on a basis one order processing contract withMeta Platforms Ireland Limited (" Data Processing Terms ", https://www.facebook.com/legal/terms/dataprocessing), the " Data Security Terms " (https://www.facebook.com/legal/terms/data_security_terms) and with regard to to processing in the USA on the basis of standard contractual clauses ("Facebook EU Data Transfer Addendum, https://www.facebook.com/legal/EU_data_transfer_addendum). Others information to Processing of contact information find see the " Terms of Use for Custom Audiences". Customer list ", https://www.facebook.com/legal/terms/customaudience ; **Service provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy ; **Order processing contract:** https://www.facebook.com/legal/terms/dataprocessing ; **Standard contractual**

clauses (warranty Data protection level at Processing in third countries): https://www.facebook.com/legal/EU_data_transfer_addendum .

- **Facebook Ads:** Placement of advertisements within the Facebook platform and evaluation of the ad results ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy ; **Option to object (opt-out):** We refer to the data protection and advertising settings in the user profile on the Facebook platform as well as within the framework of Facebook's consent process and Facebook's contact options to Perception of information and others Rights of those affected in Facebook's data protection declaration ; **More Information:** Event data of the users, ie Behavioral and interest information is used for targeted purposes Advertising and target group formation on the basis of the agreement about the common Responsibility (" Addition for those responsible ", https://www.facebook.com/legal/controller_addendum). The common one responsibility limited refers to the survey by and transferring data to Meta Platforms Ireland Limited Pursue with Based in the EU. The further one Processing of the data is the sole responsibility of Meta Platforms Ireland Limited, in particular the transmission of the data to the parent company Meta Platforms, Inc. in the USA (on the basis of the agreement concluded between Meta Platforms Ireland Limited and Meta Platforms, Inc Standard contractual clauses).

- **Google Ad Manager:** We use the "Google Marketing Platform" (and services such as "Google Ad Manager") to display ads in the Google advertising network to Place (e.g., in search results, in videos, on websites, etc.). The Google Marketing Platform draws itself through this from that _ Real- time ads based presumed interests of the users displayed become. This allows us Ads for and within ours online offer more targeted display to users only Show to present that potentially correspond to their interests. If one Users e.g. display ads for products displayed be for which he relies on others Online offers If you are interested, this is what we are talking about from "Remarketing"; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4,

Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing as well as the data processed: https://privacy.google.com/businesses/adsservices ; Data processing conditions for Google advertising products: Information to the services Data processing conditions between Controllers and standard contractual clauses for third country transfers of data: https://business.safety.google/adscontrollerterms ; provided Google as Processor acts, data processing conditions for Google advertising products and standard contractual clauses for third country transfers of data: https://business.safety.google/adsprocessorterms .

- **AdMob:** Platform for displaying advertising content in mobile Applications ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://admob.google.com/home/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Standard contractual clauses (Warranty Data protection level at Processing in third countries):** https://business.safety.google/adscontrollerterms/ ; **More Information:** processing through Google as Responsible person: https://business.safety.google/adscontrollerterms/ .

- **Google Ads and conversion measurement:** online marketing process for the Content and ad placement purposes _ _ within the service provider 's advertising network (e.g. in search results, in videos, on websites etc.), so that she users displayed will be the one presumed interest in the advertisements have. About it out measure we convert the ads, ie _ whether the users she for the Occasion taken have, with the ads to interact and the advertised Offers to use (so-called conversion). We receive however only anonymous information and none personal information above separate Users ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 S. 1 lit. a) GDPR), legitimate interests (Art. 6 Para. 1 S. 1 lit. f) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing as well as the data processed:

https://privacy.google.com/businesses/adsservices ; Data processing conditions between Controllers and standard contractual clauses for third country transfers of data: https://business.safety.google/adscontrollerterms .

- **Google Ads Remarketing:** Google Remarketing, also known as retargeting, is one Technology with which users who use an online service are integrated into one pseudonymous remarketing list will be so based on the users hers visit with the online service ads on others Online offers displayed become can ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing as well as the data processed: https://privacy.google.com/businesses/adsservices ; Data processing conditions between Controllers and standard contractual clauses for third country transfers of data: https://business.safety.google/adscontrollerterms .

- **Advanced Conversions for Google Ads:** When customers click on our Google ads click and then the advertised service used _ take (so-called " conversion "), the from User data entered, such as email address, name, home address or the telephone number, transmitted to Google become. The hash values become then with Users ' existing Google accounts matched to user interaction _ with the ads (e.g. clicks or views) and thus whose Performance better evaluate and improve to can ; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://support.google.com/google-ads/answer/9888656 .

- **Google Adsense with personalized Ads:** We use the Google Adsense service with personalized Ads, with whose Help within ours online offer Show faded in will and we for theirs Overlay or other use one Remuneration received ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing as well as the data processed: https://privacy.google.com/businesses/adsservices ; Data processing conditions for Google advertising products: Information to the services Data processing

conditions between Controllers and standard contractual clauses for third country transfers of data: https://business.safety.google/adscontrollerterms .

- **Google Adsense with non-personalized Ads:** We use the Google Adsense service with non-personalized Ads, with whose Help within ours online offer Show faded in will and we for theirs Overlay or other use one Remuneration received ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://marketingplatform.google.com ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** Types of processing and data processed: https://privacy.google.com/businesses/adsservices ; Google Ads Controller-Controller Data Protection Terms and standard contractual clauses for data transfers to third countries: https://business.safety.google/adscontrollerterms .

- **Instagram Ads:** Placement of advertisements within the Instagram platform and evaluation of the ad results ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://www.instagram.com ; **Data protection declaration:** https://instagram.com/about/legal/privacy ; **Option to object (opt-out):** We refer to the data protection and advertising settings in the user profile on the Instagram platform as well as within the framework of Instagram's consent process and Instagram's contact options to Perception of information and others Rights of those affected in Instagram's data protection declaration ; **More Information:** Event data of the users, ie Behavioral and interest information is used for targeted purposes Advertising and target group formation on the basis of the agreement about the common Responsibility (" Addition for those responsible ", https://www.facebook.com/legal/controller_addendum). The common one responsibility limited refers to the survey by and transferring data to Meta Platforms Ireland Limited Pursue based in the EU. The further one Processing of the data is the sole responsibility of Meta Platforms Ireland Limited, in particular the transmission of the data to the parent company Meta Platforms, Inc. in the USA (on the basis of the agreement concluded between

Meta Platforms Ireland Limited and Meta Platforms, Inc Standard contractual clauses).

- **LinkedIn:** Insights Tag / Conversion Measurement ; **Service Provider:** LinkedIn Ireland Unlimited Company, Wilton Plaza Wilton Place, Dublin 2, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://www.linkedin.com ; **Data protection declaration:** https://www.linkedin.com/legal/privacy-policy , Cookie Policy: https://www.linkedin.com/legal/cookie_policy ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://legal.linkedin.com/dpa ; **Option to object (opt-out):** https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out .

Affiliate programs and affiliate links

In ours Online offer tie we so-called affiliate links or other References (to which e.g. search masks, widgets or Discount codes include can) access the offers and services of third-party providers a (in summary designated as "affiliate links"). When users follow the affiliate links, or subsequently the offers perceive, can we from these third party providers a commission or other Advantages received (in summary designated as "commission").

To follow up to can see whether users are using the offers one of us affiliate links used have, it is necessary that the respective _ Third Party find out that the users one within ours online offer Followed the affiliate link used are. The assignment of the affiliate links to the respective business deals or to other Actions (e.g. purchases) are used solely for the purpose of commission settlement and will be canceled as soon as them for the purpose not more necessary is.

For the purposes of the aforementioned Assignment of the affiliate links can make the affiliate links specific Values added will be the one are part of the link or stored elsewhere, e.g. in a cookie become can. To the values can in particular the source website (referrer), the time, an online identifier of the operator of the website on which the affiliate link was located, an online identifier of the respective website Offer, the type of link used, the type of offer and an online identifier of the user belong.

Hints to Legal basis: Provided we care about their users If you ask for consent to use third -party providers, the legal basis for processing data is consent. Otherwise are based on user data ours legitimate interests (ie interest in efficient, economical and recipient - friendly services). In this one Connection want we will also provide you with the information to Use of cookies in this Data protection point out.

- **Processed Data types:** Contract data (e.g. subject matter of the contract, term, customer category); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Affiliate tracking.
- **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Amazon affiliate program:** Affiliate affiliate program (Amazon and the Amazon logo are Trademarks of Amazon.com, Inc. or one of his affiliates company); **Service provider:** Amazon EU S.à rl. (Société à responsabilité limitée), 38 avenue John F. Kennedy, L-1855 Luxembourg; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.amazon.de ; **Data protection declaration:** https://www.amazon.de/gp/help/customer/display.html?nodeId=201909010 .

Presences in social Networking (social media)

We entertain Online presences within social Networks and process in this Framework data of the user to deal with there active users to communicate or for information above us to offer.

We point out on it to that _ user data _ processed outside the European Union _ _ become can. Through this can for the users Risks arise because, for example, the enforcement of the rights of the users difficult become could.

Furthermore, the user data within social Networks usually for market research and advertising purposes processed. For example, based on usage behavior and from it resulting interests of the users Usage profiles created become. The usage profiles can in turn used to display advertisements, for example inside and outside the networks to switch that presumably reflects the interests of the users correspond. To these purposes As a rule, cookies are stored on the users ' computers stored in which the usage behavior and interests of the users saved become. Furthermore, in the usage profiles also data independent of the users used Devices saved (especially if the users _ _ Members of the respective Platforms are and at this one logged in are).

For one detailed Representation of the respective Forms of processing and the possibility of objection (opt-out). we refer to the data protection declarations and information provided by the operators of the respective companies Networks.

Also in the case of requests for information and the assertion of the rights of those affected point we on it to that _ these most effective at the providers applies made become can. Only the providers have respectively Access to user data and can direct take appropriate measures and provide information give. You should anyway Help need, then you can contact us _ turn.

- **Processed Data types:** Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, consent status).
- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Contact inquiries and communication ; Feedback (e.g. collecting feedback via online form); Marketing.
- **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

More Hints to Processing processes, procedures and services:

- **Instagram:** Social Network ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:**

https://www.instagram.com ; **Data protection declaration:** https://instagram.com/about/legal/privacy .

- **Facebook Pages:** Profiles within the social Network Facebook - We are together with Meta Platforms Ireland Limited for the collection (however not the other one Processing) of visitor data our Facebook page (so-called " fan page "). This data includes _ information about the types of content that users itself view or with those she interact, or those of them made actions (see under "Of you and others "things done and provided " in the Facebook data policy: https://www.facebook.com/policy), as well as information about those from the users used Devices (e.g. IP addresses, operating system, browser type, language settings, cookie data; see under " Device Information " in the Facebook Data Policy: https://www.facebook.com/policy). As in Facebook data policy under "How to use we this Information ?" Facebook explains, collects and uses information also to provide analysis services, so- called "site insights", for site operators to provide so this findings about it received, like persons with their sides and with the with them associated content interact. We have with Facebook one specific agreement completed (" Information to Page Insights", https://www.facebook.com/legal/terms/page_controller_addendum), in particular regulated will, which Security measures Facebook must observe and in which Facebook itself ready has explained the rights of those affected to fulfill (i.e. users can e.g. B. Information or Deletion Requests directly to Facebook). The rights of users (in particular to information, deletion, objection and complaint at more responsible supervisory authority). through the agreements not with Facebook restricted. More Hints find in the " Information on Page Insights" (https://www.facebook.com/legal/terms/information_about_page_insights_data); **Service provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.facebook.com/legal/EU_data_transfer_addendum ; **More**

Information: agreement more common Responsibility: https://www.facebook.com/legal/terms/information_about_page_insights_data . The common one responsibility limited refers to the survey by and transferring data to Meta Platforms Ireland Limited Pursue based in the EU. The further one Processing of the data is the sole responsibility of Meta Platforms Ireland Limited, in particular the transmission of the data to the parent company Meta Platforms, Inc. in the USA (on the basis of the agreement concluded between Meta Platforms Ireland Limited and Meta Platforms, Inc Standard contractual clauses).

- **Facebook groups:** interest groups within the social Facebook network - We use the "Groups" function of the Facebook platform to create interest groups to create, within of their Facebook users among themselves or with contact us _ contact and information exchange can. Here process we personal data of users of our groups as far as this is for the purpose of group use as well as their moderation is required are. Our Guidelines within the groups can more Specifications and information on the use of the respective group. This data includes Declarations to first and last names, as well published or Private mentioned Content, as also Values on the status of group membership or Group-related Activities such as entry or exit as also the time information to the aforementioned data. Further refer we focus on the processing of user data through Facebook itself. This data includes _ information about the types of content that users itself view or with those she interact, or those of them made actions (see under "Of you and others "things done and provided " in the Facebook data policy: https://www.facebook.com/policy), as well as information about those from the users used Devices (e.g. IP addresses, operating system, browser type, language settings, cookie data; see under " Device Information " in the Facebook Data Policy: https://www.facebook.com/policy). As in Facebook data policy under "How to use we this Information ?" Facebook explains, collects and uses information also to provide analysis services, so- called "insights", for group operators to provide so this findings about it received, like persons with their groups and with those with them them associated content interact ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6

para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy .

- **Facebook events:** event profiles within the social Facebook network - We use the " Events " function of the Facebook platform to point out events and dates as well as to get in touch with users (participants and interested parties). to step as well as information exchange to can. Here process we personal data of users ours Event pages, insofar as this is for the purpose of the event page as well as their moderation is required is. This data includes Declarations to first and last names, as well published or Private mentioned Content, as also Values on the status of participation as also the time information to the aforementioned data. Further refer we focus on the processing of user data through Facebook itself. This data includes _ information about the types of content that users itself view or with those she interact, or those of them made actions (see under "Of you and others "things done and provided " in the Facebook data policy: https://www.facebook.com/policy), as well as information about those from the users used Devices (e.g. IP addresses, operating system, browser type, language settings, cookie data; see under " Device Information " in the Facebook Data Policy: https://www.facebook.com/policy). As in Facebook data policy under "How to use we this Information ?" Facebook explains, collects and uses information also to provide analysis services, so- called "insights", for event providers to provide so this findings about it received, like persons with your Event pages and with the with them associated content interact ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy .
- **LinkedIn:** Social Network ; **Service Provider:** LinkedIn Ireland Unlimited Company, Wilton Plaza Wilton Place, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.linkedin.com ; **Data protection declaration:** https://www.linkedin.com/legal/privacy-policy ; **Order processing contract:** https://legal.linkedin.com/dpa ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):**

https://legal.linkedin.com/dpa ; **Option to object (opt-out):** https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out .

- **Pinterest:** Social Network ; **Service Provider:** Pinterest Europe Limited, 2nd Floor, Palmerston House, Fenian Street, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.pinterest.com ; **Data protection declaration:** https://policy.pinterest.com/de/privacy-policy ; **More Information:** Pinterest attachment for the Data exchange (ANNEX A): https://business.pinterest.com/de/pinterest-advertising-services-agreement/ .

- **Snapchat:** Social Network ; **Service provider:** Snap Inc., 3000 31st Street, Santa Monica, California 90405 USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.snapchat.com/ ; **Data protection declaration:** https://www.snap.com/de-DE/privacy/privacy-policy , cookie policy: https://www.snap.com/de-DE/cookie-policy ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://www.snap.com/en-US/terms/standard-contractual-clauses .

- **TikTok:** Social network /video platform ; **Service provider:** TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.tiktok.com ; **Data protection declaration:** https://www.tiktok.com/de/privacy-policy .

- **Twitter:** Social Network ; **Service provider:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland, parent company: Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Data protection declaration:** https://twitter.com/privacy , (Settings: https://twitter.com/personalization).

- **Vimeo:** Social Network and video platform ; **Service provider:** Vimeo Inc., Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR);

Website: https://vimeo.com ; **Data protection declaration:** https://vimeo.com/privacy .

- **YouTube:** Social Network and video platform ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Data protection declaration:** https://policies.google.com/privacy ; **Option to object (opt-out):** https://adssettings.google.com/authenticated .
- **Xing:** Social Network ; **Service provider:** New Work SE, Am Strandkai 1, 20457 Hamburg, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.xing.de ; **Data protection declaration:** https://privacy.xing.com/de/datenschutzerklaerung .

Plugins and embedded Features as well as Content

We bind in ours Online offer Functional and content elements a that from the servers of their respective Provider (hereinafter designated referred to as " third party providers ") become. It can be _ for the Example of graphics, videos or City maps act (hereinafter uniformly designated as " content ").

The integration puts always advance that the third party this Contents the IP address of the user process because they without the IP address the content do not send to their browser could. The IP address is thus for the representation this Content or Features required. We try us, just such Content to use, whose respective Provider the IP address only to Delivery of the content use. Third Party can further so-called pixel tags (invisible Graphics, too referred to as "web beacons") for statistical purposes or Marketing purposes use. Through the "pixel tags" you can Information such as visitor traffic on the pages of this website is evaluated become. The pseudonyms information can also in cookies on the user 's device saved become and under other technical information to the browser and to Operating system, too referring Websites, for Visiting time as well as more Declarations to use ours online offer contain as also with such information out of others Sources tied together become.

- **Processed Data types:** Usage data (e.g. visited websites, interest in content, access times); Meta, communication and procedural data (e.g. IP addresses,

times, identification numbers, consent status); Inventory data (e.g. names, addresses); Contact details (e.g. email, telephone numbers); Content data (e.g. entries in online forms); Location data (information to geographical position of a device or a person); Event data (Facebook) ("event data" is data that is sent, for example, via Facebook pixels (via apps or on other platforms). Because of) transmitted by us to Facebook become can and relate to people or whose actions relate ; The data includes, for example: B. Information above Visits to websites, interactions with Content, features, app installations, product purchases, etc.; the event data will be for the purpose of Formation of target groups for content and advertising information (Custom Audiences) ; Include event data not the actual ones Content (such as written Comments), no login information and no Contact information (i.e. not names, email addresses and phone numbers). Event data will be deleted by Facebook after a maximum of two years them educated Target groups with the deletion our Facebook account).

- **Affected People:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Deployment ours Online offering and user-friendliness ; Delivery contractual services and customer service ; Profiles with user-related Information (creating user profiles); Marketing.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR).

More Hints to Processing processes, procedures and services:

- **Integration of third-party software, scripts or frameworks (e.g. jQuery):** We integrate into our Online offer software that we use from servers another Provider (e.g. function libraries, which we for the purpose of Depiction or Ease of use ours online offer use). Here raise the respective ones Provider the IP address of the user and can this to For the purpose of transmitting the software to the user 's browser as well as to For security purposes, as also to Evaluation and optimization hers offer process. - We bind in ours Online offer software that we use from servers another Provider (e.g. function libraries, which we for the purpose of Depiction or Ease of use ours online offer use). Here raise the respective ones Provider the IP address of the user and can this

to For the purpose of transmitting the software to the user 's browser as well as to For security purposes, as also to Evaluation and optimization hers offer process ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Facebook plugins and content: Facebook** social plugins and content can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within Facebook. The list and appearance of the Facebook social plugins can here viewed be: https://developers.facebook.com/docs/plugins/ - We are together with Meta Platforms Ireland Limited for the collection or receipt as part of a transmission (however not the other one Processing) of "event data" that Facebook uses using the Facebook social plugins (and content embedding functions) available on our website Online offer executed be raised _ or as part of a transmission to following purposes receives, together responsible: a) Display of content as well as Advertising information that reflects the presumed interests of users correspond ; b) Delivery commercial and transactional Messages (e.g. addressing users via Facebook Messenger) ; c) Improving ad delivery and personalizing features and content (e.g. improving recognition of which Content or Promotional Information presumably the interests of the users correspond). We have with Facebook one specific agreement completed (" Addition for those responsible ", https://www.facebook.com/legal/controller_addendum), in particular regulated will, which Security measures Facebook must observe (https://www.facebook.com/legal/terms/data_security_terms) and in which Facebook is ready has explained the rights of those affected to fulfill (i.e. users can e.g. B. Information or Deletion Requests directly to Facebook). Note: If Facebook us Measurements, analyzes and reports provides (which aggregates are, ie none Declarations to individual users received and are anonymous to us), then he follows this processing not within the framework of the common responsibility, but on basis one Order processing contract (" data processing conditions ", https://www.facebook.com/legal/terms/dataprocessing), the " data security conditions " (https://www.facebook.com/legal/terms/data_security_terms) and with regard to processing in the USA on the basis of standard contractual clauses

("Facebook-EU data transfer supplement, https://www.facebook.com/legal/EU_data_transfer_addendum). The rights of users (in particular to information, deletion, objection and complaint at more responsible supervisory authority). through the agreements not with Facebook restricted ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Consent (Art. 6 Para. 1 Sentence 1 Letter a) GDPR); **Website:** https://www.facebook.com ; **Data protection declaration:** https://www.facebook.com/about/privacy .

- **Google Fonts (provided on own server):** Provision of font files for the purpose of a user-friendly Depiction ours online offer ; **Service provider:** The Google Fonts are hosted on our server no data is transmitted to Google ; **Legal basis:** Legitimate interests (Art. 6 Para. 1 Sentence 1 Letter f) GDPR).

- **Google Fonts (ref from Google server):** Reference of fonts (and symbols) to technical purposes _ safe, maintenance-free and efficient Use of fonts and symbols with regard to topicality and loading times _ standardized Presentation and consideration more possible licensing law Restrictions. The font provider _ becomes the user 's IP address communicated so that the fonts in the user 's browser to Disposal placed become can. About it out become technical data (language settings, screen resolution, operating system, hardware used) is transmitted, which is required for the provision of the fonts depending on the fonts used devices and technical Vicinity necessary are. This data can be processed on a server of the font provider in the USA be - When visiting ours online offer send the users ' browsers their browser HTTP requests to the Google Fonts Web API (i.e one Software interface for retrieving fonts). The Google Fonts Web API provides users with the Cascading Style Sheets (CSS) from Google Fonts and then those specified in the CCS Fonts to available. About these HTTP requests include (1) those from respective IP address used by users to access the Internet, (2) the requested URL on the Google server and (3) the HTTP headers, including the user agent, which indicates the browser and operating system versions of website visitors describes, as well as the reference URL (i.e. the website where the Google font displayed become should). IP addresses become neither on Google servers logged still saved and her become not analyzed. The Google Fonts Web API logs details of HTTP requests (requested

URL, user agent and referral URL). Access to this data is _ restricted and strict controlled. The requested URL identifies the font families for which the user is interested want to load fonts. This data will be logged for Google to determine can, how often one particular font family requested will. With the Google Fonts Web API, the user agent must select the font customize that for each Browser type generated will. The User - Agent is primarily logged and used for debugging _ Usage statistics to generate, with which the popularity of font families measured will. This summarized Usage statistics are published on the Google Fonts Analytics page. Finally The reference URL is logged so that the data can be used for production maintenance more aggregated report to the top integrations based on the number of font requests generated become can. Google used loud own Information none of those collected by Google Fonts Information to profile end users to create or targeted Show to switch ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://fonts.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy ; **More Information:** https://developers.google.com/fonts/faq/privacy?hl=de .

- Google **Maps:** We integrate the maps from the "Google Maps" service provided by Google. You can access the data processed in particular IP addresses and location data of the users belong ; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://mapsplatform.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy .

- **Google Maps APIs and SDKs:** Interfaces to Google's map and location services, e.g. B. one Addition of address entries, location determinations, distance calculations or Provision of supplementary information allow to stand and other locations ; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://mapsplatform.google.com/ ; **Data protection declaration:** https://policies.google.com/privacy .

- **Instagram plugins and** content: **Instagram** plugins and content can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within Instagram. - We are together with Meta Platforms Ireland Limited for the collection or receipt as part of a transmission (however not the other one Processing) of "event data" that Facebook uses Instagram features (e.g. content embedding features) available on our Online offer executed be raised _ or as part of a transmission to following purposes receives, together responsible: a) Display of content as well as Advertising information that reflects the presumed interests of users correspond ; b) Delivery commercial and transactional Messages (e.g. addressing users via Facebook Messenger) ; c) Improving ad delivery and personalizing features and content (e.g. improving recognition of which Content or Promotional Information presumably the interests of the users correspond). We have with Facebook one specific agreement completed (" Addition for those responsible ", https://www.facebook.com/legal/controller_addendum), in particular regulated will, which Security measures Facebook must observe (https://www.facebook.com/legal/terms/data_security_terms) and in which Facebook is ready has explained the rights of those affected to fulfill (i.e. users can e.g. B. Information or Deletion Requests directly to Facebook). Note: If Facebook us Measurements, analyzes and reports provides (which aggregates are, ie none Declarations to individual users received and are anonymous to us), then he follows this processing not within the framework of the common responsibility, but on basis one Order processing contract (" data processing conditions ", https://www.facebook.com/legal/terms/dataprocessing), the " data security conditions " (https://www.facebook.com/legal/terms/data_security_terms) and with regard to processing in the USA on the basis of standard contractual clauses ("Facebook-EU data transfer supplement, https://www.facebook.com/legal/EU_data_transfer_addendum). The rights of users (in particular to information, deletion, objection and complaint at more responsible supervisory authority). through the agreements not with Facebook restricted ; **Service Provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:**

https://www.instagram.com ; **Data protection declaration:** https://instagram.com/about/legal/privacy .

- **LinkedIn plugins and** content: **LinkedIn** plugins and content can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within LinkedIn ; **Service provider:** LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.linkedin.com ; **Data protection declaration:** https://www.linkedin.com/legal/privacy-policy ; **Order processing contract:** https://legal.linkedin.com/dpa ; **Standard contractual clauses (warranty Data protection level at Processing in third countries):** https://legal.linkedin.com/dpa ; **Option to object (opt-out):** https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out .
- **Pinterest plugins and** content: **Pinterest** plugins and content can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within Pinterest ; **Service provider:** Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.pinterest.com ; **Data protection declaration:** https://policy.pinterest.com/de/privacy-policy .
- **reCAPTCHA:** We include the "reCAPTCHA" function to recognize to can, whether Input (e.g. in online forms) by humans and not automatically acting Machines (so-called "bots") are made become. The data processed may include IP addresses, information to Operating systems, devices or used Browsers, language settings, location, mouse movements, keyboard strokes, time spent on websites, before visited Websites, interactions with ReCaptcha on others Websites, at Circumstances cookies and results of manual Recognition processes (e.g. answering questions Questions or Selection of objects in images). _ Data processing takes place on a basis ours legitimate interest, ours Online offer from abusive automated crawling and spam protect ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.google.com/recaptcha/ ; **Data protection declaration:** https://policies.google.com/privacy ; **Option to object (opt-out):** Opt-out

plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated .

- **Twitter plugins and content:** Twitter plugins and buttons - This can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within Twitter ; **Service provider:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland, parent company: Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://twitter.com/de ; **Data protection declaration:** https://twitter.com/privacy , (Settings: https://twitter.com/personalization).

- **YouTube Videos:** Video Content ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.youtube.com ; **Data protection declaration:** https://policies.google.com/privacy ; **Option to object (opt-out):** Opt-out plugin: https://tools.google.com/dlpage/gaoptout?hl=de , settings for the display of advertising: https://adssettings.google.com/authenticated .

- **YouTube Videos:** Video Content ; YouTube videos will above one special domain (recognizable by the component " youtube-nocookie ") in the so-called " Extended Data protection mode " integrated ", which means no cookies _ User Activities raised to start video playback to personalize. Nonetheless can Declarations to User interaction _ with the video (e.g. remember the last playback location). become ; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://www.youtube.com ; **Data protection declaration:** https://policies.google.com/privacy .

- **Xing plugins and buttons:** Xing plugins and buttons - For more information can e.g. content such as images, videos or texts and buttons include those User Contents of this online offer can share within Xing ; **Service provider:** New Work SE, Am Strandkai 1, 20457 Hamburg, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:**

https://www.xing.com ; **Data protection declaration:** https://privacy.xing.com/de/datenschutzerklaerung .

- **Vimeo:** video content ; **Service provider:** Vimeo Inc., Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f) GDPR); **Website:** https://vimeo.com ; **Data protection declaration:** https://vimeo.com/privacy ; **Possibility of objection (opt-out):** We point out on it point out that Vimeo uses Google Analytics can and refer Please refer to the data protection declaration (https://policies.google.com/privacy) as well as the opt-out options for Google Analytics (https://tools.google.com/dlpage/gaoptout?hl=de) or the settings from Google for data usage to Marketing purposes (https://adssettings.google.com/).

Changes and updates to the data protection declaration

We ask you to regularly about the content ours Data protection to inform. We will adapt the data protection declaration as soon as we make any changes carried out Data processing requires this do. We will inform you as soon as possible through the changes one act of cooperation On your part (e.g. consent) or one other individual notification necessary will.

Provided we in this Data protection Addresses and contact information of companies and organizations please specify _ to note that the addresses _ itself change over time can and ask for the details before contacting us to check.

Rights of those affected persons

to you as Affected According to the GDPR, you have various rights in particular from Articles 15 to 21 GDPR:

- **Right to object: You have the right to object reasons that arise out of Of their In a special situation, you can object to the processing of data concerning you at any time personal data, which is based on Article 6 Paragraph 1 Letter e or f GDPR, objection to insert ; this also applies to**

one on this Regulations supported profiling. Will the ones that concern you personal data processed for direct marketing purposes to operate, you have the right at any time Objection to the processing of data concerning you personal data for purposes such Advertising to insert ; This also applies to profiling, as far as it is concerned such Direct advertising in connection stands.

- **Right of withdrawal at Consents:** You have the right to give consent Consents at any time to revoked.
- **Right to information:** You have the right to a Confirmation about it to demand whether _ relevant data processed and for information above this data and others _ Information and copy of data in accordance with legal requirements Specifications.
- **Right to rectification:** You have in accordance with the legal requirements Specifications the right to have the data concerning you completed or corrected incorrect data _ demand.
- **Right to erasure and restriction of processing:** You have after in accordance with the legal requirements Specifications the right to request that data concerning you be provided immediately deleted become, or alternatively after in accordance with the legal requirements Requirements one Restriction of the processing of data demand.
- **Right to data portability:** You have the right to receive data concerning you that you provide to us provided have, after in accordance with the legal requirements Specifications in one structured, common and machine- readable format receive or whose Transmission to one others responsible persons to demand.
- **Complaint at Regulatory authority:** You have undamaged one otherwise administrative law or judicial Legal remedy, the right to lodge a complaint with a supervisory authority, particularly in the Member State hers ordinary whereabouts, theirs workplace or the location of the alleged violation if you consider _ are that the processing concerns you _ personal data violates the requirements of the GDPR.

Definitions of terms

In this one Section you will receive one Overview about those in this Data protection used Terminology. Many of the terms are taken from the law and defined primarily in Article 4 GDPR. The legal ones Definitions are binding. The following ones Explanations should on the other hand, above all, understanding serve. The terms are Alphabetical sorted.

- **Affiliate tracking:** As part of affiliate tracking will be links, with whose Help those linking Web pages User to Web pages with Product - or other Offered refer, logged. The operators of each linking Web pages can receive a commission if _ User this one Follow so-called affiliate links and then the offers perceive (e.g. buy goods or services used _ take). For this it is required that the provider _ follow up can, whether Users who are interested in certain Offers interested in this then take note of the affiliate links. Therefore, for affiliate links to work, it is necessary them around certain ones Values added will be the one become part of the link or stored elsewhere, e.g. in a cookie become. To the values belong in particular the source website (referrer), the time, an online identifier of the operator of the website on which the affiliate link was located, an online identifier of the respective website Offer, an online identifier of the user as also tracking specific Values such as advertising media ID, partner ID and categorizations
- **Firewall:** A firewall is a Security system that a Computer network or a individual computers from unwanted ones network access protects.
- **Conversion measurement:** The conversion measurement (also referred to as " visit action evaluation ") a Process by which the effectiveness of marketing measures noted become can. This is usually done a cookie on users ' devices within the websites on which the marketing measures are carried out done, saved and then again on the target website retrieved. For example can so we can understand whether those of us are on others Web pages switched Show successful were.

- **Personal data:** " Personal data " is any information relating to a identified or identifiable natural person (hereinafter referred to as " data subject ") ; as identifiable becomes one natural person considered directly _ or indirectly, especially by means of Assignment to an identifier How a name, an identification number _ Location data, an online identifier (e.g. cookie) or to one or several special characteristics identified become can be the expression of physical, physiological, genetic, psychological, economic, cultural or social identity this are natural persons.
- **Profiles with user-related Information:** The processing of profiles with user-related Information ", or " profiles " for short any kind of automated processing personal data contained therein exists that _ this personal data is used to be specific personal Aspects that relate to a natural person (depending on the type of profile creation can in addition different information regarding demographics, behavior and interests, such as interaction with Websites and their content, etc.). analyze, too evaluate or to them predict (e.g. interests in certain content or products, click behavior on a website or whereabouts). For profiling purposes _ become Cookies and web beacons are often used.
- **Range measurement:** The range measurement (also referred to as web analytics) is used to evaluate visitor flows one Online offer and can the behavior or interests of visitors in certain Information such as content of websites includes. _ _ With Help with range analysis can Website owners, for example, recognize what time visitors visit their website and for which Content she itself interested. Through this can For example, the content of the website can be better tailored to your needs of their Visitors adjust. For reach analysis purposes become frequently Pseudonymous cookies and web beacons are used for recurring purposes Visitors to recognize and so more precise Analyzes to use one online offer to received.
- **Remarketing:** We speak of " remarketing" or " retargeting" when, for example, advertising purposes noted will, for which Products itself a Users on one website are interested in the user on others Websites to these Products, e.g. in advertisements remember.

- **Location data:** Location data arise when _ itself a mobile device (or a other Device with the technical ones Requirements for location determination) with a radio cell, a WLAN or similar technical mediators and functions of location determination. _ Location data serve to indicate _ _ which geographically determinable position of the earth the respective one Device located. Location data can e.g. B. used to map functions or others dependent on a place information to represent.

- **Tracking:** " Tracking " refers to the behavior of users _ above several Online offers away understood become can. As a rule are used with regard to the Online offers Behavioral and interest information in cookies or on servers of the tracking technology providers stored (so-called profiling). This information can then used for example will be to the users Advertisements to display the expected correspond to their interests.

- **Responsible person:** The " responsible person " is the natural or legal person, authority, institution or other place that alone or together with others decides on the purposes and means of processing personal data. _

- **Processing:** " Processing " is everyone with or without Help more automated Proceedings executed Occurrence or every such series of events in connection with personal data. The term suffices wide and encompassing practical every Handling with data, be it collecting, evaluating, storing or transmitting or deletion. _

- **Target group formation:** One speaks of target group formation (English "Custom Audiences") when Target groups for advertising purposes, e.g. display of advertisements certainly become. For example, based on the interest of a person User at certain products or Topics on the Internet concluded become that _ this User opt for advertisements for similar ones Products or the online shop where he buys the products looked at, interested. From "Lookalike Audiences" (or similar Target groups) one speaks again when the as suitable estimated Content users displayed whose profiles or interests are presumably given to the users to which the profiles are formed were, correspond. Cookies and web beacons are usually used for the purpose of forming custom audiences and lookalike audiences.