

Data protection

Introduction and overview

We have written this data protection declaration (version 27.07.2021-121791786) in order to provide you with information in accordance with the requirements of [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws to explain which personal data (data for short) we as the responsible party - and the processors commissioned by us (e.g. providers) - process, will process in the future and what legal options you have. The terms used are to be understood as gender-neutral.

In a nutshell: We inform you comprehensively about data that we process about you.

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

scope of application

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

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

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

legal bases

In the following data protection declaration we provide you with transparent information on the legal principles and regulations, i.e. the legal bases of the General Data Protection Regulation, which enable us to process personal data. As far as EU law is concerned, we refer to REGULATION (EU) 2016 /679 OF THE EUROPEAN PARLIAMENT AND THE COUNCIL of April 27, 2016. You can of course access this General Data Protection Regulation of the EU online on EUR-Lex, the gateway to EU law, at <https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=celex%3A32016R0679> read.

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

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

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

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

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

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

Contact details of the person responsible

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

Treasure Home Ltd

Goldschmiedgasse 6 1010 Vienna Authorized representative: Ofir ZukowitciE-

Mail:office@treasurehome.at

Telephone: +43 1 9582335 Imprint:<https://www.treasurehome.at>

storage duration

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

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

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

Rights under the General Data Protection Regulation

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

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

- According to Article 18 GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it further.
- According to Article 20 GDPR, you have the right to data portability, which means that we can provide you with your data in a common format upon request.
- According to Article 21 GDPR, you have a right of objection, which, after enforcement, will result in a change in processing.
 - If the processing of your data is based on Article 6 Paragraph 1 Letter e (public interest, exercise of official authority) or Article 6 Paragraph 1 Letter f (legitimate interest), you can object to the processing. We will then check as quickly as possible whether we can legally comply with this objection.
 - If data is used to operate direct advertising, you can object to this type of data processing at any time. We may no longer use your data for direct marketing after this.
 - If data is used to operate profiling, you can object to this type of data processing at any time. We may no longer use your data for profiling after this.
- According to Article 22 GDPR, you may have the right not to be subject to a decision based solely on automated processing (e.g. profiling).


If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any other way, you can complain to the supervisory authority. This is the data protection authority for Austria, whose website you can find at <https://www.dsb.gv.at/find> and for Germany you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#) turn around.

In a nutshell: You have rights - do not hesitate to contact the responsible person listed above!


communication

communication summary

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

 Processed data: e.g. B. Telephone number, name, e-mail address, entered form data. More details can be found under the type of contact used

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

 Duration of storage: Duration of the business case and the legal regulations

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter b GDPR (contract),

Article 6 paragraph 1 letter f GDPR (legitimate interests)

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

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

Affected people

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

phone

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

e-mail

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

online forms

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

legal bases

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

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

web hosting

Web Hosting Summary

 Affected: Visitors to the website

👉 Purpose: professional hosting of the website and security of operation

📄 Processed data: IP address, time of website visit, browser used and other data. More details can be found

below or from the web hosting provider used.

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

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

What is web hosting?

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

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

This web browser needs to connect to another computer where the website's code is stored: the web server. The operation of a web server is a complicated and time-consuming task, which is why this is usually taken on by professional providers, the providers. These offer web hosting and thus ensure reliable and error-free storage of website data.

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

As an illustration:

Why do we process personal data?

The purposes of data processing are:

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

Which data are processed?

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

- the complete internet address (URL) of the accessed website (e.g. <https://www.beispielwebsite.de/beispielunterseite.html?tid=121791786>)
- Browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellsite.de/vondabinichkommen.html/>)
- the hostname and IP address of the device being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- Date and Time
- in files, the so-called web server log files

How long is data stored?

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

In a nutshell:Your visit will be logged by our provider (company that runs our website on special computers (servers)), but we will not pass on your data without your consent!

legal basis


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

cookies

Cookies summary

 Affected: Visitors to the website

 Purpose: depending on the cookie in question. More details can be found below or from the manufacturer of the software that sets the cookie.

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

What are cookies?

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

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

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

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

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

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

For example, cookie data can look like this:

Surname:_ga

Value:GA1.2.1326744211.152121791786-9

Purpose of use:Differentiation of website visitors

Expiry Date:after 2 years

A browser should be able to support these minimum sizes:

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

What types of cookies are there?

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

There are 4 types of cookies:

Essential cookies

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

Functional cookies

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

Targeting cookies

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

advertising cookies

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

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

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

Purpose of processing via cookies

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

Which data are processed?

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

Storage duration of cookies

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

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

Right to object - how can I delete cookies?

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

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

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

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

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

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

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

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

legal basis

The so-called "Cookie Guidelines" have been in place since 2009. It states that the storage of cookies requires your consent (Article 6 (1) (a) GDPR). Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG). In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG).

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

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

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

Facebook pixel privacy policy

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

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

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

In the following we show you the cookies that were set by integrating Facebook pixels on a test page. Please note that these are just example cookies. Depending on the interaction on our website, different cookies are set.

Surname: fbp

Value: fb.1.1568287647279.257405483-6121791786-7

Purpose of use: This cookie is used by Facebook to display advertising products.

Expiry Date: after 3 months

Surname: fr

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

Purpose of use: This cookie is used to ensure that the Facebook pixel works properly.

Expiry Date: after 3 months

Surname: comment_author_50ae8267e2bdf1253ec1a5769f48e062121791786-3

Value: Author's name

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

Expiry Date: after 12 months

Surname: comment_author_url_50ae8267e2bdf1253ec1a5769f48e062

Value: https%3A%2F%2Fwww.testseite...%2F (author's URL)

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

Expiry Date: after 12 months

Surname: comment_author_email_50ae8267e2bdf1253ec1a5769f48e062

Value: Author email address

Purpose of use: This cookie saves the user's e-mail address if they have provided it on the website.

Expiry Date: after 12 months

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

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

We would like to point out that, according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. The data processing is essentially done by Facebook pixels. This can mean that data may not be processed and stored anonymously. In addition, US government authorities may have access to individual data. It may also happen that this data is linked to data from other Facebook services where you have a user account.

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

Facebook Automatic Advanced Matching Privacy Policy


We have also activated Automatic Advanced Matching as part of the Facebook pixel feature. This feature of the pixel allows us to send hashed email, name, gender, city, state, zip code and date of birth or phone number to Facebook as additional information, provided you have provided us with this information. This activation enables us to tailor advertising campaigns on Facebook even more precisely to people who are interested in our services or products.


Google Analytics Privacy Policy

Google Analytics Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: Access statistics, which include data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. More details can be found below in this data protection declaration.

 Duration of storage: depends on the properties used

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

What is Google Analytics?

We use the analysis tracking tool Google Analytics (GA) from the American company Google Inc. on our website. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. Google Analytics collects data about your actions on our website. For example, if you click on a link, this action is stored in a cookie and sent to Google Analytics. The reports we receive from Google Analytics allow us to better tailor our website and service to your needs. In the

following we will go into more detail about the tracking tool and, above all, inform you about which data is stored and how you can prevent this.

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

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

- Target group reports: With target group reports, we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports make it easier for us to analyze and improve our online advertising.
- Acquisition Reports: Acquisition reports provide us with helpful information on how to attract more people to our service.
- Behavior Reports: Here we learn how you interact with our website. We can understand which path you take on our site and which links you click on.
- Conversion reports: Conversion is a process in which you perform a desired action based on a marketing message. For example, when you go from being a mere website visitor to a buyer or newsletter subscriber. These reports enable us to learn more about how our marketing measures are resonating with you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always know immediately what is happening on our website. For example, we can see how many users are currently reading this text.

Why do we use Google Analytics on our website?

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

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

What data is stored by Google Analytics?

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

stored together with this user ID. This makes it possible to evaluate pseudonymous user profiles in the first place.

In order to be able to analyze our website with Google Analytics, a property ID must be included in the tracking code. The data is then stored in the corresponding property. For each newly created property, the Google Analytics 4 property is the default. Alternatively, you can also create the Universal Analytics property. Depending on the property used, data is stored for different lengths of time.

Identifiers such as cookies and app instance IDs are used to measure your interactions on our website. Interactions are any type of action you take on our website. If you also use other Google systems (such as a Google account), data generated via Google Analytics can be linked to third-party cookies. Google does not pass on Google Analytics data unless we as the website operator approve it. There may be exceptions if required by law.

The following cookies are used by Google Analytics:

Surname: _ga

Value:2.1326744211.152121791786-5

Purpose of use:By default, analytics.js uses the _ga cookie to store the user ID. Basically, it serves to differentiate between website visitors.

Expiry Date:after 2 years

Surname: _gid

Value:2.1687193234.152121791786-1

Purpose of use:The cookie is also used to distinguish between website visitors

Expiry Date:after 24 hours

Surname: _gat_gtag_UA_<property id>

Value:1

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

Expiry Date:after 1 minute

Surname:AMP_TOKEN

Value:not specified

Purpose of use:The cookie has a token that can be used to retrieve a User ID from the AMP Client ID service. Other possible values indicate an opt-out, a request, or an error.

Expiry Date:after 30 seconds up to a year

Surname: __utma

Value:1564498958.1564498958.1564498958.1

Purpose of use:This cookie is used to track your behavior on the website and measure

performance. The cookie is updated each time information is sent to Google Analytics.

Expiry Date:after 2 years

Surname:__utmt

Value:1

Purpose of use:The cookie, like _gat_gtag_UA_<property-id>, is used to throttle the request rate.

Expiry Date:after 10 minutes

Surname:__utmb

Value:3.10.1564498958

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

Expiry Date:after 30 minutes

Surname:__utmc

Value:167421564

Purpose of use:This cookie is used to set new sessions for returning visitors. This is a session cookie and is only stored until you close the browser.

Expiry Date:After closing the browser

Surname:__utmz

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

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

Expiry Date:after 6 months

Surname:__utmv

Value:no information

Purpose of use:The cookie is used to store custom user data. It is always updated when information is sent to Google Analytics.

Expiry Date:after 2 years

Annotation:This list cannot claim to be complete, since Google is constantly changing the choice of its cookies.

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

Heat maps:Google creates so-called heat maps. Heatmaps show exactly those areas that you click on. This is how we get information about where you are on our site.

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

bounce rate(Bounce rate): A bounce is when you only view one page on our website and then leave our website again.

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

IP address:The IP address is only shown in abbreviated form so that no clear assignment is possible.

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

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

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

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

How long and where is the data stored?

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

Your data is distributed across different physical media. This has the advantage that the data can be called up more quickly and is better protected against manipulation. Every Google data center has emergency programs for your data. For example, if Google's hardware fails or natural disasters paralyze servers, the risk of a service interruption at Google remains low.

The retention period of the data depends on the properties used. When using the newer Google Analytics 4 properties, the retention period for your user data is fixed at 14

months. For other so-called event data, we have the option of choosing a retention period of 2 months or 14 months.

With Universal Analytics properties, Google Analytics has a standardized retention period of 26 months for your user data. Then your user data will be deleted. However, we have the option of choosing the retention period for user data ourselves. We have five options available for this:

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

In addition, there is also the option that data will only be deleted if you no longer visit our website within the period of time chosen by us. In this case, the retention period will be reset each time you visit our website again within the specified period.

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

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to access, update, delete or restrict your data. You can prevent Google Analytics from using your data by using the browser add-on to disable Google Analytics JavaScript (ga.js, analytics.js, dc.js). You can download the browser add-on

at <https://tools.google.com/dlpage/gaoptout?hl=de> download and install. Please note that this add-on only disables data collection by Google Analytics.

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

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

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

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

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

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

legal basis

The use of Google Analytics requires your consent, which we have obtained with our cookie popup. According to Art. 6 Paragraph 1 lit. a GDPR (consent) is the legal basis for the processing of personal data as it may occur when it is collected by web analytics tools.

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of Google Analytics, we can identify errors on the website, identify attacks and improve profitability. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use Google Analytics if you have given your consent.

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.

We hope we were able to give you an understanding of the most important information about data processing by Google Analytics. If you want to learn more about the tracking service, we recommend these two links: <http://www.google.com/analytics/terms/de.html> and <https://support.google.com/analytics/answer/6004245?hl=en>.

Google Analytics IP anonymization

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

More information on IP anonymization can be found at <https://support.google.com/analytics/answer/2763052?hl=en>.

Google Analytics reports on demographics and interests

We have activated the functions for advertising reports in Google Analytics. The Demographics and Interests reports include information about age, gender, and interests. This enables us to get a better picture of our users without being able to assign this data to individual persons. Learn more about the advertising features [at https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad](https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad).

You can control the use of your Google Account activity and information under "Advertising Settings". <https://adssettings.google.com/authenticated> exit via checkbox.

Google Analytics deactivation link

If you click on the following deactivation link, you can prevent Google from recording further visits to this website. Attention: Deleting cookies, using the incognito/private mode of your browser, or using a different browser will result in data being collected again.

Disable Google Analytics

Google Analytics addendum to data processing

We have entered into a direct customer agreement with Google for the use of Google Analytics by accepting the "Data Processing Amendment" in Google Analytics.

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

Google Analytics Google Signals Privacy Policy

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

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

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


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

Google Tag Manager Privacy Policy

Google Tag Manager Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: organization of the individual tracking tools

 Processed data: The Google Tag Manager does not store any data itself. The data captures the tags

 Duration of storage: depends on the web analytics tool used

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitim

What is Google Tag Manager?

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

In this privacy policy, we want to explain to you in more detail what the Google Tag Manager does, why we use it and how data is processed.

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

Why do we use Google Tag Manager for our website?

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

What data is stored by Google Tag Manager?

The Tag Manager itself is a domain that does not set cookies and does not store any data. It acts as a mere "manager" of the implemented tags. The data is recorded by the individual tags of the different web analysis tools. The data is passed through to the individual tracking tools in the Google Tag Manager and not saved.

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

In the Tag Manager account settings, we have allowed Google to receive anonymous data from us. However, this only relates to the use and utilization of our tag manager and not to your data, which is stored via the code sections. We enable Google and others to receive selected data in an anonymous form. We therefore agree to the anonymous transfer of our website data. Despite extensive research, we were not able to find out exactly which summarized and anonymous data is forwarded. In any case, Google deletes all information that could identify our website. Google combines the data with hundreds of other anonymous website data and creates user trends as part of benchmarking measures. In benchmarking, your own results are compared with those of your competitors. Processes can be optimized on the basis of the information collected.

How long and where is the data stored?

When Google saves data, this data is saved on Google's own servers. The servers are spread all over the world. Most are in America.

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

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

How can I delete my data or prevent data storage?

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

Please note that when using this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data may not simply be transferred to unsafe third countries, stored there and processed unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

The use of the Google Tag Manager requires your consent, which we have obtained with our cookie popup. According to Art. 6 Para. 1 lit. a GDPR (consent), this consent represents the legal basis for the processing of personal data, as it may occur when it is collected by web analytics tools.

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of Google Tag Managers you can improve profitability. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the Google Tag Manager if you have given your consent.

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.


If you want to learn more about the Google Tag Manager, we recommend the FAQs below <https://www.google.com/intl/de/tagmanager/faq.html>.

IONOS WebAnalytics Privacy Policy

IONOS WebAnalytics Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: access statistics, which contain data such as access locations, device data, access duration, and user behavior, stored in an anonymous form.

 Storage period: depends on the contract period with IONOS WebAnalytics

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR (legitimate interest)

What is IONOS WebAnalytics?

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

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

Why do we use IONOS WebAnalytics on our website?

Our goal is to offer you the best possible experience on our website. We believe in what we offer and want our website to be a helpful and useful place for you. To do this, we have to adapt our website as much as possible to your wishes and concerns. With a web analysis tool such as IONOS WebAnalytics and the resulting data, we can improve our website accordingly. The data can also be useful for us to design advertising and marketing measures more individually. In all of these web analyses, however, the protection of personal data is important to us. Unlike other analysis tools, IONOS WebAnalytics does not store or process any data that could identify you as a person.

What data is stored by IONOS WebAnalytics?

The data is collected and stored by log files or by a so-called pixel. A pixel is a snippet of JavaScript code that loads a collection of functions used to track user behavior.

WebAnalytics deliberately does not use cookies.

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

The following data is stored by IONOS WebAnalytics:

- Your browser type and browser version
- which website you have previously visited (referrer)
- which specific website you have accessed from us
- which operating system you use
- Which end device you use (PC, tablet or smartphone)
- when you came to our site
- Your IP address in an anonymous form

The data will not be passed on to third parties and will only be used for statistical evaluations.

How long and where is the data stored?

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

How can I delete my data or prevent data storage?

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

legal basis

The use of IONOS WebAnalytics requires your consent, which we have obtained with our cookie popup. According to Art. 6 Paragraph 1 lit. a GDPR (consent) is the legal basis for the processing of personal data, as it may occur when it is collected by web analytics tools.

In addition to consent, there is a legitimate interest on our part in analyzing the behavior of website visitors and thus improving our offer technically and economically. With the help of IONOS WebAnalytics, we can detect errors on the website, identify attacks and improve profitability. The legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use IONOS WebAnalytics if you have given your consent.


We hope we were able to give you the most important information about the really economical data processing of IONOS WebAnalytics. If you want to learn more about the tracking service, we recommend that you read the company's privacy policy at <https://www.ionos.de/hilfe/datenschutz/datenverarbeitung-von-webseitenbesuchern-ihres-11-ionos-produktes/webanalytics/?tid=121791786>.

Online marketing

Online Marketing Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Evaluation of visitor information to optimize the website.

 Processed data: Access statistics, which include data such as access locations, device data, access duration and time, navigation behavior, click behavior and IP addresses. Personal data such as name or e-mail address can also be processed. More details can be found in the respective online marketing tool used.

 Duration of storage: depends on the online marketing tools used

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR

(legitimate interests)

What is online marketing?

Online marketing refers to all measures that are carried out online in order to achieve marketing goals such as increasing brand awareness or closing a deal. Furthermore, our online marketing measures aim to draw people's attention to our website. In order to be able to show our offer to many interested people, we do online marketing. Most of the time it is online advertising, content marketing or search engine optimization. Personal data is also stored and processed so that we can use online marketing efficiently and in a targeted manner. On the one hand, the data helps us to show our content only to those people who are interested in it and, on the other hand, we can measure the advertising success of our online marketing measures.

Why do we use online marketing tools?

We want to show our website to everyone who is interested in what we have to offer. We are aware that this is not possible without deliberate measures. That's why we do online marketing. There are various tools that make it easier for us to work on our online marketing measures and, in addition, always provide suggestions for improvement via data. This allows us to target our campaigns more precisely to our target group. The purpose of these online marketing tools is ultimately to optimize our offer.

Which data are processed?

So that our online marketing works and the success of the measures can be measured, user profiles are created and data is stored, for example, in cookies (small text files). With the help of this data, we can not only place advertising in the classic way, but also display our content directly on our website in the way you prefer. There are various third-party tools that offer these functions and collect and store data from you accordingly. The named cookies store, for example, which web pages you visited on our website, how long you viewed these pages, which links or buttons you clicked or from which website you came to us. In addition, technical information can also be stored. For example, your IP

address, which browser you use, which device you use to visit our website or the time when you accessed our website and when you left it again. If you have agreed that we may also determine your location, we can also store and process this.

Your IP address will be stored in pseudonymised form (i.e. abbreviated). Unique data that directly identifies you as a person, such as your name, address or email address, is only stored in a pseudonymised form as part of the advertising and online marketing process. So we cannot identify you as a person, we have only stored the pseudonymised, stored information in the user profiles.

The cookies may also be deployed, analyzed and used for advertising purposes on other websites that work with the same advertising tools. The data can then also be stored on the servers of the advertising tool providers.

In exceptional cases, unique data (name, e-mail address, etc.) can also be stored in the user profile. This storage occurs, for example, if you are a member of a social media channel that we use for our online marketing measures and the network connects previously received data with the user profile.

With all the advertising tools we use that store data from you on their servers, we only ever receive summarized information and never data that makes you identifiable as an individual. The data only show how well set advertising measures worked. For example, we can see what actions have persuaded you or other users to come to our website and purchase a service or product there. Based on the analyzes we can improve our advertising offer in the future and adapt it even more precisely to the needs and wishes of interested persons.

Duration of data processing

We will inform you below about the duration of data processing if we have further information on this. In general, we only process personal data for as long as is absolutely necessary for the provision of our services and products. Data stored in cookies are stored for different lengths of time. Some cookies are already deleted after leaving the website, others can be stored in your browser for several years. The respective data protection declarations of the individual providers usually provide you with precise information about the individual cookies that the provider uses.

Right to object

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

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

legal basis

If you have consented to the use of third-party providers, the legal basis for the relevant data processing is this consent. According to Article 6 Paragraph 1 lit.

We also have a legitimate interest in measuring online marketing measures in an anonymous form in order to use the data obtained to optimize our offer and our measures. The corresponding legal basis for this is Article 6 (1) (f) GDPR (legitimate interests). However, we only use the tools if you have given your consent.

Information on special online marketing tools - if available - can be found in the following sections.

Google Ads (Google AdWords) Conversion Tracking Privacy Policy

Google Ads (Google AdWords) Conversion Tracking Privacy Policy Summary


 Affected: Visitors to the website

 Purpose: economic success and the optimization of our service.

 Processed data: Access statistics, which include data such as access locations, device data, access duration and time,

navigation behavior, click behavior and IP addresses. Personal data such as name or e-mail address can also be processed.

 Duration of storage: Conversion cookies usually expire after 30 days and do not transmit any personal data

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

What is Google Ads conversion tracking?

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

Google Ads (formerly Google AdWords) is the in-house online advertising system from Google Inc. We are convinced of the quality of our offer and want as many people as possible to get to know our website. In the online area, Google Ads offers the best

platform for this. Of course, we also want to get a precise overview of the cost-benefit factor of our advertising campaigns. That's why we use the Google Ads conversion tracking tool.

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

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

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

What data is stored with Google Ads conversion tracking?

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

Here is the data of the most important cookies for Google's conversion tracking:

Surname:conversion

Value:EhMI_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYISAGQ121791786-3

Purpose of use:This cookie stores every conversion you make on our site after coming to us from a Google Ad.

Expiry Date:after 3 months

Surname:_gac

Value:1.1558695989.EAlalQobChMliOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEgIYQfD_BwE

Purpose of use:This is a classic Google Analytics cookie and is used to record various actions on our website.

Expiry Date:after 3 months

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

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

How long and where is the data stored?

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

How can I delete my data or prevent data storage?

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

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

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

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

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

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

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

legal basis

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

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

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.


If you would like to find out more about data protection at Google, we recommend Google's general data protection declaration: <https://policies.google.com/privacy?hl=de>.

social media


Social Media Privacy Policy Summary

 Affected: Visitors to the website

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

 Processed data: Data such as telephone numbers, e-mail addresses, contact data, user behavior data, information address. More details can be found on the social media tool used in each case.

 Duration of storage: depends on the social media platforms used

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

What is social media?

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

Why do we use social media?

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

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

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

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

Which data are processed?

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

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

If you want to know exactly what data is stored and processed by the social media providers and how you can object to data processing, you should carefully read the company's data protection declaration. Even if you have questions about data storage and data processing or want to assert corresponding rights, we recommend that you contact the provider directly.

Duration of data processing

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

Right to object

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

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

legal basis

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

use the tools if you have given your consent. Most social media platforms also set cookies on your browser to store data. Therefore we recommend you


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

Facebook Privacy Policy

Facebook Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as customer data, user behavior data, information about your device and your IP address below in the data protection declaration.

 Storage period: until the data is no longer useful for Facebook's purposes

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR

(legitimate interests)

What are Facebook tools?

We use selected Facebook tools on our website. Facebook is a social media network operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. These tools allow us to offer you and people who are interested in our products and services the best possible offer. Below we provide an overview of the various Facebook tools, what data is sent to Facebook and how you can delete this data.

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

- Facebook pixel
- social plug-ins (such as the "Like" or "Share" button)
- Facebook login
- Account Kit
- APIs (programming interface)
- SDKs (collection of programming tools)
- Platform Integrations
- plugins
- codes
- specifications
- documentations
- Technologies and Services

Through these tools, Facebook expands its services and has the ability to receive information about user activities outside of Facebook.

Why do we use Facebook tools on our website?

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

Facebook calls data about your behavior on our website "event data". These are also used for measurement and analysis services. Facebook can thus create "campaign reports" on our behalf about the effect of our advertising campaigns. Furthermore, through analyzes we get a better insight into how you use our services, website or products. As a result, we use some of these tools to optimize your user experience on our website. For example, you can use the social plug-ins to share content on our site directly on Facebook.

What data is stored by Facebook tools?

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

Facebook uses this information to match the data with the data it has from you (if you are a Facebook member). Before customer data is transmitted to Facebook, so-called "hashing" takes place. This means that a data set of any size is transformed into a character string. This is also used to encrypt data.

In addition to the contact data, "event data" is also transmitted. "Event data" means the information that we receive about you on our website. For example, which subpages you visit or which products you buy from us. Facebook does not share the information it receives with third parties (such as advertisers) unless the company has explicit permission or is legally required to do so. "Event data" may also be linked to contact information. This allows Facebook to offer better personalized advertising. After the matching process already mentioned, Facebook deletes the contact data again.

In order to be able to deliver advertisements in an optimized manner, Facebook only uses the event data if it has been combined with other data (which was collected by Facebook in a different way). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transmitted to Facebook via cookies. Cookies are small text files that are used to store data or information in browsers. Depending on the tools used and whether you are a Facebook member, a different number of cookies will be created in your browser. In the descriptions of the individual Facebook tools, we go into more detail about individual Facebook cookies. You

can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

How long and where is the data stored?

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

How can I delete my data or prevent data storage?

In accordance with the General Data Protection Regulation, you have the right to information, correction, transferability and deletion of your data.

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

- 1) Click Settings on the right side of Facebook.
- 2) Then click on "Your Facebook Information" in the left column.
- 3) Now click "Deactivation and Deletion".
- 4) Now select "Delete Account" and then click "Next and Delete Account"
- 5) Now enter your password, click on "Next" and then on "Delete Account"

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

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

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

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

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

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

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

legal basis

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

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

Facebook uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Facebook to comply with EU data protection standards when processing relevant data outside of the EU.

We hope we have given you the most important information about the use and data processing by the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend the data guidelines on <https://www.facebook.com/about/privacy/update>.

Facebook Social Plugins Privacy Policy

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

The following social plug-ins are offered by Facebook:

- "Save" button
- Like button, share, send and quote
- Page Plugin
- Comments
- Messenger plugin

- Embedded posts and video player
- Groups plugin

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

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

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

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

If you are not logged into Facebook or do not have a Facebook account, your browser will send less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you visit can be transmitted to Facebook. We would like to expressly point out that we do not know the exact content of the data. However, based on our current state of knowledge, we try to inform you as much as possible about data processing. You can also find out how Facebook uses the data in the company's data policy at <https://www.facebook.com/about/privacy/update> read.

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

Surname:dpr

Value:no information

Purpose of use:This cookie is used to make the social plugins work on our website.

Expiry Date:after the session ends

Surname:fr

Value:0jieyh4121791786c2GnlufEJ9..Bde09j...1.0.Bde09j

Purpose of use:The cookie is also necessary for the plug-ins to function properly.

Expiry Date:after 3 months

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

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


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

Instagram Privacy Policy

Instagram Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

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

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

 Storage period: until Instagram no longer needs the data for its purposes

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR

(legitimate interests)

What is Instagram?

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

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

Instagram is one of the most well-known social media networks worldwide. Instagram combines the advantages of a blog with the advantages of audiovisual platforms such as YouTube or Vimeo. You can upload photos and short videos to "Insta" (as many users casually call the platform), edit them with various filters and also share them on other

social networks. And if you don't want to be active yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is the social media platform that has really taken off in recent years. And of course we also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, a varied preparation of our content is a matter of course for us. The embedded Instagram functions allow us to enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be useful for personalized advertising on Facebook. In this way, our advertisements only get to people who are really interested in our products or services.

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

What data is stored by Instagram?

When you come across one of our pages that has Instagram features (such as Instagram images or plugins) built in, your browser automatically connects to Instagram's servers. Data is sent to Instagram, stored and processed. This is regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements that you see and how you use our offer. Furthermore, the date and time of your interaction with Instagram are also saved. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook distinguishes between customer data and event data. We assume that this is the case with Instagram as well. Customer data are, for example, name, address, telephone number and IP address. This customer data will only be transmitted to Instagram if it has been "hashed" beforehand. Hashing means converting a record into a string. This allows you to encrypt the contact data. In addition, the "event data" mentioned above are also transmitted. Facebook – and consequently also Instagram – understands "event data" to be data about your user behavior. It can also happen that contact data is combined with event data. The contact data collected will be compared with the data that Instagram already has from you.

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

We assume that data processing works the same on Instagram as on Facebook. That means: if you have an Instagram account or www.instagram.com visited, Instagram has set at least one cookie. If this is the case, your browser sends information to Instagram via

the cookie as soon as you come into contact with an Instagram function. This data will be deleted or made anonymous again after 90 days at the latest (after comparison). Although we have dealt intensively with Instagram's data processing, we cannot say exactly what data Instagram collects and stores.

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

These cookies were used in our test:

Surname:csrftoken

Value:""

Purpose of use:This cookie is set with high probability for security reasons to prevent falsification of requests. However, we could not find out more precisely.

Expiry Date:after a year

Surname:middle

Value:""

Purpose of use:Instagram sets this cookie to optimize its own services and offers on and off Instagram. The cookie defines a unique user ID.

Expiry Date:after the end of the session

Surname:fbsr_121791786124024

Value:not specified

Purpose of use:This cookie stores the log-in request for users of the Instagram app.
Expiry date: after the end of the session

Surname:right

Value:ATN

Purpose of use:This is an Instagram cookie that ensures functionality on Instagram.

Expiry Date:after the end of the session

Surname:holidays

Value:""{"194.96.75.33":1901};1iEtYv:Y833k2_UjKvXgYe121791786"

Purpose of use:This cookie is used for Instagram marketing purposes.

Expiry Date:after the end of the session

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

How long and where is the data stored?

Instagram shares the information it receives between the Facebook companies with external partners and with people you connect with around the world. Data processing is carried out in compliance with our own data policy. For security reasons, among other things, your data is distributed across the world on Facebook servers. Most of these servers are located in the USA.

How can I delete my data or prevent data storage?

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

And this is how the Instagram account deletion works:

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

If you delete your account entirely, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you is not part of your account and consequently will not be deleted.

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

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

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

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

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

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

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

legal basis

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

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

Facebook uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Facebook to comply with EU data protection standards when processing relevant data outside of the EU.

We have tried to give you the most important information about data processing by Instagram. on <https://help.instagram.com/519522125107875> you can learn more about Instagram's data policies.

LinkedIn Privacy Policy

LinkedIn Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

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

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

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

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f

GDPR (legitimate interests)

What is LinkedIn?

On our website we use social plug-ins from the social media network LinkedIn, the company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The social plug-ins can be feeds, content sharing or linking to our LinkedIn page. The social plug-ins are clearly marked with the well-known LinkedIn logo and allow, for example, interesting content to be shared directly via our website. LinkedIn Ireland Unlimited

Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

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

LinkedIn is the largest social network for business contacts. Unlike Facebook, for example, the company focuses exclusively on establishing business contacts. Companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to look for a job or to find suitable employees for their own company. In Germany alone, the network has over 11 million members. In Austria there are about 1.3 million.

Why do we use LinkedIn on our website?

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

What data does LinkedIn store?

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

Your browser establishes a direct connection to the LinkedIn servers when you interact with our plug-ins. The company logs various usage data. In addition to your IP address, this can be, for example, registration data, device information or information about your Internet or mobile phone provider. If you call up LinkedIn services via your smartphone, your location can also be determined (after you have allowed this). LinkedIn may also share this data in "hashed" form with third-party advertisers. Hashing means turning a record into a string. This allows the data to be encrypted in such a way that people can no longer be identified.

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

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

Surname:cookie

Value:=2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16121791786-

Purpose of use:The cookie is a so-called "browser ID cookie" and consequently stores your identification number (ID).

Expiry Date:After 2 years

Surname:long

Value:v=2&lang=de-de

Purpose of use:This cookie saves your default or preferred language.

Expiry Date:after the session ends

Surname:lidc

Value:1818367:t=1571904767:s=AQF6KNnJ0G121791786...

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

Expiry Date:after 24 hours

Surname:rtc

Value:kt0lrv3NF3x3t6xvDgGrZGDKkX

Purpose of use:No further information could be found about this cookie.

Expiry Date:after 2 minutes

Surname:JSESSIONID

Value:ajax:1217917862900777718326218137

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

Expiry Date:after the session ends

Surname:bscookie

Value:"v=1&201910230812...

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

Expiry Date:after 2 years

Surname:fid

Value:AQHj7li23ZBcqAAAA...

Purpose of use:No further information could be found for this cookie.

Expiry Date:after 7 days

Annotation: LinkedIn also works with third parties. That's why we also recognized the two Google Analytics cookies `_ga` and `_gat` in our test.

How long and where is the data stored?

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

How can I delete my data or prevent data storage?

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

To access account information on your LinkedIn profile:

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

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

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

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

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

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

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

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

legal basis

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

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

LinkedIn uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige LinkedIn to comply with EU data protection standards when processing relevant data outside of the EU.

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

YouTube Privacy Policy

YouTube Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as contact details, data on user behavior, information about your device and

your IP address can be stored. More details can be found below in this data protection declaration.

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

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR

(legitimate interests)

What is YouTube?

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

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

On YouTube, users can view videos, rate them, comment on them and upload them themselves free of charge. Over the past few years, YouTube has become one of the most important social media channels worldwide. In order for us to be able to display videos on our website, YouTube provides a code snippet that we have embedded on our site.

Why do we use YouTube videos on our website?

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

Which data is stored by YouTube?

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

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

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

hand, we show cookies that are set with a logged-in account. The list cannot claim to be complete because the user data always depends on the interactions on YouTube.

Surname:YSC

Value:b9-CV6ojl5Y121791786-1

Purpose of use:This cookie registers a unique ID to store statistics of the video watched.

Expiry Date:after the session ends

Surname:PREF

Value:f1=50000000

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

Expiry Date:after 8 months

Surname:GPS

Value:1

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

Expiry Date:after 30 minutes

Surname:VISITOR_INFO1_LIVE

Value:95Chz8bagyU

Purpose of use:This cookie attempts to estimate the user's bandwidth on our websites (with embedded YouTube video).

Expiry Date:after 8 months

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

Surname:APISID

Value:zILlvCIZSkqGsSwl/AU1aZI6HY7121791786-

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

Expiry Date:after 2 years

Surname:CONSENT

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

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

Expiry Date:after 19 years

Surname:HSID

Value:AcRwpgUik9Dveht0l

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

Expiry Date:after 2 years

Surname:LOGIN_INFO

Value:AFmmF2swRQIhALL6aL...

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

Expiry Date:after 2 years

Surname:SAPISID

Value:7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

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

Expiry Date:after 2 years

Surname:SID

Value:oQfNKjAsl121791786-

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

Expiry Date:after 2 years

Surname:SIDCC

Value:AN0-TYuqub2JOcDTyL

Purpose of use:This cookie stores information about how you use the website and what advertisements you may have seen before visiting our site.

Expiry Date:after 3 months

How long and where is the data stored?

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

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

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

How can I delete my data or prevent data storage?

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

Regardless of whether you have a Google account or not, you can configure your browser in such a way that Google cookies are deleted or deactivated. Depending on which browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

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

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

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

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

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

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

legal basis

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

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

YouTube uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige YouTube to comply with EU data protection standards when processing relevant data outside of the EU.

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

YouTube Subscribe Button Privacy Policy

We have installed the YouTube subscribe button on our website. You can usually recognize the button by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white letters on a red background and the white "Play" symbol to the left of it. However, the button can also be shown in a different design.

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

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

Surname:YSC

Value:b9-CV6ojl5121791786Y

Purpose of use:This cookie registers a unique ID to store statistics of the video watched.

Expiry Date:after the session ends

Surname:PREF

Value:f1=50000000

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

Expiry Date:after 8 months

Surname:GPS

Value:1

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

Expiry Date:after 30 minutes

Surname:VISITOR_INFO1_LIVE

Value:12179178695Chz8bagyU

Purpose of use:This cookie attempts to estimate the user's bandwidth on our websites

(with embedded YouTube video).

Expiry Date:after 8 months

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

If you are logged into your YouTube account, YouTube can store many of your actions/interactions on our website using cookies and assign them to your YouTube account. This gives YouTube information, for example, on how long you surf our site, what type of browser you use, what screen resolution you prefer or what actions you take.

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

Google Maps Privacy Policy

Google Maps Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

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

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

 Duration of storage: depends on the stored data

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f

GDPR (legitimate interests)

What is Google Maps?

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

Google Maps is an Internet map service from Google. With Google Maps, you can find the exact location of a city, attraction, lodging or business online using a PC, tablet or app. If companies are represented on Google My Business, additional information about the company is displayed in addition to the location. In order to show how to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a street map or as an aerial or satellite image. Thanks

to the Street View images and the high-quality satellite images, very precise representations are possible.

Why do we use Google Maps on our website?

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

What data is stored by Google Maps?

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

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

Surname:NID

Value:188=h26c1Ktha7fCQTx8rXgLyATyITJ121791786-5

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

Expiry Date:after 6 months

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

How long and where is the data stored?

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

Google distributes the data on different data carriers. As a result, the data can be called up more quickly and is better protected against any attempts at manipulation. Each data center also has special emergency programs. If, for example, there are problems with the Google hardware or a natural disaster paralyzes the servers, the data will almost certainly remain protected.

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

How can I delete my data or prevent data storage?

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

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

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

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

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

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

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

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

Please note that when using this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data may not simply be transferred to unsafe third

countries, stored there and processed unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

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

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

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.

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

Google Fonts Local Privacy Policy

On our website we use Google Fonts from Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. We have integrated the Google fonts locally, ie on our web server - not on Google's servers. As a result, there is no connection to Google servers and therefore no data transmission or storage.

What are Google Fonts?

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

Google Fonts Privacy Policy

Google Fonts Privacy Policy Summary

 Affected: Visitors to the website

👉 Purpose: Optimization of our service

📄 Processed data: Data such as IP address and CSS and font requests More details can be found below

in this data protection declaration.

📅 Storage period: Font files are stored by Google for one year

⚖️ Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter f GDPR

(legitimate interests)

What are Google Fonts?

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

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

Google Fonts (formerly Google Web Fonts) is a directory of over 800 fonts that [Google](https://www.google.com/fonts) Make it available to your users for free.

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

Why do we use Google Fonts on our website?

With Google Fonts we can use fonts on our own website and do not have to upload them to our own server. Google Fonts is an important component in keeping the quality of our website high. All Google fonts are automatically optimized for the web and this saves data volume and is a great advantage especially for use with mobile devices. When you visit our site, the small file size ensures fast loading times. Furthermore, Google Fonts are secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partially distort texts or entire websites. Thanks to the fast Content Delivery Network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all major browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). So we use Google Fonts so that we can present our entire online service as beautifully and uniformly as possible.

Which data is stored by Google?

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

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

It should be noted, however, that with each Google Font request, information such as language settings, IP address, browser version, browser screen resolution and browser name are automatically transmitted to the Google servers. Whether this data is also stored cannot be clearly determined or is not clearly communicated by Google.

How long and where is the data stored?

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

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

How can I delete my data or prevent data storage?

The data that Google stores for a day or a year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. To be able to delete this data prematurely, you must contact Google support <https://support.google.com/?hl=de&tid=121791786> to contact. In this case, you only prevent data storage if you do not visit our site.

Unlike other web fonts, Google allows us unlimited access to all fonts. So we have unlimited access to a sea of fonts and thus get the best out of our website. You can find more about Google Fonts and other questions

at <https://developers.google.com/fonts/faq?tid=121791786>. Although Google addresses data protection issues there, it does not contain really detailed information about data storage. It is relatively difficult to get really precise information about stored data from Google.

legal basis

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

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

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.


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

Google reCAPTCHA Privacy Policy

Google reCAPTCHA Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service and protection against cyber attacks

 Processed data: Data such as IP address, browser information, your operating system

, limited location and usage data. More details can be found below in this data protection declaration.

 Duration of storage: depends on the stored data

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter

f GDPR (legitimate interests)

What is reCAPTCHA?

Our primary goal is to secure and protect our website for you and for us in the best possible way. To ensure this, we use Google reCAPTCHA from Google Inc. For Europe, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is

responsible for all Google services. With reCAPTCHA we can determine if you really are a real human being and not a robot or other spam software. We understand spam to mean any unwanted information that is sent to us electronically, unsolicited. With the classic CAPTCHAS, you usually had to solve text or image puzzles to check them. With reCAPTCHA from Google, we don't have to bother you with such puzzles most of the time. In most cases it is sufficient if you simply check the box and confirm that you are not a bot. With the new Invisible reCAPTCHA version, you don't even have to check the box. You can find out exactly how this works and, above all, what data is used for this in the course of this data protection declaration.

reCAPTCHA is a free captcha service provided by Google that protects websites from spam software and abuse by non-human visitors. Most often, this service is used when filling out forms on the Internet. A captcha service is a type of automated Turing test designed to ensure that an action on the internet is being performed by a human and not a bot. In the classic Turing test (named after the computer scientist Alan Turing), a human determines the difference between a bot and a human. In the case of captchas, the computer or a software program also takes care of this. Classic captchas work with small tasks that are easy for humans to solve, but present significant difficulties for machines. With reCAPTCHA you no longer have to actively solve puzzles. The tool uses modern risk techniques to distinguish humans from bots. Here you only have to tick the text field "I'm not a robot" or with Invisible reCAPTCHA even that is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called Captcha score from these user actions. Google uses this score to calculate the probability that you are a human before entering the Captcha. reCAPTCHA or Captchas in general are always used when bots could manipulate or misuse certain actions (such as registrations, surveys, etc.). Here you only have to tick the text field "I'm not a robot" or with Invisible reCAPTCHA even that is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called Captcha score from these user actions. Google uses this score to calculate the probability that you are a human before entering the Captcha. reCAPTCHA or Captchas in general are always used when bots could manipulate or misuse certain actions (such as registrations, surveys, etc.). Here you only have to tick the text field "I'm not a robot" or with Invisible reCAPTCHA even that is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called Captcha score from these user actions. Google uses this score to calculate the probability that you are a human before entering the Captcha. reCAPTCHA or Captchas in general are always used when bots could manipulate or misuse certain actions (such as registrations, surveys, etc.). With reCAPTCHA, a JavaScript element is integrated into the

source text and then the tool runs in the background and analyzes your user behavior. The software calculates a so-called Captcha score from these user actions. Google uses this score to calculate the probability that you are a human before entering the Captcha. reCAPTCHA or Captchas in general are always used when bots could manipulate or misuse certain actions (such as registrations, surveys, etc.).

Why do we use reCAPTCHA on our website?

We only want to welcome flesh and blood people to our site. Bots or spam software of all kinds can safely stay at home. That's why we're doing everything we can to protect ourselves and offer you the best possible user experience. For this reason we use Google reCAPTCHA from Google. So we can be pretty sure that we remain a "bot-free" website. By using reCAPTCHA, data is transmitted to Google to determine whether you are really a human being. reCAPTCHA therefore serves to ensure the security of our website and subsequently also your security. For example, without reCAPTCHA it could happen that a bot registers as many email addresses as possible during registration, to then "spam" forums or blogs with undesirable advertising content. With reCAPTCHA we can avoid such bot attacks.

What data is stored by reCAPTCHA?

reCAPTCHA collects personal data from users to determine whether the actions on our website really come from people. The IP address and other data that Google needs for the reCAPTCHA service can therefore be sent to Google. IP addresses are almost always shortened within the member states of the EU or other contracting states of the Agreement on the European Economic Area before the data ends up on a server in the USA. The IP address is not combined with other data from Google unless you are logged in with your Google account while using reCAPTCHA. First, the reCAPTCHA algorithm checks whether Google cookies from other Google services (YouTube, Gmail, etc.) are already placed on your browser.

The following list of collected browser and user data does not claim to be complete. Rather, they are examples of data that, to our knowledge, are processed by Google.

- Referrer URL (the address of the page the visitor came from)
- IP address (e.g. 256.123.123.1)
- Information about the operating system (the software that enables your computer to operate. Known operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that store data in your browser)
- Mouse and keyboard behavior (every action you perform with the mouse or keyboard is saved)
- Date and language settings (which language or which date you have preset on your PC is saved)

- All JavaScript objects (JavaScript is a programming language that allows websites to adapt to the user. JavaScript objects can collect all kinds of data under one name)
- Screen resolution (shows how many pixels the image display consists of)

It is undisputed that Google uses and analyzes this data even before you click on the "I'm not a robot" tick. With the Invisible reCAPTCHA version, you don't even have to check the box and the whole recognition process runs in the background. Google does not tell you in detail how much and what data Google stores.

The following cookies are used by reCAPTCHA: Here we refer to the reCAPTCHA demo version from Google below <https://www.google.com/recaptcha/api2/demo>. All of these cookies require a unique identifier for tracking purposes. Here is a list of cookies set by Google reCAPTCHA on the demo version:

Surname:IDE

Value:WqTUmlnmv_qXyi_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-121791786-8

Purpose of use:This cookie is set by the company DoubleClick (also belongs to Google) in order to register and report the actions of a user on the website in dealing with advertisements. In this way, the effectiveness of the advertising can be measured and appropriate optimization measures can be taken. IDE is stored in browsers under doubleclick.net domain.

Expiry Date:after a year

Surname:1P_JAR

Value:2019-5-14-12

Purpose of use:This cookie collects website usage statistics and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to display relevant advertisements to users. Furthermore, the cookie can be used to prevent a user from seeing the same ad more than once.

Expiry Date:after a month

Surname:ANID

Value:U7j1v3dZa1217917860xgZFmiqWppRWKOr

Purpose of use:We were not able to find out much information about this cookie. In Google's privacy policy, the cookie is used in connection with "advertising cookies" such as e.g. For example, "DSID", "FLC", "AID", "TAID" are mentioned. ANID is stored under domain google.com.

Expiry Date:after 9 months

Surname:CONSENT

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

Purpose of use:The cookie stores the status of a user's consent to the use of various Google services. CONSENT is also used for security purposes to screen users, prevent

fraudulent login information and protect user data from unauthorized attacks.

Expiry Date:after 19 years

Surname:NID

Value:0WmuWqy121791786zLLzqV_nmt3sDXwPeM5Q

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

Expiry Date:after 6 months

Surname:dv

Value:gEAABBCjJMXcl0dSAAAANbqc121791786-4

Purpose of use:Once you have ticked the "I'm not a robot" box, this cookie will be set. The cookie is used by Google Analytics for personalized advertising. DV collects information in an anonymous form and is further used to make user distinctions.

Expiry Date:after 10 minutes

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

How long and where is the data stored?

By inserting reCAPTCHA, your data will be transferred to the Google server. Where exactly this data is stored is not made clear by Google, even after repeated inquiries. Without having received confirmation from Google, it can be assumed that data such as mouse interaction, time spent on the website or language settings on the European or American Google servers are stored. The IP address that your browser transmits to Google is generally not merged with other Google data from other Google services. However, if you are logged into your Google account while using the reCAPTCHA plugin, the data will be merged. The deviating data protection regulations of the company Google apply.

How can I delete my data or prevent data storage?

If you do not want any data about you and your behavior to be transmitted to Google, you must log out of Google completely and delete all Google cookies before you visit our website or use the reCAPTCHA software. In principle, the data is automatically transmitted to Google as soon as you access our site. To delete this data again, you must contact Google support <https://support.google.com/?hl=de&tid=121791786> to contact.

So if you use our website, you agree that Google LLC and its representatives automatically collect, process and use data.

Please note that when using this tool, your data may also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data may not simply be transferred to unsafe third countries, stored there and processed unless there are suitable guarantees (such as EU standard contractual clauses) between us and the non-European service provider.

legal basis

If you have consented to Google reCAPTCHA being used, the legal basis for the corresponding data processing is this consent. According to Article 6 Paragraph 1 lit.

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

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.

You can learn a little more about reCAPTCHA on Google's web developer page <https://developers.google.com/recaptcha/>. Google goes into the technical development of reCAPTCHA in more detail here, but you won't find precise information about data storage and data protection-related topics there either. A good overview of the basic use of data at Google can be found in the in-house data protection declaration <https://www.google.com/intl/de/policies/privacy/>.

Custom Google Search Privacy Policy

Custom Google Search Privacy Policy Summary

 Affected: Visitors to the website

 Purpose: Optimization of our service

 Processed data: Data such as IP address and search terms entered are stored by Google

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

 Duration of storage: the duration of storage varies depending on the data stored

 Legal basis: Article 6 paragraph 1 letter a GDPR (consent), Article 6 paragraph 1 letter

What is Google Custom Search?

We have integrated the Google plug-in for user-defined search on our website. Google is the largest and best-known search engine in the world and is operated by the US company Google Inc. The company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. The user-defined Google search can transfer data from you to Google. In this data protection declaration we inform you why we use this plug-in, which data is processed and how you can manage or prevent this data transmission.

The Google Custom Search plugin is a Google search bar right on our website. The search finds how to www.google.com Instead, the search results only focus on our content and products or on a limited search area.

Why do we use Google Custom Search on our website?

A website with a lot of interesting content is often so big that you can lose track of it. We have also accumulated a lot of valuable material over time and as part of our service we want you to find our content as quickly and easily as possible. Custom Google Search makes finding interesting content a breeze. The built-in Google plug-in improves the overall quality of our website and makes it easier for you to search.

What data is stored by the custom Google search?

The custom Google search only transfers data from you to Google if you actively use the Google search built into our website. This means that only when you enter a search term in the search bar and then confirm this term (e.g. click on "Enter") will your IP address and the search term be sent to Google, saved and processed there. Based on the set cookies (such as 1P_JAR) it can be assumed that Google also receives data on website usage. If you search for content during your visit to our website using the built-in Google search function and are logged in to your Google account at the same time, Google can also assign the data collected to your Google account. As the website operator, we have no influence on what Google does with the collected data or what it does with it.

The following cookies are set in your browser when you use Google Custom Search and are not logged in with a Google account:

Surname:1P_JAR

Value:2020-01-27-13121791786-5

Purpose of use:This cookie collects website usage statistics and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to display relevant advertisements to users.

Expiry Date:after a month

Surname:CONSENT

Value:WP.282f52121791786-9

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

Expiry Date:after 18 years

Surname:NID

Value:196=pwlo3B5fHr-8

Purpose of use:NID is used by Google to match advertisements to your Google search. With the help of the cookie, Google "remembers" your entered search queries or your previous interaction with ads. So you always get tailor-made advertisements.

Expiry Date:after 6 months

Annotation:This list cannot claim to be complete, since Google is constantly changing the choice of its cookies.

How long and where is the data stored?

The Google servers are distributed all over the world. Since Google is an American company, most of the data is stored on American servers.

Under <https://www.google.com/about/datacenters/inside/locations/?hl=de> see exactly where the Google servers are located. Your data is distributed across different physical media. As a result, the data can be called up more quickly and is better protected against possible manipulation. Google also has corresponding emergency programs for your data. If, for example, there are internal technical problems at Google and the servers are no longer working as a result, the risk of service interruption and data loss is still low. Depending on the data in question, Google stores it for different lengths of time. You can delete some data yourself, others are automatically deleted or made anonymous by Google. However, there is also data that Google stores longer if this is necessary for legal or business reasons.

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to access, update, delete or restrict your data. There is some data that you can delete at any time. If you have a Google account, you can delete data about your web activity there or specify that it should be deleted after a certain period of time. In your browser you also have the option of deactivating cookies, deleting them or according to your wishes and manage preferences. Here you will find instructions for the most important browsers:

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

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

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

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

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

legal basis

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

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

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

Google uses standard contractual clauses approved by the EU Commission (= Art. 46. Para. 2 and 3 GDPR). These clauses oblige Google to comply with EU data protection standards when processing relevant data outside of the EU.

We hope we were able to provide you with the most important information about data processing by Google. If you want to find out more about this, we recommend Google's extensive data protection declaration below <https://policies.google.com/privacy?hl=de>.

All texts are copyrighted.

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