

Privacy Policy

Information about the processing of your data

In accordance with Art. 12 of the General Data Protection Regulation (hereinafter referred to as the GDPR), we are obliged to inform you about the processing of your data when you use our website. We take the protection of your personal data very seriously and this privacy policy informs you about the details of the processing of your data and about your legal rights in this regard.

We reserve the right to adapt the privacy policy with future effect, in particular in the event of further development of the website, the use of new technologies or changes to the legal bases or the corresponding case law.

We recommend that you read this privacy policy from time to time and take a printout or a copy for your documents.

Definitions

- In the following, **website** means all of the controller's pages at www.birdiematch.de, www.birdiemat.ch, www.birdiematch.at, www.birdiematch.ch, www.birdiematch.com, www.birdiematch.es;
- **personal data** means any information relating to an identified or identifiable natural person. A person is identifiable if they can be identified, either directly or indirectly, in particular by means of assignment to an identifier such as a name, to an identification number, to location data, to an online identifier or to one or more special features that are an expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person. Personal data is therefore, for example, a person's name, email address and telephone number, but may also include information about preferences, hobbies and memberships;
- **processing** means operations or sets of operations carried out with or without the aid of automated procedures in connection with personal data, such as the collection, recording, organisation, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction;
- **pseudonymisation** means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data cannot be attributed to an identified or identifiable natural person;
- **consent** means any freely given, specific, informed and unambiguous indication of the data subject's wishes in a particular case by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;
- **Google** means Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; reachable in the European Union at: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, fax: +353 (1) 436 1001.

Scope

This privacy policy applies to all pages of www.birdiematch.de, www.birdiemat.ch, www.birdiematch.at, www.birdiematch.ch, www.birdiematch.com, www.birdiematch.es. It does not cover any linked websites of other providers.

Responsible provider

The following party is responsible for the processing of personal data within the scope of this privacy policy:

BirdieMatch GmbH
Mittelweg 14
20148 Hamburg, Germany
info@birdiematch.de
Phone: +49 40 41327536

Questions about data protection

If you have any questions about data protection with regard to our company or our website, you can contact our data protection officer:

Spirit Legal LLP Rechtsanwälte
Attorney-at-law and data protection officer

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Peter Hense
Postal address:
Data protection officer
c/o Josef Schindler, Bernd Vögele
Mittelweg 14
20148 Hamburg, Germany
[Contact data protection officer](#)

Security

We have taken comprehensive technical and organisational precautions to protect your personal data from unauthorised access, abuse, loss and other external disruption. To this end, we regularly review our security measures and adapt them to current standards.

Your rights

You have the following rights with regard to the personal data concerning you that you can assert against us:

- right of access (Art. 15 GDPR),
- right to rectification (Art. 16 GDPR) or erasure (Art. 17 GDPR),
- right to restriction of processing (Art. 18 GDPR),
- right to object to processing (Art. 21 GDPR),
- right to withdraw your consent (Art. 7(3) GDPR),
- right to receive the data in a structured, commonly used, machine-readable format (“data portability”) and the right to transfer the data to another controller, if the prerequisites of Art. 20(1) (a), (b) GDPR are fulfilled (Art. 20 GDPR).

You can assert your rights by informing us using the contact details specified above under ‘Responsible provider’ or by contacting the data protection officer designated by us.

You also have the right to lodge a complaint with a data protection supervisory authority about our processing of your personal data (Art. 77 GDPR).

Use of the website, access data

In principle, you can use our website for purely informational purposes without disclosing your identity. When you access the individual pages of the website in this sense, this only results in access data being transferred to our web hosting service so that the website can be displayed to you. This is the following data:

- browser type/browser version,
- operating system used,
- language and version of the browser software,
- hostname of the accessing device,
- IP address,
- website from which the request comes,
- content of the request (specific page),
- date and time of the server request,
- access status/HTTP status code,
- referrer URL (website visited before),
- volume of data transferred,
- time zone difference from Greenwich Mean Time (GMT).

Temporary processing of the IP address by the system is necessary to make it technically possible to deliver the website to your device. This requires processing of your IP address for the duration of the session. The legal basis of such processing is Art. 6(1) Sentence 1(f) GDPR.

The access data is not used to identify individual users and is not combined with other data sources. The access data is deleted when it is no longer required for achieving the purpose of its processing. In the case of recording the data to provide the website, this is the case when you end your visit to the website.

IP addresses are stored in log files to ensure the functionality of the website. In addition, the data serves us to optimise the website and to ensure the security of our information technology systems. No evaluation of the data for marketing purposes takes place in this context either. In principle, data is deleted after seven days at the

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latest; further processing is possible in individual cases. In this case, the IP address is deleted or so transformed that an assignment of the retrieving client is no longer possible.

The recording of data for the provision of the website and the processing of data in log files is an absolute necessity for the operation of the website. You may object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can send us your objection to the contact data provided under 'Responsible provider'. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Cookies

In addition to the aforementioned access data, so-called cookies are stored in the internet browser of the device you use to access the website. These are small text files with a sequence of numbers that are stored locally in the cache of the browser used. Cookies do not become part of the device system and cannot execute programs. They serve to make our website user-friendly. The use of cookies may be technically necessary or may occur for other purposes (e.g. analysis/evaluation of website usage).

a) Technically necessary cookies

Some elements of our website require that the retrieving browser can be identified even after a page change. This involves processing the following data in the cookies:

- language settings,
- items in shopping basket,
- login information.

The user data collected by technically necessary cookies is not processed to create user profiles. We also use session cookies, which store a session ID that can be used to assign various requests from your browser to the shared session. Session cookies are required for using the website. In particular, they enable us to recognise the device used when you return to the website. If you have an account with us, we use this cookie to recognise you on subsequent visits to the website; otherwise you would have to log in again each time you visited. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. We use session cookies to make using our website more attractive and effective. Session cookies are deleted as soon as you log out or close your browser.

Most browsers are preset to automatically accept cookies. You can object to the processing of your data by cookies. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

b) Technically non-essential cookies

In addition, we also use cookies on the website which enable an analysis of users' surfing behaviour. For example, this involves processing the following data in the cookies:

- entered search terms,
- frequency of page views,
- use of website functions.

These cookies are used to make using the website more efficient and attractive. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. The technically non-essential cookies are automatically deleted after a specified period, which may vary depending on the cookie.

You can object to the processing of your data by cookies. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or

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defend against legal claims (Art. 21(1) GDPR). If you do not wish to use cookies, you have the option of changing your browser settings in order to generally or selectively block the placement of cookies or remove stored cookies. You can also have the corresponding information displayed before a cookie is placed. If you change the browser settings for the use of cookies or disable cookies, the functionality of this website may be restricted.

Where we integrate cookies from third-party providers into our website, we point this out to you separately below.

c) Flash cookies

HTML5 storage objects are also used, which are stored on the device you use ("Flash cookies"). These process the required data independently of the browser and do not have an automatic expiry date. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. These cookies are used to make using the website more efficient and attractive.

You can object to the processing of your data by cookies. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). The transfer of Flash cookies cannot be prevented by adjusting your browser settings, but by changing your Flash Player settings. If you do not wish for Flash cookies to be used, please install an appropriate add-on in the browser you use, e. g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>).

You can also prevent the use of Flash cookies by opening your browser in 'private mode'. Furthermore, you can regularly delete cookies and your browser history manually.

Contacting our company

When contacting our company, e.g. by email, we will process the personal data provided by you so that we can respond to your enquiry.

In order for us to process enquiries submitted via the contact form on the website, it is essential that you provide a name or pseudonym and a valid email address. At the moment when you submit the message to us, the following data will also be processed:

- IP address,
- date/time of registration.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR and Art. 6(1) Sentence 1(b) GDPR, if the contact is made with the intention of concluding a contract. If it is necessary to enter your data in order to conclude a contract, it may be impossible to conclude or execute the contract or to process the request if the data is not made available.

Processing the personal data from the form allows us alone to process the contact you make with us. Where you contact us by email, this also constitutes the necessary legitimate interest in the processing of the data.

The data will not be transmitted to third parties in this context. The data is only processed in order to process the conversation. As soon as processing is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data.

You have the possibility to object to the processing of your personal data for contact requests at any time. You can send us your objection to the contact data provided under 'Responsible provider'. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In particular, you have a right of objection if processing is not necessary to fulfil a contract with you, which is described by us in the previous description of the functions. In such a case, it may not be possible to continue processing the request. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Processing and transmission of personal data for contractual purposes

We process your personal data if and to the extent necessary for the initiation, creation, execution and/or termination of a legal transaction with our company. The legal basis from this results from Art. 6(1) Sentence

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1(b) GDPR. If the data processing is necessary for the conclusion of a contract, the conclusion of the contract, the execution and/or the termination of a legal transaction with our company may be impossible if the data is not made available.

Once the purpose has been achieved (e.g. contract processing), the personal data will be blocked for further processing or erased, unless we are entitled to retain the data for a longer period and process it as required in the respective context on the basis of a consent granted by you (e.g. consent to the processing of your email address for sending promotional emails), a contractual agreement, a statutory authorisation (e.g. authorisation to send direct advertising) or on the basis of justified interests (e.g. retention for asserting claims).

Your personal data will be passed on if

- it is necessary for the creation, execution or termination of legal transactions with our company (e.g. when transmitting data to a payment service provider/a shipping company to process a contract with you) (Art. 6(1) Sentence 1(b) GDPR), or
- a subcontractor or party we use to perform our obligations, which we use exclusively within the framework of providing the offers or services requested by you, needs this data (unless you are expressly informed otherwise, such auxiliary parties are only entitled to process the data insofar as this is necessary for the provision of the offer or service), or
- there is an enforceable official order (Art. 6(1) Sentence 1(c) GDPR), or
- there is an enforceable court order (Art. 6(1) Sentence 1(c) GDPR), or
- we are legally obliged to do so (Art. 6(1) Sentence 1(c) GDPR), or
- the processing is necessary in order to protect the vital interests of the data subject or another natural person (Art. 6(1) Sentence 1(d) GDPR), or
- we are authorised or even obliged to pursue overriding legitimate interests (Art. 6(1) Sentence 1(f) GDPR).

Your personal data will not be transmitted to other persons, companies or bodies unless you have effectively consented to such transmission. The legal basis of the processing is then Art. 6(1) Sentence 1(a) GDPR.

Processing and transmission of personal data in the online ordering system

If you wish to submit an order or booking in our online shop, it is necessary for the initiation and conclusion of the contract that you provide personal data such as your name, your address and your email address. The mandatory data required for order and contract processing is marked as such; further information is provided voluntarily. We process your data for order processing; in particular, we will forward payment data to your chosen payment service provider or our main bank. When you make your booking or a booking request, the booking information is also transferred to external operators of internet booking engines (e.g. TourOnline AG, Borsigstraße 26, 73249, Wernau; "DIRS 21") for purposes of contract performance or preparation. The provision of your data is necessary for the conclusion of the contract. If your data is not provided the conclusion of the contract is impossible. The legal basis for the processing is Art. 6(1) Sentence 1(b) GDPR. To prevent unauthorised third parties from accessing your personal data, the order process on the website is encrypted using SSL/TLS technology.

You can voluntarily create a customer account in which we store your data for future visits to the website. When you create a customer account, the data you enter is processed. Once you have successfully logged in, you are free to edit or delete all other data, including your customer account.

As soon as storage is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data. Due to mandatory commercial and tax regulations, we are obliged to keep your address, payment and order data for a period of ten years. After two years after termination of the contract, we will restrict the processing and reduce the processing to compliance with our existing legal obligations.

Registration/password-protected area on the website

If you wish to use the password-protected area of our website, you must register by providing the following information:

- email address,
- name
- username,

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- password chosen by you,
- company,
- gender,
- nationality,
- place of residence,
- jobs in the past,
- current job,
- linguistic proficiency,
- CW,
- Work readiness,
- Desired profession,
- Salary expectation,
- Passfoto,
- Degree.

Furthermore, the following data is processed at the time of registration:

- IP address,
- date/time of registration.

The data will be deleted as soon as it is no longer required for achieving the purpose of its processing. This is the case for the data collected during the registration process if the registration on the website is cancelled or modified.

The following functions are available to you in the password-protected area:

- Edit your profile data,
- view past orders/bookings,
- manage, change or cancel your newsletter subscription.

If you use the password-protected area of the website, e.g. to edit your profile data or to view orders and bookings made, we also process the data about your person required for the initiation or fulfilment of the contract, in particular address data and information about the payment method. The legal basis for the processing is Art. 6(1) Sentence 1(b) GDPR. The data will be deleted as soon as it is no longer required for achieving the purpose of its processing or as soon as there are no legitimate interests preventing its erasure. Due to mandatory commercial and tax regulations, we are obliged to keep your address, payment and order data for a period of ten years. After two years after termination of the contract, we will restrict the processing and reduce the processing to compliance with our existing legal obligations. The data processing is necessary for the conclusion or initiation of the contract. If your data is not provided, you may not be able to use the password-protected area and the conclusion or execution of the contract may be impossible.

If you provided further data voluntarily (e.g. about interests, preferences, wish list), we process your data which is not necessary for the initiation or fulfilment of a contract, for as long as you use the password-protected area and if you do not delete it yourself beforehand. Our aim in this respect is to optimise the use of the website for you as a user. The legal basis for this is Art. 6(1) Sentence 1(f) GDPR.

You can object to the processing of the information provided by you voluntarily. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

You can manage, change or delete your voluntary information yourself at any time in the password-protected area. You are free to take measures in accordance with the 'Your rights' section, although if you do have any complaints we request that you first contact our company.

Application process

We are pleased that you are interested in us and that you wish to apply or have already applied for a position in our company. In the following, we would like to provide you with information about the processing of your personal data in connection with your application. We process the data necessary for the online application process (name, email address and location) as well as data that you have sent us in connection with your

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application in order to check your suitability for the position (or any other vacancies within our company) and to conduct the application process.

The legal basis for the processing of your personal data in this application process is primarily Section 26 of the German Federal Data Protection Act (BDSG) as amended on 25 May 2018. It allows the processing of data required in connection with hiring decisions. Should the data be required for the assertion of legal rights after completion of the application process, data may be processed on the basis of the requirements of Art. 6 GDPR, in particular to safeguard legitimate interests pursuant to Art. 6(1)(f) GDPR. In such cases, our interest is in asserting or defending claims.

In the event of a rejection, candidate data will be deleted after six months. In the event that you have agreed to further storage of your personal data, we will add your data to our applicant pool. There the data will be deleted after two years. If you are offered a job in the context of the application process, the data from the applicant data system will be transferred to our HR information system.

We use a specialist software provider for the application process. It acts as a service provider for us and may also become aware of your personal data in the context of system maintenance and support. We have concluded what's known as a data processing agreement with this provider, which ensures that data processing is carried out in a permissible manner.

Upon receipt of your application, your application data will be reviewed by the HR department. Suitable applications are then forwarded internally to the department heads for the respective vacancies. The next steps to be taken are then agreed upon. In principle, only those persons in the company have access to your data who need this for the regular conduct of our application process.

You have the possibility to object to the processing of your personal data for contact requests at any time. You can send us your objection to the contact data provided under 'Responsible provider'. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In particular, you have a right of objection if processing is not necessary to fulfil a contract with you, which is described by us in the previous description of the functions. In such a case, it may not be possible to continue processing the request. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Email marketing

Advertising to existing customers

We reserve the right to process the email address provided by you when booking in accordance with the statutory provisions in order to send you the following content by email whilst or after processing the contract, unless you have already objected to this processing of your email address:

- other interesting offers from our portfolio,
- information about company events,
- technical information,
- sending our catalogue,
- questions about special requirements,
- overview of possible leisure offers.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We perform this processing for customer care and to enhance our services. We delete your data when you cancel your newsletter subscription, but no later than two years after termination of the contract. The provision of your data is necessary for the conclusion of the contract. If your data is not provided, it is not possible to send the newsletter to you.

We would like to point out that you can object to receiving direct advertising at any time without incurring any costs other than the transmission costs according to the basic rates. Here you have a general right of objection without giving reasons (Art. 21(2) GDPR). To do this, click on the unsubscribe link in the newsletter or send us your objection to the contact data provided under 'Responsible provider'.

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Newsletter

You have the possibility to subscribe on the website to our email newsletter or website push notifications, which we use to inform you regularly about the following content:

- offers from our portfolio,
- exclusive offers for our newsletter recipients,
- interesting articles on all aspects of your holiday by the North and Baltic Sea,
- information about company events,
- third-party offers (including events), provided you have consented to this,
- new articles/collections,
- special/time-limited offers.

In order to receive the newsletter, you need to give us the following personal data:

- recipient (name or pseudonym),
- valid email address.

To subscribe to our email newsletter, please use the double opt-in process. Once you have entered the data marked as mandatory, we will send you an email to the email address you have provided, in which we ask you to expressly confirm your subscription to the newsletter (by clicking on a confirmation link). This is how we ensure that you really want to receive our email newsletter. If no confirmation takes place within 24 hours, we block the information transferred to us and delete it automatically after one month at the latest.

If you wish to register for website push notifications, you first need to agree to receive push notifications from the website in your web browser and confirm your registration.

Furthermore, the following data is processed at the time of subscription:

- IP address,
- date/time of registration for the newsletter,
- time when you click on the confirmation link.

We process your IP address, the time of registration for the newsletter and for receiving website push notifications as well as the time of your confirmation in order to document your newsletter registration and to prevent abuse of your personal data. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The provision of your data is necessary for the conclusion of the contract. If your data is not provided, it is not possible to send the newsletter to you. We process this data until two years after termination of the contract. If registration for the newsletter takes place and it is unrelated to the conclusion of a contract, we process this data until two years after termination of the usage. We delete this data when the newsletter subscription ends.

After your confirmation, we will process the email address and name/pseudonym of the recipient concerned for the purpose of sending our email newsletter and the website push notifications. The legal basis of the processing is Art. 6(1) Sentence 1(a) GDPR. We delete this data when you unsubscribe from the newsletter.

You can withdraw your consent to the processing of your email address for receiving the newsletter at any time, either by sending us a message (see the contact details under 'Responsible provider') or by clicking directly on the unsubscribe link in the newsletter. This does not affect the lawfulness of processing that has occurred based on the consent up until the point of your withdrawal (Art. 13(2)(c) GDPR).

We would like to point out that we analyse your user behaviour in relation to the sending of our newsletter. For this analysis, the emails sent out contain so-called web beacons or tracking pixels, which display single-pixel image files that are embedded in our website. For analysis purposes, we link the data mentioned under 'Access data' and the web beacons with your email address and an individual ID. Links received in the newsletter also contain this ID.

We use the data collected in this way to create a user profile in order to tailor the newsletter to your individual interests. Here we record when you read our newsletters, which links you click on in them and draw conclusions about your personal interests. We link this data to actions you perform on our website. The information is processed for as long as you have subscribed to the newsletter. Once you unsubscribe, we process the data for purely statistical purposes and anonymously.

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Our intention here is to analyse the use of and to optimise the email advertising we send you. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR.

You can object to this tracking at any time by clicking on the separate unsubscribe link provided in each newsletter or by informing us using the contact details provided under 'Responsible provider'. As regards objecting to data processing for direct marketing purposes, you have a general right of objection without giving reasons (Art. 21(2)GDPR). You can also prevent tracking by disabling the display of images in your email client by default. This will mean that the newsletter will not be displayed completely and you may not be able to use all functions. If you choose to display the images manually, the above tracking will take place.

MailChimp email marketing service

We use the email marketing service MailChimp, provided by Rocket Science Group, LLC (675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA, web: <https://mailchimp.com/>; hereinafter referred to as "MailChimp").

If you have registered for the newsletter, the data provided during registration will be stored and processed on MailChimp's servers in the USA. MailChimp processes this information for sending and analysing the newsletters on our behalf. MailChimp newsletters contain what are known as web beacons, which are pixel-sized files that are retrieved from the MailChimp server when the newsletter is opened. In the context of the retrieval, technical information, such as the browser used, time of the page retrieval and IP address, is collected. This information is processed to analyse and technically improve the services. Furthermore, it is analysed whether newsletters are opened, when they are opened and which links are clicked on by the reader. This information can theoretically be assigned to individual newsletter recipients. However, neither we nor MailChimp have any intention of monitoring individual recipients; the analysis of the information mentioned serves rather to recognise the reading habits of the recipients so as to better adapt and distribute our newsletter content accordingly. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how long MailChimp stores data and have no way of influencing this.

You can object to the processing in the future at any time by clicking on the unsubscribe link at the end of the newsletter or by informing us using the contact details provided under 'Responsible provider'. As regards objecting to data processing for direct marketing purposes, you have a general right of objection without giving reasons (Art. 21(2) GDPR). This will simultaneously end the processing of data for you being sent the newsletter and for statistical analysis. It is not possible to object to the distribution via MailChimp or the statistical evaluation separately.

Furthermore, MailChimp has informed us that it may use the transferred data to optimise or improve its own services, e.g. to technically optimise the sending and presentation of newsletters. According to its own information, MailChimp neither processes the data in order to write to you with its own advertising nor transmits the data to third parties.

As the recipient of the newsletter, you may be redirected to the MailChimp website, for example if there are problems displaying the newsletter in your email program and you follow the link contained in the newsletter to retrieve the newsletter online. In this context, we would like to point out that further analysis services and cookies may be used on the MailChimp website, which may process your personal data on behalf of MailChimp. We have no influence on this processing.

MailChimp is certified under [Privacy Shield](#), the US-EU data protection agreement, and is thus committed to complying with the European Union's data protection regulations. You can view MailChimp's certification at <https://www.privacyshield.gov/participant?id=a2zt000000TO6hAAG>. Please refer to MailChimp's privacy policy for more information: <https://mailchimp.com/legal/privacy/>.

Payment Service Provider (PSP)/ Zahlungsdienstleister

PayPal

On our website we give you the option of paying via PayPal. This payment service is provided by PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal").

If you choose to pay via PayPal, the payment details you enter will be transferred to PayPal. The transfer of your data to PayPal is performed on the basis of Art. 6(1) Sentence 1(b) GDPR (processing for the performance of a contract). If the date is not provided, it may be impossible to conclude or execute a contract. We have no knowledge of how long PayPal stores data and have no way of influencing this.

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PayPal Plus

If you select the payment method “Direct debit via PayPal PLUS” or “Credit card via PayPal PLUS” when making your booking, then in order to process your payment we will forward the personal data we collect to PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as “PayPal”). The legal basis for the processing is Art. 6(1) Sentence 1(b) GDPR. The provision of your data is necessary for the conclusion of the contract. If the data is not provided, the conclusion or execution of the contract may be impossible.

PayPal will create an invoice based on the transmitted data and perform an identity and credit check if necessary. PayPal has a legitimate interest here in the transmission of the buyer’s personal data and processes this information in order to obtain information from credit reference agencies for purposes of identity and credit checks, Art. 6(1) Sentence 1(f) GDPR.

These may be the entities specified at https://www.paypal.com/de/webapps/mpp/ua/third-parties-list?locale.x=de_DE and https://www.paypal.com/de/webapps/mpp/ua/third-parties-list?locale.x=de_DE.

The credit check uses mathematical and statistical methods to calculate a rating with regard to the probability of non-payment (this is known as calculating a scoring value). PayPal uses the calculated scoring value as the basis for its decision whether to provide the respective payment methods. A scoring value is calculated according to recognised scientific methods.

In addition to your address data, information about past payment behaviour and probability values on expected future payment behaviour are also included. We have no knowledge of how long PayPal stores data and have no way of influencing this.

You can contact PayPal via the following contact form: <https://www.paypal.com/de/selfhelp/contact/email/privacy>. For more information about how PayPal processes your data, please refer to https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de_DE#r7.

You can object to this processing at any time. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can send us your objection to the contact data provided under ‘Responsible provider’. However, PayPal remains entitled to process and pass on the customer data if this is necessary for contractual payment processing (Art. 6(1) Sentence 1(b) GDPR) or is required by law or an official or court order (Art. 6(1) Sentence 1(c) GDPR).

Transmission of personal data for purposes of enforcing rights/ascertaining an address/debt collection

In the event of non-payment, we reserve the right to pass on the data provided at the time of booking to a lawyer and/or to external companies (e.g. Verband der Vereine Creditreform e.V., Hellersbergstraße 12, 41460 Neuss, Germany) if we have a legitimate interest pursuant to Art. 6(1) Sentence 1(f) GDPR in order to ascertain an address and/or enforce our rights.

For detailed information about our contractual partner, IHD, within the meaning of Art. 14 GDPR, i.e. the business purpose, the purpose of data storage there, the legal basis, IHD’s data recipients, the right of voluntary disclosure and the right to erasure and rectification and about profiling, please refer to www.ihd.de/datenschutz/Artikel14.html.

Information about its contractual partners in the area of credit reference agencies is available under: www.ihd.de/datenschutz#vertragspartner

In addition, we may pass on your information if this is necessary to protect our rights, as well as the rights of our affiliates, our cooperation partners, our employees and/or users of our website. Under no circumstances will we sell or rent your data to third parties. Such a transmission of your data would be based on Art. 6(1) Sentence 1(f) GDPR.

As soon as storage is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data.

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You have the possibility to object to the processing of your data at any time. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In particular, you have a right of objection if processing is not necessary to fulfil a contract with you, which is described by us in the previous description of the functions. You can send us your objection to the contact data provided under 'Responsible provider'. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Hosting

We use external hosting services for the provision of the following services: infrastructure and platform services, computing capacity, storage resources and database services, security and technical maintenance services. This involves processing all data necessary for the operation and use of our website.

We use external hosting services to run this website. By using external hosting services, we aim to make the provision of our website efficient and secure. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR.

The recording of data for the provision and use of the website and the processing of data using external web hosting services is an absolute necessity for the operation of the website. You may object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can send us your objection to the contact data provided under 'Responsible provider'. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Integration of third-party content

The website integrates third-party content such as videos, maps, RSS feeds and graphics from other websites. This integration always requires that the providers of this content ("third-party providers") perceive the IP addresses of users. This is because without the IP address they would not be able to send the content to the browser of the respective user. As such, the IP address is required to display this content.

We endeavour to only use content from third-party providers who process the IP address solely for delivering the content. We do however have no influence over whether the third-party providers process the IP addresses, e.g. for statistical purposes. If we are aware of such activity, we inform you of this in the following.

Some of the third parties may process data outside the European Union.

You can object by installing a JavaScript blocker such as the browser plug-in NoScript (www.noscript.net) or disabling JavaScript in your browser. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). This may however result in functional restrictions on the website.

Bookmarks

Bookmarks, e.g. to social networks such as Facebook.com, Twitter.com, Google+, allow you as a user of certain social networks to create links from our website on your social network profiles in order to bookmark them or share them with your social network contacts.

Bookmarks on our website can be recognised by the corresponding icons (e.g. "f", "g+") at the bottom of the page. When you open a page of our website, the bookmarks may place cookies on your device/in your browser, which are small text files with a sequence of numbers that make it possible to recognise the browser. If you are simultaneously logged in to one of the relevant social networks, this allows the operator of that social network to track which pages you visit, unless you have disabled the acceptance and storage of cookies in your browser settings. When you use bookmarks, information is sent to the respective social network.

We neither check nor can we be held responsible for comments or activities of persons who use bookmarks for this purpose. Persons who share our content via bookmarks are not entitled to speak for us and our website or to give such an impression vis-à-vis third parties.

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The legal basis for the use of the bookmarks is Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how the operators of social networks further process data or how long they store it, and nor do we have any way of influencing this.

You have the right to object to the creation of these user profiles. You can send us your objection to the contact data provided under 'Responsible provider'. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

There are also various ways in which you can prevent the creation of user profiles and thus make use of your right to object:

- ☞ by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- ☞ by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

YouTube videos

Our website uses plug-ins from the video platform YouTube.de/YouTube.com, a service whose provider – represented by Google – is YouTube LLC (headquartered at 901 Cherry Avenue, San Bruno, CA 94066, USA; "YouTube"). The plug-ins allow us to embed visual content ("videos") on this website that we have published on Youtube.de/YouTube.com.

The videos are all embedded in 'extended privacy mode', which means that no data about you as a user will be transferred to YouTube if you do not play the videos. Only when you play the videos is the following data transferred. We have no influence on this data transfer.

By visiting the website, YouTube receives the information that you have retrieved the corresponding subpage of our website. In addition, the data mentioned under 'Access data' is submitted. This occurs regardless of whether YouTube provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your data will be directly associated with your account. If you do not wish for this data to be associated with your YouTube profile, you must log out before activating the button.

YouTube stores your data as usage profiles and processes it for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. YouTube, as part of Google, also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view Google's certification at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long YouTube stores data and have no way of influencing this.

For more information about the purpose and scope of processing by YouTube, please refer to its privacy policy at <https://www.google.de/intl/en/policies/privacy>.

You have the right to object to the processing. You can send us your objection to the contact data provided under 'Responsible provider'. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

Google Tag Manager

We use Google Tag Manager on our website. Google Tag Manager is a solution that allows marketers to manage website tags through a single interface. The Tag Manager tool itself (which implements the tags) is a cookieless domain and does not record any personal data. The tool triggers other tags, which in turn may record data.

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Google Tag Manager does not access this data. If deactivation has occurred at the domain or cookie level, it will remain effective for all tracking tags implemented with Google Tag Manager.

Google reCAPTCHA

We use “Google reCAPTCHA” (hereinafter referred to as “reCAPTCHA”) on our website. This service is provided by Google.

reCAPTCHA is used to check whether data entered on the website (e.g. in a contact form) is provided by a person or by an automated program. To do this, reCAPTCHA analyses various aspects of the way in which the visitor to the website behaves. This analysis starts automatically as soon as the user accesses the website. For this analysis, reCAPTCHA evaluates various information (e.g. IP address, time spent by the visitor on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view Google's certification at <https://www.privacyshield.gov/participant?id=a2zt00000001L5AAI&status=Active>.

The reCAPTCHA analyses run completely in the background. You will not be notified that an analysis is taking place.

The processing occurs on the basis of Art. 6(1) Sentence 1(f) GDPR. We have a legitimate interest in protecting our website from abusive automated spying and unsolicited email advertising (spam). We have no knowledge of how long reCAPTCHA stores data and have no way of influencing this. Further information about reCAPTCHA and Google's privacy policy can be found via the following links: <https://www.google.com/intl/en/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

You have the right to object to the processing. You can send us your objection to the contact data provided under ‘Responsible provider’. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

Services for statistical, analysis and marketing purposes

We use services from third parties for statistical, analysis and marketing purposes. This enables us to offer you a user-friendly, optimised experience when visiting the website. The third-party providers use cookies to control their services (see ‘Cookies’ above). Unless otherwise explained below, this does not involve the processing of personal data.

Some of the third-party providers offer users the option of directly objecting to the use of the respective feature, e.g. by placing an opt-out cookie.

If you activate such an opt-out cookie, the third-party provider will no longer process data about your usage behaviour in the future. It is also possible to merely object individually to a partial selection of external services. If you change the browser or device used or delete all cookies, you will be required to set the opt-out cookie again.

Furthermore, you can also object directly to the use of cookies via the opt-out platform of the organisation Bundesverband Digitale Wirtschaft e.V. (BVDW) at http://www.meine-cookies.org/cookies_verwalten/praeferenzmanager.html or via the deactivation page of the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). More information about usage-based advertising and opt-out options can also be viewed via the following link: <http://www.youronlinechoices.com/de/>.

In the following, we inform you about the services from external providers currently in use on our website, about the purpose and scope of the respective processing in each case, and about how you can object.

Google Analytics

In order to tailor our website perfectly to your interests, we use Google Analytics, a web analytics service from Google. Google Analytics uses ‘cookies’ (see ‘Cookies’ above), which are stored on your device to enable the

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analysis of how you use the website. The information generated in this way about your use of this website is transferred to and stored by Google on a server in the USA.

However, if IP anonymisation is activated on this website, then within European Union Member States or in other member states of the European Economic Area Google will shorten your IP address before transferring it. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On our behalf, Google will use this information for the purpose of evaluating your use of this website, compiling reports for us on website activity, and providing us with other services relating to website usage and internet usage.

Google will not associate your browser's IP address transmitted for Google Analytics purposes with any other data held by Google.

This website uses Google Analytics with the "_anonymizeIp()" extension. As a result, IP addresses are further processed in abbreviated form, meaning that any association with individual persons can be ruled out. As far as the data collected about you relates to you personally, that relation is therefore excluded immediately and the personal data thus erased without delay.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics help us to improve our website and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view Google's certification at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>. The legal basis of the processing by Google Analytics is Art. 6(1) Sentence 1(f) GDPR. The Analytics cookies are deleted after 14 months at the latest.

For more information about the third-party provider Google, please refer to:

<http://www.google.com/analytics/terms/de.html>

<http://www.google.com/intl/de/analytics/learn/privacy.html>, <http://www.google.de/intl/en/policies/privacy>.

You have the right to object. You can prevent the storage of cookies using the corresponding settings in your browser software; however, we would like to point out that if you do this you may not be able to use the full functionality of this website. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). Furthermore, you can prevent the recording of data generated by the cookie about your use of the website (including your IP address) and its processing by Google by downloading and installing the browser plug-in available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

Hotjar

We also use the Hotjar analysis service to make our website better and more user-friendly. The analysis service provider is Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe, +1 (855) 464-6788, david@hotjar.com.

This tool records movements on the observed web pages in so-called heat maps. All data is collected without us being able to assign it to specific users. We can only understand how the mouse moves, where it was clicked and how far it was scrolled. This allows us to make our website better and more customer-friendly. Furthermore, the screen size of the device, the device type, information about the browser, the country from which it was accessed and the preferred language are recorded. If personal data is displayed on a website, it is automatically hidden by Hotjar. They are therefore incomprehensible to us.

To analyse your usage behaviour, so-called "cookies" (see the "Cookies" section before) are used, which are stored on your computer and enable an analysis of your use of the website. The information generated by the "tracking code" and "cookie" about your visit to our website is transmitted to and stored on the Hotjar servers. The tracking code collects the following information about your device such as IP address, device type and browser information, geographic location (country only), the language preferred to display our website, pages visited, date and time when the website was accessed. Hotjar shortens your IP address before it is processed. As far as the data collected about you is personal, it will be excluded immediately and the personal data will be deleted immediately.

Hotjar will use this information to evaluate your use of our website, generate usage reports and other services relating to website usage and Internet analysis of the website. Hotjar also uses third-party services such as Google

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Analytics and Optimizely. These third parties may store information that your browser sends when you visit the site, such as cookies or IP requests. For more information on how Google Analytics and Optimizely store and use data, please refer to their respective data protection declarations.

The legal basis for processing is Art. 6 (1) sentence 1 (f) DSGVO. The cookies Hotjar uses have different retention periods. Some remain valid for up to 365 days, some remain valid only during the current visit. An overview of the storage time can be found at: <https://www.hotjar.com/legal/policies/cookie-information>. Further information about Hotjar Ltd. and about the tool Hotjar can be found at: <https://www.hotjar.com/legal/policies/privacy>.

You have the right to object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can object to the processing in various ways:

- by activating the Do-Not-Track function in your browser software, which is supported by Hotjar. Instructions for activating the Do-Not-Track function are available at: <https://www.hotjar.com/legal/compliance/opt-out>
- by adjusting your browser software accordingly, in particular the suppression of third party cookies means that you will not receive any ads from third parties or
- by deactivating the interest-based ads of the providers that are part of the "About Ads" self-regulation campaign via the link <http://www.aboutads.info/choices>, this setting being deleted if you delete your cookies.

Usage-based online advertising

Facebook Custom Audiences

The website also uses the Website Custom Audiences function by means of the so-called Facebook Pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as: "Facebook").

This allows users of the website to see interest-based advertisements ("Facebook Ads") when visiting the social network Facebook or other websites that also use the process. Here we are pursuing the interest of showing you ads that are of interest to you in order to make our website more interesting for you.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Facebook server. We have no influence on the extent and further processing of the data collected by Facebook through the use of this tool and therefore inform you according to what we know: By integrating Facebook Custom Audiences, Facebook receives the information that you have retrieved the corresponding page on our website, or that you have clicked on one of our ads. If you are registered with a Facebook service, Facebook can associate the visit with your account. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The legal basis of the processing of your data is Art. 6(1) Sentence 1(f) GDPR. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

For more information about processing by Facebook, please refer to: <https://www.facebook.com/about/privacy>.

Logged-in users can disable the Facebook Custom Audiences function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

There are various ways in which you can block the Facebook Custom Audiences function and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;

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- ☞ by disabling interest-based ads from providers who are part of the “About Ads” self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

Facebook Analytics

To use Facebook Analytics we also use the so-called tracking pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as: “Facebook”) to track your user behaviour. The information obtained by the tracking pixel cookie serves us solely for statistical purposes, is transmitted to us anonymously by Facebook and does not provide any information about the person of the user. Facebook will, however, connect the information to your Facebook account, store and use it for its own promotional purposes in accordance with Facebook’s Privacy Policy, and may also transfer your data to Facebook’s partners. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The processing of your data in this regard is in accordance with Art. 6(1) sentence 1 (f) GDPR. By using Facebook Analytics, we are pursuing the interest of being able to better evaluate our website and improve our range of services. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

For further information about Facebook’s data protection provisions, please refer to the relevant privacy policy at <https://de-de.facebook.com/about/privacy/>.

Logged-in users can disable the Facebook Analytics function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

There are various ways in which you can block the Facebook Analytics function and thus make use of your right to object:

- ☞ by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- ☞ by disabling interest-based ads from providers who are part of the “About Ads” self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

TrackJS

This website uses TrackJS, an error tracking service provided by TrackJS LLC, Minnesota, USA, web: <https://trackjs.com> (hereinafter referred to as “TrackJS”). TrackJS makes it possible to analyse how you use the website. The information generated about your use is transferred to and stored by TrackJS on a server in the USA. We have concluded ‘standard contractual clauses’ with TrackJS in order to obligate TrackJS to maintain an appropriate level of data protection.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We use TrackJS for the purposes of evaluating and regularly improving the usage of our website. The statistics help us to improve our website for you and make it more interesting. We have no knowledge of how long TrackJS stores data and have no way of influencing this. For more information from TrackJS, please refer to: <https://trackjs.com/privacy/>.

You have the right to object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can prevent the evaluation performed by TrackJS by deleting existing cookies and disabling the storage of cookies in your browser. In this case you may not be able to use the full functionality of the website.

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Google DoubleClick

Furthermore, our website uses Google's online marketing tool DoubleClick. DoubleClick uses cookies to display relevant ads to users, improve campaign performance reports, and to prevent a user from seeing the same ads more than once. Google uses a cookie ID – a pseudonymous identification number assigned to your browser – to track which ads are displayed in which browser and can thus prevent them from being displayed more than once. This pseudonym is assigned information about user activities on the website. This allows Google and its partner sites to display ads based on previous visits to websites. In addition, DoubleClick can use the cookie ID to record conversions related to ad requests. This happens for example when a user sees a DoubleClick ad and later visits the advertiser's website with the same browser and buys something there.

The information generated by DoubleClick cookies is transferred to and stored by Google on servers in the USA. Google complies with the data protection provisions of the EU-US Privacy Shield agreement and is certified for the Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. You can view Google's certification at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>. The data will only be transferred to third parties within the scope of legal regulations or order processing. According to Google, DoubleClick cookies do not contain any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and further processing of the data collected by Google through the use of this tool and therefore inform you according to what we know: By integrating DoubleClick, Google receives the information that you have retrieved the corresponding part of our website, or that you have clicked on one of our ads. If you are registered with a Google service, Google can associate the visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will obtain and store your IP address.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The DoubleClick cookies are deleted after six months at the latest. By using DoubleClick, we are pursuing the interest of showing you ads that may be of interest to you in order to make our website more interesting for you.

For more information about DoubleClick, please refer to: <https://www.google.de/doubleclick>, <http://support.google.com>, <https://policies.google.com/privacy?hl=de> (about privacy at Google in general).

You have the right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). There are various ways in which you can prevent your participation in this tracking procedure:

- ☞ by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- ☞ by disabling cookies for conversion tracking, by setting your browser in such a way that it blocks cookies from the domain www.googleadservices.com, <https://www.google.de/settings/ads>; please note that this setting will be erased if you erase your cookies;
- ☞ by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies;
- ☞ by permanent deactivation in your browser Firefox, Internet Explorer or Google Chrome via the link <http://www.google.com/settings/ads/plugin>.

Social network plug-ins

Social network plug-ins are integrated into our website. These are provided by the following providers:

- Facebook (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; <http://www.facebook.com/about/privacy/your-info-on-other#applications> and <http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has subjected itself to

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the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>; hereinafter: “Facebook”);

- Google (see ‘Definitions’, data protection information at: <https://www.google.com/policies/privacy/partners/?hl=en>. Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- Instagram (the provider is Instagram, Inc., 1601 Willow Road, Menlo Park, California 94025, USA, data protection information at: <https://help.instagram.com/155833707900388>);
- LinkedIn (the provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View CA 94043, data protection information at: <http://www.linkedin.com/legal/privacy-policy>);
- Twitter (the provider is Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA, data protection information at: <https://twitter.com/privacy>);
- XING (the provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany, data protection information at: <http://www.xing.com/privacy>).

The plug-ins can be recognised on our website by the aforementioned lettering or, in some cases, by small stylised symbols.

We offer you the possibility to communicate directly with the provider of the plug-in via the button. Only if you click on the marked field and thereby activate it does the plug-in provider receive the information that you have accessed the corresponding page of our website. In addition, the data mentioned under ‘Access data’ is transmitted.

In the case of Facebook and XING, according to the respective providers’ own information, IP addresses in Germany are anonymised immediately after their collection. By activating the plug-in, personal data about you is therefore transferred to the respective plug-in provider and processed there (in the USA in the case of US providers). Since the plug-in provider collects data via cookies in particular, we recommend that before clicking on the greyed-out box you delete all cookies using your browser’s security settings.

We have no influence on the data collected and processing procedures, and nor are we aware of the full scope of data processing, the purposes of processing, or the storage periods. We also have no information about the erasure of the data collected by the plug-in provider.

The plug-in provider stores the data collected about you as usage profiles and processes this for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (including for users who are not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website.

The legal basis of the use of the plug-ins is Art. 6(1) Sentence 1(f) GDPR. Through the plug-ins we offer you the possibility to interact with social networks and other users, so that we can improve our website and make it more interesting for you as a user.

You have the right to object to the creation of these user profiles. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). There are also various ways in which you can prevent the creation of user profiles and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the “About Ads” self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

The data is transferred regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in with the plug-in provider, the data about you collected by us will be directly assigned to your existing account with that plug-in provider. If you click or tap on the activated button and, for example, share a link to the page, the plug-in provider will also store this information in your user account and share it publicly with your contacts.

After using a social network, we recommend that you log out regularly, especially however before activating the button, as in this way you can avoid being assigned to your profile with the respective plug-in provider.

Privacy Policy

Usage-based online advertising LinkedIn Conversion Tracking

The website also uses the „LinkedIn Conversion Tracking“ function by means of the so-called „LinkedIn Insight-Tag“, provided by LinkedIn Corporation (the provider is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, E-Mail: info_impresum@cs.linkedin.com, data protection information at: <https://www.linkedin.com/legal/privacy-policy>).

This allows users of the website to see interest-based advertisements (“LinkedIn Ads”) when visiting the professional network LinkedIn or other websites that also use the process. Here we are pursuing the interest of showing you ads that are of interest to you in order to make our website more interesting for you. Due to the marketing tools used, your browser automatically establishes a direct connection to the LinkedIn server. We have no influence on the extent and further processing of the data collected by LinkedIn through the use of this tool and therefore inform you according to what we know: By integrating LinkedIn Insight-Tag, LinkedIn receives the information that you have retrieved the corresponding page on our website, or that you have clicked on one of our ads. If you are registered with a LinkedIn service, LinkedIn can associate the visit with your account. Even if you are not registered with LinkedIn or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information. The legal basis of the processing of your data is Art. 6(1) Sentence 1(f) GDPR. In this case, we do not store any personal data about you. We have no knowledge of how long LinkedIn stores data and have no way of influencing this. For more information about processing by LinkedIn, please refer to: <https://www.linkedin.com/legal/privacy-policy>.

Logged-in users can disable the LinkedIn Conversion Tracking function at <https://www.linkedin.com/psettings/advertising> in order to exercise their right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). There are various ways in which you can block the LinkedIn Conversion Tracking function and thus make use of your right to object:

➤ by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers; Privacy Policy If you have questions about this policy, please contact the author. Page 15 of 19 Date: 25.09.2018 Privacy Policy

➤ by disabling interest-based ads from providers who are part of the “About Ads” self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

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