Privacy Policy

Table of Contents

Privacy Policy

We have written this privacy policy (version 22.03.2021-111691100) to provide you with information in accordance with the requirements of the General Data Protection Regulation (EU) 2016/679 as well as to explain what information we collect, how we use data and what choices you have as a visitor to this website.

Privacy policies usually sound very technical. However, this version should describe the most important things as simply and clearly as possible. Moreover, technical terms are explained in a reader-friendly manner whenever possible. We would also like to convey that we only collect and use information via this website if there is a corresponding legal basis for it. This is certainly not possible if you give very brief technical explanations, as are often standard on the Internet when it comes to data protection. We hope you find the following explanations interesting and informative. Maybe you will also find some information that you did not know yet.
Should you still have questions, we kindly ask you to follow the existing links to see further information on third-party websites, or to simply write us an email. You can find our contact information in our website's imprint.

Automatic Data Retention

Every time you visit a website nowadays, certain information is automatically created and stored, just as it happens on this website. This data should be collected as sparingly as possible, and only with good reason. By website, we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one here). By domain we mean example.uk or examplepage.com.

Even while you are currently visiting our website, our web server – this is the computer this website is stored on, usually automatically retains data such as the below – for reasons such as operational security or for creating access statistics etc.

- the full address (URL) of the accessed website (e. g.

https://www.examplepage.uk/examplesubpage.html/)
•browser and browser version (e.g. Chrome 87)
•the operating system used (e.g. Windows 10)
•the address (URL) of the previously visited site (referrer URL) (z. B.
https://www.examplepage.uk/icamefromhere.html/)
•the host name and the IP-address of the device the website is accessed from (e.g.
COMPUTERNAME and 194.23.43.121)
•date and time
•in so-called web server log files.

As an illustration:
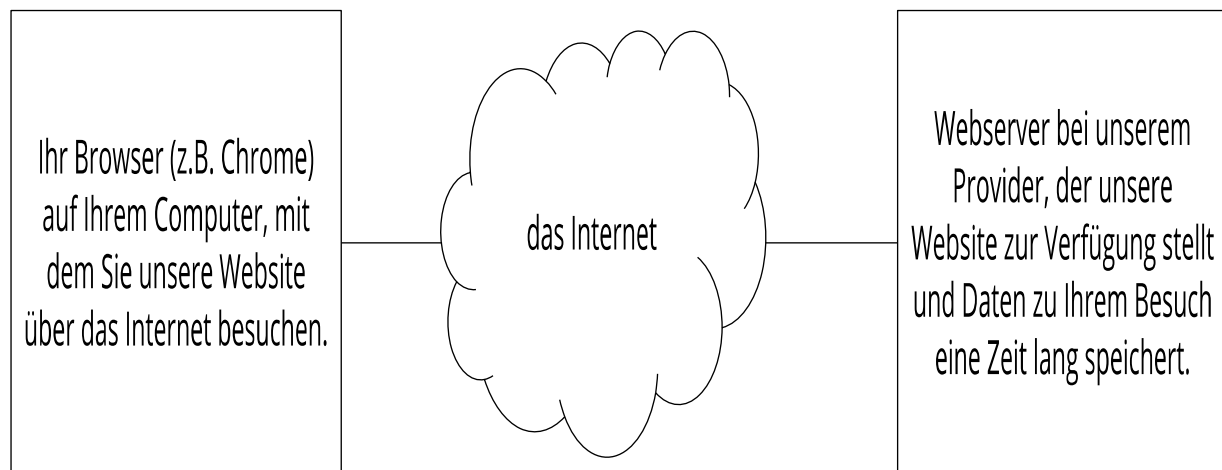
Generally, these files are stored for two weeks and are then automatically deleted. We do not pass these data to others, but we cannot exclude the possibility that this data may be looked at by the authorities in case of illegal conduct.

In short: your visit is logged by our provider (company that runs our website on servers), but we do not pass on your data!

Cookies

Our website uses HTTP-cookies to store user-specific data.
For your better understanding of the following Privacy Policy statement, we will explain to you below what cookies are and why they are in use.

What exactly are cookies?

Every time you surf the internet, you use a browser. Common browsers are for example Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

What should not be dismissed, is that cookies are very useful little helpers. Nearly all websites use cookies. More accurately speaking these are HTTP-cookies, since there are also different cookies for other uses. http-cookies are small files which our website stores on your computer. These cookie files are automatically put into the cookie-folder, which is like the "brain" of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must

be specified.

Cookies save certain parts of your user data, such as e.g. language or personal page settings. When you re-open our website, your browser submits these "user specific" information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are familiar to. In some browsers every cookie has its own file, in others such as Firefox, all cookies are stored in one single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, while third-party cookies are created by partner-websites (e.g. Google Analytics). Every cookie is individual, since every cookie stores different data. The expiration time of a cookie also varies – it can be a few minutes, or up to a few years. Cookies are no software-programs and contain no computer viruses, trojans or any other malware. Cookies also cannot access your PC's information.

This is an example of how cookie-files can look:

name: _ga
value: GA1.2.1326744211.152111691100-9
purpose: differentiation between website visitors
expiration date: after 2 years

A browser should support these minimum sizes:

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

Which types of cookies are there?

What exact cookies we use, depends on the used services. We will explain this in the following sections of the Privacy Policy statement. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

Essential Cookies
These cookies are necessary to ensure the basic function of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. Even when the user closed their window priorly, these cookies ensure that the shopping cart does not get deleted.

Purposive Cookies
These cookies collect info about the user behaviour and record if the user potentially receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour within different browsers.

Target-orientated Cookies
These cookies care for an improved user-friendliness. Thus, information such as previously entered locations, fonts or data in forms stay saved.

Advertising Cookies
These cookies are also known as targeting-Cookies. They serve the purpose of delivering individually adapted advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be saved in a cookie.

How can I delete cookies?

You yourself take the decision if and how you want to use cookies. Thus, no matter what service or website cookies are from, you always have the option to delete, deactivate or only partially allow them. Therefore, you can for example block cookies of third parties but allow any other cookies.

If you want change or delete cookie-settings and would like to determine which cookies have been saved to your browser, you can find this info in your browser-settings:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies at all, you can set up your browser in a way, to notify you whenever a potential cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. The settings for this differ from browser to browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search phrase "delete cookies Chrome" or "deactivate cookies Chrome" into Google.

How is my data protected?

There is a "cookie policy" that has been in place since 2009. It states that the storage of cookies requires the user's consent. However, among the countries of the EU, these guidelines are often met with mixed reactions. In Austria the guidelines have been implemented in § 96 section 3 of the Telecommunications Act (TKG).

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

Storage of Personal Data

Any personal data you electronically submit to us on this website, such as your name, email address, home address or other personal information you provide via the transmission of a form or via any comments to the blog, are solely used for the specified purpose and get stored securely along with the respective submission times and IP-address. These data do not get passed on to third parties.

Therefore, we use personal data for the communication with only those users, who have explicitly requested being contacted, as well as for the execution of the services and products offered on this website. We do not pass your personal data to others without your approval, but we cannot exclude the possibility this data will be looked at in case of illegal conduct.

If you send us personal data via email – and thus not via this website – we cannot guarantee any safe transmission or protection of your data. We recommend you, to never send confidential data via email.

Rights in accordance with the General Data Protection Regulation

You are granted the following rights in accordance with the provisions of the GDPR (General Data Protection Regulation) and the Austrian Data Protection Act (DSG):

- right to rectification (article 16 GDPR)
- right to erasure ("right to be forgotten") (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- righ to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)
- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at https://www.data-protection-authority.gv.at/.

Evaluation of Visitor Behaviour

In the following Privacy Policy, we will inform you on if and how we evaluate the data of your visit to this website. The evaluation is generally made anonymously, and we cannot link to you personally based on your behaviour on this website.

You can find out more about how to disagree with the evaluation of visitor data, in the Privacy Policy below.

TLS encryption with https

The terms TLS, encryption and https sound very technical, which they are indeed. We use HTTPS (Hypertext Transfer Protocol Secure) to securely transfer data on the Internet.
This means that the entire transmission of all data from your browser to our web server is secured – nobody can "listen in".

We have thus introduced an additional layer of security and meet privacy requirements through technology design Article 25 Section 1 GDPR). With the use of TLS (Transport Layer Security), which is an encryption protocol for safe data transfer on the internet, we can ensure the protection of confidential information.
You can recognise the use of this safeguarding tool by the little lock-symbol 🔒, which is situated in your browser's top left corner in the left of the internet address (e.g. examplepage.uk), as well as by the display of the letters https (instead of http) as a part of our web address.
If you want to know more about encryption, we recommend you to do a Google search for "Hypertext Transfer Protocol Secure wiki" to find good links to further information.

Google Maps Privacy Policy

On our website we use Google Maps of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With the use of Google Maps, we can show you locations in a better way and can therefore adjust our service to your needs. Due to the utilisation of Google Maps, data gets transferred to Google and is saved on Google's servers. In the following, we want

to explain in detail what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

What is Google Maps?

Google Maps is an internet maps service of the company Google Inc. With Google Maps you can search for exact locations of cities, sights, accommodations or businesses online via a PC, a tablet or an app. If businesses are represented on Google My Business, the respective location as well as other information about the company are shown there. In order to show route directions, a location's map sections can be integrated in a website through a HTML-code. Google Maps depicts the earth's surface as either a road map or as air and satellite images. Due to the street view and high-quality satellite images, it is possible for exact representations to be made.

Why do we use Google Maps on our website?

The efforts we make on this page have the goal of giving you a useful and meaningful experience on our website. Through the integration of Google Maps, we can offer you essential information on various locations. Therefore, you can spot our office address with one glance. Furthermore, the route directions always show you the best and fastest way to us. You can retrieve the route directions for traveling either by car, by public transport, on foot or by bike. The integration of Google Maps is a part of our customer service.

What data is stored by Google Maps?

For Google Maps to offer its full services, the company must collect and store your data. This includes your entered search terms, your IP-address as well as your longitude and latitude coordinates. When you use the route-planner function, the entered start address is stored also. However, this data retention happens on Google Maps' websites. We can only inform you about it but cannot influence it in any way. Since we have included Google Maps on our website, Google will set at least one cookie (Name: NID) into your browser. This cookie saves data on your user behaviour. Google primarily uses this data to optimise ist own services and to provide you with individual, personalised advertisements.

The following cookies are set in your browser due to the integration of Google Maps:

Name: NID
Value: 188=h26c1Ktha7fCQTx8rXgLyATyITJ111691100-5
Purpose: Google uses NID in order to adjust advertisments to your Google searches. With the cookie's help Google "remembers" your most frequently entered search queries or your previous interaction with ads. That way you always receive customised adertisments. The cookie contains a unique ID, wich Google uses to collect your personal settings for advertising porposes.
Expiration date: after 6 months

Note: We cannot guarantee completeness of the information on saved data. This is, because especially concerning the use of cookies, changes can happen anytime. To identify the cookie NID, a test page was created, to which Google Maps was included.

How long and where is the data saved?

There are Google servers in data centres across the entire planet. However, most servers are in America. For this reason, your data is widely stored in the USA. Here you can read in detail about where the Google servers are located: https://www.google.com/about/datacenters/inside/locations/?hl=en

Google distributes data to various data carriers. This makes it possible to retrieve the data faster and

to better protect it from possible attempted manipulations. Every server has emergency programs. Thus, should for example a problem with Google's hardware occur or should a natural disaster impact the servers, any data will quite certainly stay protected.

Moreover, Google saves some data for a specified period. With some other data on the other hand, Google only offers the opportunity for deleting it manually. Furthermore, the company anonymises information (e.g. advertising data) in server logs, by deleting a part of the IP-address and cookie information after 9 to 18 months.

How can I delete my data, or prevent data retention?

Due to the automatic delete function for location and activity data, which was introduced in 2019, information that is used for determining your location and web or app activity is saved for either 3 or 18 months, depending on your preferred decision, and is deleted thereafter.
Furthermore, it is possible to delete this data manually from your browser history via your Google account anytime. If you want to prevent the determination of your location altogether, you must pause the category "Web and app activity" in your Google account. Click on "Data and personalisation" and then choose the option "Activity controls". Here you can switch the activities on or off.

Moreover, in your browser you can deactivate, delete or manage individual cookies. This function can differ a little, depending on what browser you are using. The following instructions will show you how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to permit any cookies, you can set up your browser in a way that ensures you get informed whenever a cookie is about to be placed. That way you can decide to either permit or refuse every single cookie.

Google is an active participant of the EU-U.S. Privacy Shield Framework, which regulates the correct and safe transfer of personal data. You can find more information on this on https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI.
If you want to find out more about Google's data processing, we recommend the company's internal privacy statement on https://policies.google.com/privacy?hl=en-GB.

Google Fonts Privacy Policy

On our website we use Google Fonts, from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

To use Google Fonts, you must log in and set up a password. Furthermore, no cookies will be saved in your browser. The data (CSS, Fonts) will be requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, all requests for CSS and fonts are fully separated from any other Google services. If you have a Google account, you do not need to worry that your Google account details are transmitted to Google while you use Google Fonts. Google records the use of CSS (Cascading Style Sheets) as well as the utilised fonts and stores these data securely. We will have a detailed look at how exactly the data storage works.

What are Google Fonts?

Google Fonts (previously Google Web Fonts) is a list of over 800 fonts which href=”https://en.wikipedia.org/wiki/Google?tid=111691100”>Google LLC provides its users for free.

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

Why do we use Google Fonts on our website?

With Google Fonts we can use different fonts on our website and do not have to upload them to our own server. Google Fonts is an important element which helps to keep the quality of our website high. All Google fonts are automatically optimised for the web, which saves data volume and is an advantage especially for the use of mobile terminal devices. When you use our website, the low data size provides fast loading times. Moreover, Google Fonts are secure Web Fonts. Various image synthesis systems (rendering) can lead to errors in different browsers, operating systems and mobile terminal devices. These errors could optically distort parts of texts or entire websites. Due to the fast Content Delivery Network (CDN) there are no cross-platform issues with Google Fonts. All common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) are supported by Google Fonts, and it reliably operates on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). We also use Google Fonts for presenting our entire online service as pleasantly and as uniformly as possible.

Which data is saved by Google?

Whenever you visit our website, the fonts are reloaded by a Google server. Through this external cue, data gets transferred to Google's servers. Therefore, this makes Google recognise that you (or your IP-address) is visiting our website. The Google Fonts API was developed to reduce the usage, storage and gathering of end user data to the minimum needed for the proper depiction of fonts. What is more, API stands for „Application Programming Interface" and works as a software data intermediary.

Google Fonts stores CSS and font requests safely with Google, and therefore it is protected. Using its collected usage figures, Google can determine how popular the individual fonts are. Google publishes the results on internal analysis pages, such as Google Analytics. Moreover, Google also utilises data of ist own web crawler, in order to determine which websites are using Google fonts. This data is published in Google Fonts' BigQuery database. Enterpreneurs and developers use Google's webservice BigQuery to be able to inspect and move big volumes of data.

One more thing that should be considered, is that every request for Google Fonts automatically transmits information such as language preferences, IP address, browser version, as well as the browser's screen resolution and name to Google's servers. It cannot be clearly identified if this data is saved, as Google has not directly declared it.

How long and where is the data stored?

Google saves requests for CSS assets for one day in a tag on their servers, which are primarily located outside of the EU. This makes it possible for us to use the fonts by means of a Google stylesheet. With the help of a stylesheet, e.g. designs or fonts of a website can get changed swiftly and easily.

Any font related data is stored with Google for one year. This is because Google's aim is to fundamentally boost websites' loading times. With millions of websites referring to the same fonts, they are buffered after the first visit and instantly reappear on any other websites that are visited

thereafter. Sometimes Google updates font files to either reduce the data sizes, increase the language coverage or to improve the design.

How can I delete my data or prevent it being stored?

The data Google stores for either a day or a year cannot be deleted easily. Upon opening the page this data is automatically transmitted to Google. In order to clear the data ahead of time, you have to contact Google's support at https://support.google.com/?hl=en-GB&tid=111691100. The only way for you to prevent the retention of your data is by not visiting our website.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at https://developers.google.com/fonts/faq?tid=111691100. While Google does address relevant elements on data protection at this link, it does not contain any detailed information on data retention.
It proofs rather difficult to receive any precise information on stored data by Google.

On https://policies.google.com/privacy?hl=en-GB you can read more about what data is generally collected by Google and what this data is used for.

Google Fonts Local Privacy Policy

On our website we use Google Fonts, from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).
We integrated Google Fonts locally, so on our own webserver and not on Google's servers. Hence, there is no connection to Google's servers and consequently no data transfer or retention.

What are Google Fonts?

Google Fonts was previously called Google Web Fonts. It is an interactive list with over 800 fonts which Google LLCoffer for free use. With the use of Google Fonts, it is possible to utilise fonts without uploading them to your own server. For that matter, in order to prevent any transfer of information to Google's servers, we downloaded the fonts to our own server. This way we comply with the data privacy and do not transmit any data to Google Fonts.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at https://developers.google.com/fonts/faq?tid=111691100.

Font Awesome Privacy Policy

On our website we use Font Awesome by the American company Fonticons (307 S. Main St., Suite 202, Bentonville, AR 72712, USA). Upon your visit to one of our websites, the Font Awesome web font, i.e. the icons, are loaded via the Font Awesome Content Delivery Network (CDN). This way texts, fonts and icons are displayed appropriately on every device. In this privacy policy we will go into more detail on data storage and data processing by this service.

What is Font Awesome?

Icons play an increasingly important role on websites. Font Awesome is a web font specifically designed for web designers and web developers. With Font Awesome icons can for example be scaled and coloured as desired using the CSS stylesheet language. Thus, they now replace old picture icons. Font Awesome CDN is the easiest way to load icons or fonts onto your website. To

do this, we only had to embed a short line of code into our website.

Why do we use Font Awesome on our website?

Font Awesome enables our websites' content to be depicted better. This eases your navigation on our website, and helps you grasp its content better. The icons can sometimes even be used to replace whole words and save space. This is particularly useful when optimising content specifically for smartphones. The icons are inserted as HMTL code instead of as an image, which allows us to edit the icons with CSS exactly as we want. Simultaneously, Font Awesome also lets us improve our loading speed, as it only contains HTML elements and no icon images. All these advantages help us to make our website even clearer, faster and more refined for you.

Which data are stored by Font Awesome?

The Font Awesome Content Delivery Network (CDN) is used to load icons and symbols. CDNs are networks of servers that are distributed around the world. They make it possible to quickly load files from locations in close proximity. When you open one of our pages, the respective icons will be provided by Font Awesome.

For the web fonts to be loaded, your browser has to connect to the servers of Fonticons, Inc. For this, your IP address will be identified. Font Awesome also collects data on which icon files are downloaded, as well as when they are downloaded. Furthermore, technical data such as your browser version, screen resolution or the time when you accessed the page are also transmitted.

These data are collected and stored for the following reasons:

- to optimise Content Delivery Networks
- to identify and fix technical errors
- to protect CDNs from misuse and attacks
- to calculate fees from Font Awesome Pro customers
- to identify the popularity of icons
- to establish which computer and software you are using

If your browser does not allow web fonts, one of your PC's standard fonts will be used automatically. Moreover, as far as we are currently aware, no cookies will be set. We are keeping in contact with Font Awesome's privacy department and will let you know as soon as we find out more.

How long and where are the data stored?

Font Awesome stores data about the use of the Content Delivery Network also on servers in the United States of America. However, the CDN servers are located all across the world and store user data in your proximity. The data is usually only stored for a few weeks in an identifiable form. Aggregated statistics on the use of the CDNs may also be stored for longer. However, these do not include any personal data.

How can I delete my data or prevent data retention?

As far as we are aware, Font Awesome does not store any personal data via Content Delivery Networks. If you do not want data about the used icons to be stored, you will unfortunately not be able to visit our website. If your browser does not allow web fonts, no data will be transmitted or saved. In this case your computer's default font will be used.

If you want to find out more about Font Awesome and their data handling, we recommend you to read their privacy policy at https://fontawesome.com/privacy along with the help page

at https://fontawesome.com/help.

OpenStreetMap Privacy Policy

We have included map sections of the online map tool "OpenStreetMap" to our website. It is a so-called open source mapping, which we can access via an API (interface). This feature is offered by OpenStreetMap Foundation, St John's Innovation Center, Cowley Road, Cambridge, CB4 0WS, United Kingdom. By using this map function, your IP address will be forwarded to OpenStreetMap. In this privacy policy we will explain why we use the functions of the OpenStreetMap tool, where which data is stored and how you can prevent data storage.

What is OpenStreetMap?

The OpenStreetMap project was launched in 2004. Its aim is to create a free world map. Users all around the world have been collecting data about buildings, forests, rivers and roads. Therefore, an extensive digital world map has been created by users over the years. Of course, the map is not complete, but it contains a lot of data for most regions.

Why do we use OpenStreetMap on our website?

The primary intention of your website is to be helpful to you. We think this can only be the case when information can be found quickly and easily. On the one hand, of course, this concerns our services and products. On the other hand, there should also be other helpful information available to you. That is why we also use OpenStreetMap's map service. Thanks to this, we can for example show you exactly how to find our company. The map shows you the best way to get to us and makes your journey very smooth and easy.

What data is stored by OpenStreetMap?

When you visit one of our websites that include OpenStreetMap, your user data is transmitted to the service where it is stored. OpenStreetMap collects information about your interactions with the digital map, your IP address, your browser, device type, operating system and on which day and at what time you used the service. Tracking software is also used to record user interactions. For this regard, the company specifiies the "Piwik" analysis tool in its own privacy policy.

The collected data are then accessible to the relevant employee groups of the OpenStreetMap Foundation. According to the company, personal data will not be passed on to other people or companies, unless it is legally required. The third-party provider Piwik stores your IP address, but in a shortened form.

The following cookies may be set in your browser if you inerace with OpenStreetMap on our website:

Name: _osm_location
Value: 9.63312%7C52.41500%7C17%7CM
Purpose: This cookie is required to unlock OpenStreetMap's contents.
Ablaufdatum: after 10 years

If you want to view the map in full screen, you will be linked to OpenStreetMap's website. There, the following cookies may be stored in your browser:

Name: _osm_totp_token
Value: 148253111691100-2
Purpose:This cookie is used to ensure the operation of the map section.
Expiry date:after one hour

Name: _osm_session
Value: 1d9bfa122e0259d5f6db4cb8ef653a1c
Purpose: With the help of this cookie, session information (i.e. user behavior) can be stored.
Expiry date: after end of session

Name: _pk_id.1.cf09
Value: 4a5.1593684142.2.1593688396.1593688396111691100-9
Purpose:This cookie is set by Piwik to save or measure user data such as click behavior.
Expiry date: after one year

How long and where are the data stored?

The API servers, databases, and servers of auxiliary services are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information, which are saved in an abbreviated version by the web analysis tool Piwik, will be deleted after 180 days.

How can I delete my data or prevent data retention?

You have the right to both access your personal data and to object to its use and processing at any time. You can also always manage, delete, or deactivate cookies that may be set by OpenStreetMap in your browser. As a result, however, the service may no longer work to their full extent. The management, deletion or deactivation of cookies works differently in every browser. Below you will find links to the instructions of the most popular browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

For more information on OpenStreetMap's data processing, we recommend the company's privacy policy at https://wiki.osmfoundation.org/wiki/Privacy_Policy.

HERE WeGo Privacy Policy

On our website we use the software program HERE WeGo by the Dutch company HERE Global B.V (Kennedyplein 222 -226, 5611 ZT Eindhoven, Netherlands). With HERE WeGo, geographic data can be presented visually for you. If you use this service, some of your data will be stored and processed. In this privacy policy we will go into more detail on the tool and show you which data is stored for how long, as well as where it is processed.

What is HERE WeGo?

HERE WeGo offers functions that help you find addresses and locations on a map directly via our website. You can use these features to for example determine your own position or use the means of transport made available by the service. Thus, the navigation helps you to find the best way to your destination. If you wish so, you can also use HERE WeGo to record where you have travelled and share your locations on social media channels. However, some of these features require you to have a Here WeGo account.

Why do we use HERE WeGo on our website?

We want our website to offer a comprehensive service to you. From our point of view, this includes not only our themed content and offers, but also helpful functions like HERE WeGo. The service will show you maps and, in many cases, related information. You can also use route calculations or other functions, such as location search. Of course, you can also find our company headquarters immediately and calculate the fastest route to us.

Which data are stored by HERE WeGo?

We have integrated functions of the HERE WeGo map service to our website, so that you can use the maps directly on our site. This means that personal data such as your IP address will also be transmitted and saved.

If you interact with the HERE-WeGo functions (e.g. with the route planner), you will be redirected to the HERE-WeGo website. There, cookies will be set in your browser for the purpose of processing and storing information about your actions. As far as we know, these cookies are only set if you do get redirected to the HERE-WeGo website.

The exact data that are collected of course very much depend on how you use the tool. In the following we will only list data that is stored if you do not have a HERE account or are not logged in. The major type of data that is collected in addition to your IP address, are data that show where you are or what device you are using. In addition, also technical data such as your device type, charging speed, time stamp, network, WiFi and Bluetooth networks in your area are recorded.

Furthermore, for any personal data such as your IP address, random identifiers are used. These make it impossible to identify you personally. Also, HERE can use and pass on all non-personal data in aggregated form without restriction.

As mentioned above, HERE WeGo also uses cookies to store data. Thus, your device will be identified upon your visit to the HERE website. What is more, third-party cookies are also set on behalf of the company so that analysis services can be used. According to our tests, however, this only happens directly on the HERE website.

How long and where are the data stored?

HERE only tries to collect and save the personal data that is necessary for the purpose of its services. Hence, this data is stored for as long as is necessary for these purposes. The retention period also depends on the type of the respective personal data. Data on your user activity with HERE WeGo are usually only stored briefly and then anonymised or pseudonymised. The exact retention times are not disclosed. Also, the information is stored on HERE's servers in the Netherlands.

How can I delete my data or prevent data retention?

You have the right to information about your personal data, the right to deletion of your personal data, and under certain circumstances, you also have the right to object to its processing.

If you are forwarded to the HERE website, cookies will definitely be set. You can deactivate, delete or manage individual cookies in your browser. Depending on which browser you are using, this may work a little differently. The following instructions will show how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

<u>Firefox: Clear cookies and site data in Firefox</u>

<u>Internet Explorer: Delete and manage cookies</u>

<u>Microsoft Edge: Delete cookies in Microsoft Edge</u>

We hope we could give you the most important information on data storage and data processing by HERE WeGo. Further and more detailed information can be found directly on HERE's website at <u>https://legal.here.com/en-gb/privacy</u>
and at <u>https://legal.here.com/en-gb/privacy/here-wego-here-application-or-here-maps-privacy-supplement-updated</u>.

Mapbox API Privacy Policy

On our website we use the Mapbox API by the American software company Mapbox Inc., 740 15th Street NW, 5th Floor, District of Columbia 20005, USA. Mapbox is an online map tool (open source mapping) that is accessed via an interface (API). When using this tool, your IP address will be forwarded to Mapbox, where it will be stored. In this privacy policy you will find out more on the functions of the tool as well as to why we use it. Above all, you will get more details on which of your data is stored and how you can prevent this.

What is Mapbox API?

Mapbox is an American software company that offers custom online maps for websites. For example, Mapbox allows us to illustrate content on our website or to display directions graphically. Specific small code snippets (JavaScript code) make the integration of maps to our website very easy. What is more, among other things Mapbox offers a mobile-friendly environment, visualises data and provides route information in real time.

Why do we use Mapbox API on our website?

We strongly believe that the comprehensive service we offer with our products and services should also extend to our website. In fact, we want all our content to be of use to you. Of course this also includes maps that show you the way to our business.

What data are stored by Mapbox API?

If you open one of our subpages containing an online map by Mapbox, data about your user behaviour may be collected and stored. This is essential for the integrated online maps to work properly. Moreover, Mapbox may pass on the collected data (excluding personal data) to third parties. This may happen either if the data transfer is necessary for legal reasons, or if Mapbox explicitly instructs another company to do so. Any map contents are transmitted directly to your browser and thus integrated into our website.

Mapbox automatically collects certain technical information when requests are made to the APIs. This includes your IP address, browser information, your operating system, the request's content, restricted location and usage data, the URL of the website you visited and the date and time of your website visit. According to Mapbox, this data is only used to improve their own products. Mapbox also collects randomly generated IDs in order to analyse user behaviour and determine the number of active users.

If you use one of our subpages and interact with an online map, Mapbox will set the following cookie in your browser:

Name: ppcbb-enable-content-mapbox_js
Value: 1605795587111691100-4

Purpose: We have not yet been able to find out more detailed information about the purpose of this cookie.
Expiry date: after one year

Note: In our tests we did not find any cookie in the Chrome browser, however, we did find it in other browsers.

Where and how long are data stored?

The collected data is stored and processed on American servers which are operated by Mapbox. For security reasons, your IP address is stored for 30 days, after which it is deleted. Randomly generated IDs (no personal data) that analyse the use of the APIs are deleted after 36 months.

How can I delete my data or prevent data retention?

If you do not want Mapbox to process data about you or your user behaviour, you can deactivate JavaScript in your browser settings. Of course, you will then no longer be able to use all functions to their full extent.

You reserve the right to access your personal data at any time, as well as to object to them being used and processed. Any cookies that the Mapbox API may set can be managed, deleted or deactivated in your browser at any time. However, this may prevent the service from working properly. The process of managing, deleting or deactivating cookies works a little differently for each browser. Below you will find links to the instructions for the most popular browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you want to learn more about Mapbox's data processing, we recommend you to read the company's privacy policy at https://www.mapbox.com/legal/privacy.

Google Analytics Privacy Policy

We use the tracking and analysis tool Google Analytics (GA) of the US-American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics collects data on your actions on our website. Whenever you click a link for example, this action is saved in a cookie and transferred to Google Analytics. With the help of reports which we receive from Google Analytics, we can adapt our website and our services better to your wishes. In the following, we will explain the tracking tool in more detail, and most of all, we will inform you what data is saved and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool with the purpose of conducting data traffic analysis of our website. For Google Analytics to work, there is a tracking code integrated to our website. Upon your visit to our website, this code records various actions you perform on your website. As soon as you leave our website, this data is sent to the Google Analytics server, where it is stored.

Google processes this data and we then receive reports on your user behaviour. These reports can be one of the following:

•Target audience reports: With the help of target audience reports we can get to know our users better and can therefore better understand who is interested in our service.
•Advertising reports: Through advertising reports we can analyse our online advertising better and hence improve it.
•Acquisition reports: Acquisition reports provide us helpful information on how we can get more people enthusiastic about our service.
•Behaviour reports: With these reports, we can find out how you interact with our website. By the means of behaviour reports, we can understand what path you go on our website and what links you click.
•Conversion reports: A conversion is the process of leading you to carry out a desired action due to a marketing message. An example of this would be transforming you from a mere website visitor into a buyer or a newsletter subscriber. Hence, with the help of these reports we can see in more detail, if our marketing measures are successful with you. Our aim is to increase our conversion rate.
•Real time reports: With the help of these reports we can see in real time, what happens on our website. It makes us for example see, we can see how many users are reading this text right now.

Why do we use Google Analytics on our website?

The objective of our website is clear: We want to offer you the best possible service. Google Analytics' statistics and data help us with reaching this goal.

Statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our page in a way, that makes it easier to be found by interested people on Google. On the other hand, the data helps us to get a better understanding of you as our visitor. Therefore, we can very accurately find out what we must improve on our website, in order to offer you the best possible service. The analysis of that data also enables us to carry out our advertising and marketing measures in a more individual and more cost-effective way. After all, it only makes sense to show our products and services exclusively to people who are interested in them.

What data gets stored by Google Analytics?

With the aid of a tracking code, Google Analytics creates a random, unique ID which is connected to your browser cookie. That way, Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a "recurring" user. All data that is collected gets saved together with this very user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

Your interactions on our website are measures by tags such as cookies and app instance IDs. Interactions are all kinds of actions that you perform on our website. If you are also using other Google systems (such as a Google Account), data generated by Google Analytics can be linked with third-party cookies. Google does not pass on any Google Analytics data, unless we as the website owners authorise it. In case it is required by law, exceptions can occur.

The following cookies are used by Google Analytics:

Name: _ga
Value:2.1326744211.152111691100-5
Purpose: By deafault, analytics.js uses the cookie _ga, to save the user ID. It generally serves the purpose of differenciating between website visitors.
Expiration date: After 2 years

Name: _gid

Value:2.1687193234.152111691100-1
Purpose: This cookie also serves the purpose of differentiating between website users
Expiration date: After 24 hours

Name: _gat_gtag_UA_

Name: AMP_TOKEN
Value: No information
Purpose: This cookie has a token which is used to retrieve the user ID by the AMP Client ID
Service. Other possible values suggest a logoff, a request or an error.
Expiration date: After 30 seconds up to one year

Name: __utma
Value:1564498958.1564498958.1564498958.1
Purpose: With this cookie your behaviour on the website can be tracked and the site performance
can be measured. The cookie is updated every time the information is sent to Google Analytics.
Expiration date: After 2 years

Name: __utmt
Value: 1
Purpose: Just like _gat_gtag_UA_

Name: __utmb
Value:3.10.1564498958
Purpose: This cookie is used to determine new sessions. It is updated every time new data or
information gets sent to Google Analytics.
Expiration date: After 30 minutes

Name: __utmc
Value: 167421564
Purpose: This cookie is used to determine new sessions for recurring visitors. It is therefore a
session cookie, and only stays saved until you close the browser again.
Expiration date: After closing the browser

Name: __utmz
Value: m|utmccn=(referral)|utmcmd=referral|utmcct=/
Purpose: This cookie is used to identify the source of our website's visitor number. This means, that
the cookie saves information on where you came to our website from. This could be another site or
an advertisement.
Expiration date: After 6 months

Name: __utmv
Value: No information
Purpose: The cookie is used to store custom user data. It gets updated whenever information is sent
to Google Analytics.
Expiration date: After 2 years

Note: This list is by no means exhaustive, since Google are repeatedly changing the use of their
cookies.

Below we will give you an overview of the most important data that can be evaluated by Google
Analytics:

Heatmaps: Google creates so-called Heatmaps an. These Heatmaps make it possible to see the exact
areas you click on, so we can get information on what routes you make on our website.

Session duration: Google calls the time you spend on our website without leaving it session
duration. Whenever you are inactive for 20 minutes, the session ends automatically.

Bounce rate If you only look at one page of our website and then leave our website again, it is called a bounce.

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

IP-Address: The IP address is only shown in a shortened form, to make it impossible to clearly allocate it.

Location: Your approximate location and the country you are in can be defined by the IP address. This process is called IP location determination.

Technical information: Information about your browser type, your internet provider and your screen resolution are called technical information.

Source: Both, Google Analytics as well as ourselves, are interested what website or what advertisement led you to our site.

Further possibly stored data includes contact data, potential reviews, playing media (e.g. when you play a video on our site), sharing of contents via social media or adding our site to your favourites. This list is not exhaustive and only serves as general guidance on Google Analytics' data retention.

How long and where is the data saved?

Google has servers across the globe. Most of them are in America and therefore your data is mainly saved on American servers. Here you can read detailed information on where Google's data centres are located: https://www.google.com/about/datacenters/inside/locations/?hl=en

Your data is allocated to various physical data mediums. This has the advantage of allowing to retrieve the data faster, and of protecting it better from manipulation. Every Google data centre has respective emergency programs for your data. Hence, in case of a hardware failure at Google or a server error due to natural disasters, the risk for a service interruption stays relatively low.

Google Analytics has a 26 months standardised period of retaining your user data. After this time, your user data is deleted. However, we have the possibility to choose the retention period of user data ourselves. There are the following five options:

- •Deletion after 14 months
- •Deletion after 26 months
- •Deletion after 38 months
- •Deletion after 50 months
- •No automatical deletion

As soon as the chosen period is expired, the data is deleted once a month. This retention period applies to any of your data which is linked to cookies, user identification and advertisement IDs (e.g. cookies of the DoubleClick domain). Any report results are based on aggregated information and are stored independently of any user data. Aggregated information is a merge of individual data into a single and bigger unit.

How can I delete my data or prevent data retention?

Under the provisions of the European Union's data protection law, you have the right to obtain information on your data and to update, delete or restrict it. With the help of a browser add on that can deactivate Google Analytics' JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download this add on at https://tools.google.com/dlpage/gaoptout?hl=en-GB. Please consider that this add on can only deactivate any data collection by Google Analytics.

Should you generally want to deactivate, delete or manage all cookies (independently of Google Analytics), you can use one of the guides that are available for any browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Google Analytics is an active participant of the EU-U.S. Privacy Shield Framework, which regulates correct and save transfer of personal data.
You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111691100. We hope we were able to make you more familiar with the most important information on Google Analytics' data processing. If you want to learn more about the tracking service, we recommend both of the following links: https://marketingplatform.google.com/about/analytics/terms/gb/ and https://support.google.com/analytics/answer/6004245?hl=en.

Google Analytics IP Anonymisation

We implemented Google Analytics' IP address anonymisation to this website. Google developed this function, so this website can comply with the applicable privacy laws and the local data protection authorities' recommendations, should they prohibit the retention of any full IP addresses. The anonymisation or masking of IP addresses takes place, as soon as they reach Google Analytics' data collection network, but before the data would be saved or processed.

You can find more information on IP anonymisation at https://support.google.com/analytics/answer/2763052?hl=en.

Google Analytics Reports on demographic characteristics and interests

We have turned on Google Analytics' functions for advertising reports. These reports on demographic characteristics and interests contain details about age, gender and interests. Through them we can get a better picture of our users – without being able to allocate any data to individual persons. You can learn more about advertising functions at auf https://support.google.com/analytics/answer/3450482?hl=en&%3Butm_id=ad.

You can terminate the use of your Google Account's activities and information in "Ads Settings" at https://adssettings.google.com/authenticated via a checkbox.

Google Analytics Deactivation Link

By clicking on the following deactivation link you can prevent Google from tracking your further visits. Caution: The deletion of cookies, the use of your browser's incognito/private mode or the use of a different browser may lead to your data being collected again.

Deactivate Google Analytics

Google Analytics' Data Processing Amendment

By accepting the amendment on data processing in Google Analytics, we entered a contract with

Google concerning the use of Google Analytics.

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

Google Analytics Google Signals Privacy Policy

We have activated Google signals in Google Analytics. Through this, any existing Google Analytics functions (advertising reports, remarketing, cross-device reports and reports on interests and demographic characteristics) are updated, to result in the summary and anonymisation of your data, should you have permitted personalised ads in your Google Account.

The special aspect of this is that it involves cross-device tracking. That means your data can be analysed across multiple devices. Through the activation of Google signals, data is collected and linked to the Google account. For example, it enables Google to recognise when you look at a product on a smartphone and later buy the product on a laptop. Due to activating Google signals, we can start cross-device remarketing campaigns, which would otherwise not be possible to this extent. Remarketing means, that we can show you our products and services across other websites as well.

Moreover, further visitor data such as location, search history, YouTube history and data about your actions on our website are collected in Google Analytics. As a result, we receive improved advertising reports and more useful information on your interests and demographic characteristics. These include your age, the language you speak, where you live or what your gender is. Certain social criteria such as your job, your marital status or your income are also included. All these characteristics help Google Analytics to define groups of persons or target audiences.

Those reports also help us to better assess your behaviour, as well as your wishes and interests. As a result, we can optimise and customise our products and services for you. By default, this data expires after 26 months. Please consider, that this data is only collected if you have agreed to personalised advertisement in your Google Account. The retained information is always exclusively summarised and anonymous data, and never any data on individual persons. You can manage or delete this data in your Google Account.

MonsterInsights Privacy Policy

On our website, we use the "Google Analytics Plugin for WordPress" by the American company MonsterInsights LCC (7732 Maywood Crest Dr, West Palm Beach, Florida, 33412, USA). The plugin is usually simply called MonsterInsights. With the help of this plugin, your user data can be stored, managed and processed by Google Analytics. If you click on a link for instance, Google Analytics stores this click via the integrated plugin and creates informative web analyses with the collected data. In this privacy policy, we will go into more detail on MonsterInsights and inform you which of your data is retained where and how.

What is MonsterInsights?

MonsterInsights uses the Google Analytics Reporting API to collect data about our website and visitor behaviour. These data are evaluated and then appear as diagrams, graphics and tables directly on our WordPress dashboard. Moreover, for the plugin to work, a Google Analytics tracking code must be integrated into our WordPress page. The plugin offers functions such as page analyses, statistics or ads tracking. With the help of this plugin, we can set up functions such as event tracking, eCommerce tracking or outbound link tracking for our website. This can be done very easily and without any programming knowledge. With MonsterInsights, we can see all important statistics in a single place directly on our dashboard.

Why do we use MonsterInsights?

MonsterInsights makes using Google Analytics a lot easier for us, as we can see the most important analyses on our dashboard right away and don't always have to switch to Google Analytics. Google Analytics provides us with important data about visitor behaviour on our website. With the help of this data, we can adapt our website and our offer better to your wishes. We use the statistics we obtain to make our website more interesting and to target our advertisements.

Which data are stored by MonsterInsights and Google Analytics?

Upon installation of the MonsterInsights plugin, a Google Analytics tracking code was integrated into our WordPress website. This is used by Google Analytics to create a random, unique ID which is linked to your browser cookie. This helps to identify you as a new visitor to our website. If you visit again, you will be recognised as a so-called "recurring" user. Subsequently, all collected data will be stored with the user ID, whereafter pseudonymous user profiles will be created and evaluated. Your actions on our website are stored in cookies and app instance IDs. If you are using other Google services, the generated data may also be linked to third-party cookies.

All tracking is carried out and retained by Google Analytics. MonsterInsights forwards all data directly to Google Analytics in order to process them on behalf of MonsterInsights. Google will only pass on this data if we allow so or if it is required by the law. MonsterInsights does not use its own cookies to store data, but the code added by MonsterInsights loads Google Analytics, which will set cookies.

For instance, it is recorded which website you came to us from, which buttons and links you click, how long you stay on a certain page for and when you leave the site again. Furthermore, your IP address is shown and stored in abbreviated form so it will not be possible to assign it to you as a person. Your location may also be approximately determined via your IP address, and technical information such as your device type, browser type, Internet provider or your screen resolution may also be retained.

If you want to know more about data retention and data processing, we recommend you to read our general privacy policy for Google Analytics.

How long and where are the data stored?

MonsterInsights does not store the collected data, but forwards them to Google Analytics. There, the data will be retained on Google's servers. These servers are distributed around the world, but most are located in the United States. At the link https://www.google.com/about/datacenters/locations/ you can see exactly at which locations data centers can be found. By default, your data is stored by Google for 26 months, but you can also choose different retention periods. Also, please take a look at our Google Analytics privacy policy. The retention period applies to data linked to cookies, user identification and advertising ID. Furthermore, web analyses that appear as reports are generated by aggregated data and are stored independently of your user data.

How can I delete my data or prevent data retention?

You reserve the right to information, updating, deletion and restriction of your data at any time. If you download and install the browser add-on https://tools.google.com/dlpage/gaoptout?hl=en-GB, you can prevent Google Analytics from using your data by deactivating Google Analytics JavaScript.

However, you can also deactivate, manage or delete cookies via your browser. In the following, we will show you the instructions to do this for the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you want to learn more about the WordPress plugin MonsterInsights, we recommend the website https://www.monsterinsights.com/. For more information about Google Analytics' data processing, we recommend you to read our Google Analytics privacy policy, as well as Google's information page at https://support.google.com/analytics/answer/6004245?hl=en and Google Analytics' Terms of Service site at https://marketingplatform.google.com/about/analytics/terms/gb/.

Facebook Pixel Privacy Policy

We use Facebook's Facebook pixel on our website. For that, we have implemented a code on our website. The Facebook pixel is a segment of a JavaScript code, which, in case you arrived on our website via Facebook ads, loads an array or functions that enable Facebook to track your user actions. For example, if you buy a product on our website, the Facebook pixel is triggered and then saves your actions on our website in one or more cookies. These cookies enable Facebook to match your user data (customer data such as IP address, user ID) with the data of your Facebook account. After that, Facebook deletes your data again. The collected data is anonymous as well as inaccessible and can only be used for ad placement purposes. If you are a Facebook user and you are logged in, your visit to our website is automatically assigned to your Facebook user account.

We exclusively want to show our products or services to persons, who are interested in them. With the aid of the Facebook pixel, our advertising measures can get better adjusted to your wishes and interests. Therefore, Facebook users get to see suitable advertisement (if they allowed personalised advertisement). Moreover, Facebook uses the collected data for analytical purposes and for its own advertisements.

In the following we will show you the cookies, which were set on a test page through the integration of the Facebook pixel. Please consider that these cookies are only examples. Depending on the interaction that is made on our website, different cookies are set.

Name: _fbp
Value: fb.1.1568287647279.257405483-6111691100-7
Purpose: Dieses Cookie verwendet Facebook, um Werbeprodukte anzuzeigen.
Expiration date: nach 3 Monaten

Name: fr
Value: 0aPf312HOS5Pboo2r..Bdeiuf…1.0.Bdeiuf.
Purpose: Dieses Cookie wird verwendet, damit Facebook-Pixel auch ordentlich funktioniert.
Expiration date: nach 3 Monaten

Name: comment_author_50ae8267e2bdf1253ec1a5769f48e062111691100-3
Value: Name of the author
Purpose: This cookie saves the text and name of a user who e.g. leaves a comment.
Expiration date: after 12 months

Name: comment_author_url_50ae8267e2bdf1253ec1a5769f48e062
Value: https%3A%2F%2Fwww.testseite…%2F (URL of the author)
Purpose: This cookie saved the URL of the website that the user types into a text box on our website.
Expiration date: after 12 months

Name: comment_author_email_50ae8267e2bdf1253ec1a5769f48e062
Value: email address of the author
Purpose: This cookie saves the email address of the user, if they provided it on the website.
Expiration date: after 12 months

Note: The above-mentioned cookies relate to an individual user behaviour. Moreover, especially concerning the usage of cookies, changes at Facebook can never be ruled out.

If you are registered at Facebook, you can change the settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can manage your user based online advertising at https://www.youronlinechoices.com/uk/your-ad-choices. You have the option to activate or deactivate any providers there.

If you want to learn more about Facebook's data protection, we recommend you the view the company's in-house data policies at https://www.facebook.com/policy.php.

Privacy Policy for Facebook's Automatic Advanced Matching

Along with Facebook's pixel function, we have also activated the automatic advanced matching. This function allows us to send hashed emails, names, genders, cities, states, postcodes and dates of birth or telephone numbers as additional information to Facebook, provided you have made them available to us. This activation gives us the opportunity, to customise advertising campaigns even better to persons who are interested in our services or products.

Google Tag Manager Privacy Policy

We use Google Tag Manager by the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) for our website.
This Tag Manager is one of Google's many helpful marketing products. With it, we can centrally integrate and manage code sections of various tracking tools, that we use on our website.

In this privacy statement we will explain in more detail, what Google Tag Manager does, why we use it and to what extent your data is processed.

What is Google Tag Manager?

Google Tag Manager is an organising tool with which we can integrate and manage website tags centrally and via a user interface. Tags are little code sections which e.g. track your activities on our website. For this, segments of JavaScript code are integrated to our site's source text. The tags often come from Google's intern products, such as Google Ads or Google Analytics, but tags from other companies can also be integrated and managed via the manager. Since the tags have different tasks, they can collect browser data, feed marketing tools with data, embed buttons, set cookies and track users across several websites.

Why do we use Google Tag Manager for our website?

Everybody knows: Being organised is important! Of course, this also applies to maintenance of our website. In order to organise and design our website as well as possible for you and anyone who is interested in our products and services, we rely on various tracking tools, such as Google Analytics. The collected data shows us what interests you most, which of our services we should improve, and which other persons we should also display our services to. Furthermore, for this tracking to work, we must implement relevant JavaScript Codes to our website. While we could theoretically integrate every code section of every tracking tool separately into our source text, this would take

too much time and we would lose overview. This is the reason why we use Google Tag Manager. We can easily integrate the necessary scripts and manage them from one place. Additionally, Google Tag Manager's user interface is easy to operate, and requires no programming skills. Therefore, we can easily keep order in our jungle of tags.

What data is saved by Google Tag Manager?

Tag Manager itself is a domain that neither uses cookies nor stores data. It merely functions as an "administrator" of implemented tags. Data is collected by the individual tags of the different web analysis tools. Therefore, in Google Tag Manager the data is sent to the individual tracking tools and does not get saved.

However, with the integrated tags of different web analysis tools such as Google Analytics, this is quite different. Depending on the analysis tool used, various data on your internet behaviour is collected, stored and processed with the help of cookies. Please read our texts on data protection for more information on the articular analysis and tracking tools we use on our website.

We allowed Google via the account settings for the Tag Manager to receive anonymised data from us. However, this exclusively refers to the use of our Tag Manager and not to your data, which are saved via code sections. We allow Google and others, to receive selected data in anonymous form. Therefore, we agree to the anonymised transfer of our website data. However, even after extensive research we could not find out what summarised and anonymous data it is exactly that gets transmitted. What we do know is that Google deleted any info 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. Benchmarking is a process of comparing a company's results with the ones of competitors. As a result, processes can be optimised based on the collected information.

How long and where is the data saved?

When Google stores data, this is done on Google's own servers. These servers are located all over the world, with most of them being in America.
At https://www.google.com/about/datacenters/inside/locations/?hl=en you can read in detail where Google's servers are.

In our individual data protection texts on the different tools you can find out how long the respective tracking tools save your data.

How can I delete my data or prevent data retention?

Google Tag Manager itself does not set any cookies but manages different tracking websites' tags. In our data protection texts on the different tracking tools you can find detailed information on how you can delete or manage your data.

Google actively participates in the EU-U.S. Privacy Shield Framework, which regulates safe transfer of personal data. You can find more information at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111691100. If you want to learn more about Google Tag Manager, we recommend you to read https://marketingplatform.google.com/intl/en_uk/about/tag-manager/.

Google Site Kit Privacy Policy

We have integrated the WordPress plugin Google Site Kit of the American company Google Inc. to our website. For Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With Google Site Kit, we can quickly and easily view

statistics of various Google products such as Google Analytics directly on our WordPress dashboard. The in Google Site Kit integrated tools also collect your personal data. In this privacy policy we will explain why we use Google Site Kit, how long and where your data is stored, and which other privacy policies may be relevant to you in this context.

What is Google Site Kit?

Google Site Kit is a plugin for the WordPress content management system. With this plugin we can view important website analysis statistics directly in our dashboard. These are statistics that are collected by other Google products – primarily by Google Analytics. In addition to Google Analytics, the services Google Search Console, Page Speed Insight, Google AdSense, Google Optimize and Google Tag Manager can also be linked to Google Site Kit.

Why do we use Google Site Kit on our website?

As a service provider, it is our job to offer you the best possible experience on our website. You should feel comfortable on our website. Moreover, you should be able to quickly and easily find exactly what you are looking for. Statistical evaluations help us to get to know you better and to adapt our offer to your wishes and interests. We use various Google tools for these evaluations. Site Kit makes our work a lot easier because we can view and analyse the statistics of Google products on its dashboard. Therefore, we must no longer register for using the respective tools. Site Kit always provides a good overview of the most important analysis data.

What data are stored by Google Site Kit?

If you have consented to the use of tracking tools in the cookie notice (also called script or banner), cookies will be set by Google products such as Google Analytics. Also, on about you, such as your user behavior, will be sent to Google, where it is stored and processed. This also includes personal data such as your IP address.

You can find more detailed information on the individual services in the respective separate sections of this privacy policy. In our privacy policy on Google Analytics for example, you will be able to view information on the exact types of data that are collected. You will also learn how long Google Analytics stores, manages and processes data, what cookies can be used and how you can prevent data retention. We also have respective comprehensive privacy policies for other Google services such as Google Tag Manager or Google AdSense.

In the following, we will show you exemplary Google Analytics cookies that may be set in your browser if you have consented to Google's data processing. Please note that this list contains only a selection of potential cookies:

Name: _ga
Value:2.1326744211.152111691100-2
Purpose:Usually analytics.js uses the _ga cookie to store the user ID. Therefore, it serves to differentiate between website visitors.
Expiry date: after 2 years

Name: _gid
Value:2.1687193234.152111691100-7
Purpose: This cookie also serves to differentiate between website visitors.
Expiry date: after 24 hours

Name: _gat_gtag_UA_

How long and where are the data stored?

Google stores the collected data on its own servers, which are distributed all around the world. Most servers are in the United States, so your data may likely be stored there.
At https://www.google.com/about/datacenters/inside/locations/?hl=uk you can see exactly where the company provides servers.

Data that is collected by Google Analytics is stored for a standard period of 26 months. After this time, your user data will be deleted. This retention period applies to any data linked to cookies, user identification and advertising IDs.

How can I delete my data or prevent data retention?

You always reserve the right to either receive information about your data, or to have your data deleted, rectified, or reduced. You can also deactivate, delete, or manage cookies in your browser at any time. In the following we will show you the respective instructions to do this in the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Google is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111691100. For more information on Google's data processing, we recommend Google's comprehensive privacy policy at https://policies.google.com/privacy?hl=en-GB.

Hotjar Privacy Policy

We use Hotjar of the company Hotjar Limited (Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta) on our website, to statistically evaluate visitor data. Hotjar is a service which analyses the behaviour and feedback of you as a user of our website by combining analysis and feedback tools. We receive reports as well as visual displays from Hotjar, which show us how you move on our site. Personal data is anonymised automatically and never reaches Hotjar's servers. This means you as the website user are not personally identified, while we can still learn much about your user behaviour.

What is Hotjar?

As mentioned in the above paragraph, Hotjar helps us analyse the behaviour of our site visitors. Some of the tools Hotjar offers are e.g. heatmaps, conversion funnels, visitor recording, incoming feedback, feedback polls and surveys (you can find more information about it at https://www.hotjar.com/). Therewith, Hotjar helps us to provide you a better user experience as well as an improved service. On the one hand it offers good analysis of online behaviour and on the other hand it gives us good feedback on our website's quality. Besides the analytical aspects we of course also want to know your opinion about our website. This is possible thanks to the feedback tool.

Why do we use Hotjar on our website?

Within the last years the importance of websites' user experience has gained in importance. And justifiably so – a website should be structured in a way that makes the user feel comfortable and is easy to navigate. Thanks to Hotjar's analysis and the feedback tools, we can make our website and our offer more attractive. To us, Hotjar's Heatmaps has proven particularly valuable, as it helps with presenting and visualising data. In that sense, Hotjar's Heatmaps e.g. helps us see what you like to click on and where you scroll to.

What data is saved by Hotjar?

Hotjar automatically collects information on your user behaviour while you surf our website. In order to be able to collect this information, we implemented a tracking code. We integrated a tracking code, to be able to collect this information. The following data can be gathered via your computer or your browser:

- Your computer's IP address (is collected and saved in an anonymous format)
- Screen size
- Browser information (which browser and version etc.)
- Your location (but only the country)
- Your language preference
- Visited websites (subpages)
- Date and time of access to one of our subpages (websites)

Moreover, cookies also save data that have been placed on your computer (mostly your browser), although no personal data is collected. Generally, Hotjar does not pass collected data to third parties. However, Hotjar explicitly emphasises that it is sometimes necessary to share data with Amazon Web Services. _ parts of your information is saved on its servers. Nonetheless, Amazon is bound to a confidentiality obligation and cannot disclose these data.

Only a limited number of people (employees of Hotjar) have access to the stored information. Furthermore, Hotjar's servers are protected by firewalls and IP restrictions (only authorised IP addresses have access). Firewalls are security systems which protect computers from unwanted network accesses. They serve as barriers between Hotjar's secure internal network and the internet. Moreover, Hotjar also uses third-party companies for their services, such as Google Analytics or Optimizely. These firms can also save information that your browser sends to our website.

The following cookies are used by Hotjar. Since we refer to the cookie list in Hotjar's privacy statement at https://www.hotjar.com/legal/policies/cookie-information, not every cookie has a sample value. The list shows examples of utilised Hotjar cookies and does not claim to be exhaustive.

Name: ajs_anonymous_id
Value: %2258832463-7cee-48ee-b346-a195f18b06c3%22111691100-5
Purpose: This cookie is generally used for analysis purposes and helps with counting our website's visitors by tracking whether they have been to the website before.
Expiry date: after one year

Name: ajs_group_id
Value: 0
Purpose: This cookie collects data on user behaviour. Based on the similarities between website visitors, the data can then be assigned to a specific visitor group.
Expiry date: after one year

Name: _hjid
Value: 699ffb1c-4bfb-483f-bde1-22cfa0b59c6c

Purpose: This cookie is used to maintain a Hotjar user ID, which is unique for the website in the browser. That way, upon the next website visits, the user behaviour can be assigned to the same user ID.
Expiry date: after one year

Name: _hjMinimizedPolls
Value: 462568111691100-8
Verwendungszweck: Every time you minimise a feedback poll widget, Hotjar sets this cookie. It ensures that the widget stays minimised when you surf our sites.
Expiry date: after one year

Name: _hjIncludedInSample
Value: 1
Purpose: This session cookie is used to inform Hotjar if you are part of the selected individuals (sample), who are used for the creation of funnels.
Expiry date: after one year

Name: _hjClosedSurveyInvites
Purpose: This cookie is set when you see an invitation to a feedback poll in a popup window. It is used to ensure that this invitation appears to you only once.
Expiry date: after one year

Name: _hjDonePolls
Purpose: This cookie is set in your browser whenever you finish a round of questions for feedback in a poll widget. Therewith, Hotjar prevents you from receiving the same polls in the future.
Expiry date: after one year

Name: _hjDoneTestersWidgets
Purpose: This cookie is used when you enter your data in the "recruit user tester" widget. With this widget we want to engage you as a tester. The cookie is used to prevent the form from reappearing repeatedly.
Expiry date: after one year

Name: _hjMinimizedTestersWidgets
Purpose: This cookie is set to keep the "recruit user tester" widget minimised accross all our pages. The cookie is set upon you minimising this widget once.
Expiry date: after one year

Name: _hjShownFeedbackMessage
Purpose: This cookie is set if you minimise or amend the given feedback. This is done so the feedback is instantly loaded as minimised when you navigate to another page, on which it is displayed.
Expiry date: after one year

How long and where is the data saved?

We integrated a tracking code to our website, which is transmitted to Hotjar's servers in Ireland (EU). This tracking code contacts Hotjar's servers and sends a script to your computer or any terminal device with which you are accessing our website. The script collects certain data concerning your interaction with our website. Then, the data is sent to Hotjar's servers for processing. Moreover, Hotjar imposed a limit of retaining data for up to 365 days on itself. This means that all data collected by Hotjar which is over one year old are deleted automatically.

How can I delete my data or prevent data storage?

Hotjar saves none of your personal data for its analysis. The company even advertises with the

slogan "We track behaviour, not individuals". In addition, it is always possible for you to prevent the collection of your data. For this you simply need to visit Hotjar's "Opt-out page" and click on "deactivate Hotjar". Please note that deleting cookies, using your browser's private mode or utilising a different browser will result in the collection of data again. Furthermore, you can activate the "Do Not Track" button in your browser. To do this in Chrome for example, you must click on the three bars and select "Settings". In the section "Data Protection" you will find the option "Send a 'Do Not Track' request with your browsing traffic". Finally, you must click on this button and no data will be collected by Hotjar.

You can find more details on the privacy policy and on what data Hotjar uses and how it is utilised at https://www.hotjar.com/legal/policies/privacy?tid=111691100.

wao.io Privacy Policy

In order to technically optimise our website as well as possible, we use the online service wao.io. of the technology company Avenga Germany GmbH, Bahnhofsvorplatz 1, 50667 Cologne, Germany. The service helps us protect our website from cyber-attacks, to increase the loading speed of our website and to improve the general performance of our website.

Wao.io is a cloud solution. That means that for this service to work, we did not have to change any code or install a plugin. However, we still transmit our website's content to wao.io. Your IP address is also transmitted to and processed by wao.io and it is stored anonymously for seven days in so-called log files. Wao.io also stores a cookie in your browser on your end device (PC, laptop, tablet, etc.). This cookie is a so-called session cookie. Hence, when you close your browser, the cookie is also deleted. However, permanent cookies are also saved for analysis purposes. Data about your user behaviour on our website is determined and saved. These are for example information about which subpage you are viewing, the time you spend on a page or which buttons you click. Based on the data, wao.io enables us to carry out a pseudonymized analysis of user behaviour on our website. Of course, this helps us to better respond to your wishes and thus to optimise our entire service. Some of these permanent cookies are deleted after 30 minutes and others persist for up to a year.

Here is an exemplary list of cookies that may be set by wao.io:

Name: fdx2v
Value: 1cf811cb0cdf86c6e32b263c4c17554d
Purpose: The cookie is used to identify a page view.
Expiration date: after end of session

Name : fdx2s
Value: d8deeaf0c692d4110da9ecd566eca782 111691100 -5
Purpose: This cookie is used to identify a session.
Expiration date: after 30 minutes

Name : fdx2u
Value: d4546d1f71b6f5f19bf347f644ace784 111691100 -0
Purpose: This cookie is used to recognise you when you return to our website.
Expiration date: after one year

Note: Please note that this is only an exemplary list and that we do not claim for it to be exhaustive.

If do not want these cookies to be set, and hence your data to be stored, you can prevent the placement of cookies via your browser. You can manage, deactivate, or delete cookies in your browser. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

For more information about wao.io's data processing, please view wao.io's Privacy Policy at https://wao.io/en/privacy.

WP Statistics Privacy Policy

On our website we use the analysis plugin WP Statistics. This plugin has been developed by the American software company Veronalabs (5460 W Main St, Verona, NY 13478, United States). The plugin allows us to receive simple statistics on how you as a user interact with our website. In this privacy policy we will go into more detail about the analysis tool and show you where and for how long your data is stored.

What is WP Statistics?

This plugin is an analysis software which was specially developed for websites that use the WordPress content management system. WordPress helps us to easily edit our website even without any programming knowledge. WP Statistics may for example collect data about how long you stay on our website, what subpages you visit, how many visitors are on our website or which website led you to us. Furthermore, WP Statistics does not set any cookies and you cannot be personally identified by the collected data.

Why do we use WP Statistics?

With the help of WP Statistics, we obtain simple statistics that help us to continuously improve and make our website even more interesting for you. Our website and the content, products and/or services offered on it should meet your needs and demands as closely as possible. In order to achieve this goal, we of course have to find out where there is room for improvements and changes. The statistics obtained help us to get one step closer to this goal.

Which data is stored by WP Statistics?

WP Statistics does not set any cookies and the collected data are only used to generate anonymised statistics on the use of our website. WP Statistics also anonymises your IP address. You cannot be identified as a person.

WP Statistics collects visitor data when your web browser connects to our web server. These data are then stored in our server's database. The retained data may for example be:

- •the address (URL) of the accessed website
- •browser and browser version
- •the operating system used
- •the address (URL) of the previously visited page (referrer URL)
- •the hostname and IP address of the device from which our website was accessed
- •date and time
- •information on the country/city
- •number of visitors that come from a search engine
- •duration of the website stay
- •clicks on the website

Your data will not be passed on or sold.

How long and where are the data stored?

All data is retained locally on our web server. Your data will be stored on our web server until it is no longer needed for the purposes listed above.

How can I delete my data or prevent data retention?

You have the right to information, rectification, deletion or restriction of the processing of your personal data at any time. Moreover, you can revoke your consent to the data processing anytime.

We have now given you the most important information about data processing by WP Analytics. Your data is handled very carefully, as the plugin does not use cookies and the data for statistical analyses are stored locally on our web server. If you want to learn more about WP Analytics, you can view the company's privacy policy at https://wp-statistics.com/privacy-and-policy/.

etracker Privacy Statement

On our website we use the analysis tracking tool etracker Analytics from the German company etracker GmbH, Erste Brunnenstrasse 1, D-20459 Hamburg. etracker Analytics is a software that collects and evaluates data about your actions on our website. We receive analysis reports on how you use our website and can therefore consistently better adapt our offer to your needs. In this privacy statement, we will go into more detail about the analysis tool. Above all, we will show you which data is stored when, how and where.

What is etracker?

Etracker Analytics is an analysis tool that can measure and analyse the performance of our website and online campaigns accordingly. The software program for example collects data on how long you have been on our website, how many users visit our website, as well as where you came to our website from. It also allows us to receive precise evaluations of visitor behaviour on our website. For example, we can find out which buttons you prefer to click or which subpages you like or tend to avoid. All this information is anonymous. This means that we only receive general user information and statistics, and this data does not identify you as a person.

Why do we use etracker on our website?

We use the software tool to increase the quality of our website and our offer. Our goal is to provide you with the best possible service. We want you to feel comfortable on our website and to receive exactly what you expect. To do this, we of course must adapt our offer as closely as possible to your wishes and requirements.

The data also help us to carry out our online marketing and advertising measures more cheaply and individually. Because, of course, we only want to show our offer to people who are genuinely interested in it.

Which data are stored by etracker?

For the tracking to work, a JavaScript code must be added to the website. Etracker uses a pixel technology.

By default, etracker does not use cookies or technologies for tracking on a website, as this was implemented in the so-called cookie-less mode by privacy-by-design. Therefore, only absolutely necessary cookies are set. However, if you have actively consented to the use of cookies, etracker also uses cookies.

The following data is stored and processed when the page is accessed:

- Your pseudonymised IP-address
- Technical information about your browser, operating system and the device you are using
- Location information up to city level
- The requested URL with the associated page title and optional information on the page content
- Referrer website: is the website you came to our website from
- Subsequent page: is the newt website you click on
- How long you stay on our website (length of stay)
- Interactions on the website. These are for example clicks on the website, search terms you entered, files you downloaded, videos or articles you ordered.

Thus, the web server uses website data and information that the web browser transmits to the web server to access websites. This information is transmitted with every single page request.

In contrast to other technologies, etracker does not read any information from the memory of your device and does not save any data on your device. Etracker will neither use the data for any other purposes nor pass it on to third parties.

The cookies used do not contain any information that can identify you as a person. Data such as your IP address, device and domain data are encrypted or shortened when they are saved. It is not possible for us or for etracker to identify individual persons.

If you have consented to the use of cookies, the following cookies may be set:

Name: GS3_v
Value: 146480958
Purpose: This cookie is set by the etracker Optimizer web service.
Expiry date: after one year

Name: _et_coid
Value: e9cc2b3efbf7807c6157e8b151baa2f3
Purpose:This cookie is used for cookie recognition and is only set when the cookie is activated.
Expiry date: after 3 years

Name: pll_language
Value: en
Purpose:This cookie is used to save the default language.
Expiry date: after one year

Note: Please note that this list is only a selection of the utilised cookies we do not claim for it to be exhaustive. Which cookies are set in each case depends on the respective evaluation mechanisms used. You can view all cookies in a list at the following link: https://www.etracker.com/en/docs/using-etracker/etracker-optimiser/testing-targeting/a-b-testing-smart-messages/

How long and where are the data stored?

The data center (server) is in Hamburg, while the entire system administration also takes place in Hamburg. Thus, all data is stored exclusively on German servers. etracker stores the data until their contract with us as a customer expires. Shortly after the end of the contract, all data will be permanently deleted.

How can I delete my data or prevent data retention?

You have the right to information, rectification or deletion and restriction of your personal data's

processing at any time. You can also revoke your consent to the processing of the data at any time.

If you generally want to deactivate, delete or manage cookies, there are separate instructions for each browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we were able to provide you with the most important information about data processing by etracker. If you want to learn more about the tracking service, we recommend the company's privacy policy at https://www.etracker.com/en/data-privacy/.

Jetpack Privacy Policy

We use the WordPress plug-in Jetpack on our website. Jetpack is a software that provides us with an array of services such as web analyses. Jetpack is operated by Automattic (Inc. 132 Hawthorne Street San Francisco, CA 94107, USA), which uses Quantcast (Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA). The integrated tracking tool also collects, stores and processes your personal data. In this privacy policy, we will show you exactly which data are involved, why we use Jetpack and how you can prevent this data storage.

What is Jetpack?

Jetpack is a plug-in for WordPress websites and has many different functions and modules. All these tools help us not only to design our website more beautifully, but also to make it safer and to welcome more visitors. Jetpack for example allows to display related posts and to share content. On top of that it can also improve our website's loading speed. All functions are hosted and provided by WordPress.

Why do we use Jetpack?

It is crucial for us that you feel comfortable on our website and find what you are looking for. We can only be successful if you are satisfied with our services. And for us to know how and where we can improve our website, we need information. With Jetpack we can for example see how often and for how long you are on a single site or which buttons you tend to click. With the help of this information, we can improve our website and adapt it to your wishes and preferences.

Which data are stored by Jetpack?

Your personal data will be identified, stored and processed, which is done especially through the built-in tracking tool WordPress.com-statistics. In order for Jetpack to work, Jetpack will set a cookie in your browser when you open a website with built-in components of the tool. The collected data will be synchronised with Automattic and stored there.

In addition to your IP address (which is anonymised before storage), the retained data includes data on your user behaviour, which is for example your browser type, unique device identifier, preferred language, the date and time of page entry, your operating system and information about your mobile network. Jetpack uses this information to improve its own services and offers and to get better insights on the use of its services. The following data may also be synchronised and stored:

- For Google Ads customers, email address and physical address of the account will be synchronised
- Successful and unsuccessful login attempts. Your IP address and the user agent will also be stored for this purpose
- User IDs, usernames, email addresses, roles, and skills of the registered users. However, no passwords will be retained
- The user ID of users who make changes to the website
- Twitter username, if it has been configured with Jetpack

Jetpack also uses cookies to store data. In the following we will show you a few exemplary cookies that Jetpack may use:

Name: eucookielaw
Value: 1613651061376111691100-6
Purpose: Stores the status of the user's consent to the use of cookies.
Expiry date: after 180 days

Name: tk_ai
Value: 0
Purpose: This cookie stores a randomly generated anonymous ID. It is only used within the admin area to keep track of general analyses.
Expiry date: after end of the session

Name: tk_tc
Value: E3%2BgJ1Pw6iYKk%2Fvj111691100-3
Purpose: This is a so-called referral cookie. With it, the connection between WooCommerce and a website with a Jetpack plugin is analysed.
Expiry date: after end of the session

Note: Jetpack uses many different cookies. Which cookies are actually used depends on what Jetpack functions are used and on what your actions are on the websites that have an integrated Jetpack plug-in. At https://jetpack.com/support/cookies/ you will see a list of possible cookies used by Jetpack.

How long and where are the data stored?

Automattic retains the collected data until it is no longer used for its own services. Beyond this period, your data will only stay stored if the company is obliged to keep it for legal reasons. Certain data are deleted after about 30 days. These include web server logs such as your IP address, browser type and operating system. The data are stored on the company's American servers.

How can I delete my data or prevent data retention?

As mentioned above, Jetpack uses cookies to retain data. If you do not want Jetpack to collect your data in the future, you can request an "Opt-Out" cookie at https://www.quantcast.com/opt-out/. Quantcast will then place this cookie and none of your visitor data will be stored. This will be the case until you delete this cookie again.

Alternatively, you can easily manage, deactivate or delete cookies yourself in your browser if you want to. Cookie management works a little differently depending on the browser type you are using. In the following, you will find instructions to do this in the most common browsers.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

If you want to find out more about the privacy guidelines and data processing by Jetpack or Automattic, we recommend you to read the privacy policy at https://automattic.com/privacy/, the cookie guidelines at https://automattic.com/cookies/and also the information page at https://jetpack.com/support/what-data-does-jetpack-sync/. We hope we could provide you with a good overview on Jetpack's data processing.

IONOS WebAnalytics Privacy Policy

We use the analysis tool IONOS WebAnalytics by the German company 1&1 IONOS SE, Elgendorfer Straße 57, 56410 Montabaur, Germany on our website. The tool helps us to analyse our website. For this, data is collected and stored. However, this tool does not collect any data that could identify you as a person. Nevertheless, in this privacy policy we will give you more detailed information on the processing and storage of your data and explain why we use IONOS WebAnalytics.

What is IONOS WebAnalytics?

As the name suggests, IONOS WebAnalytics is a tool that is used to analyse our website. The software program collects data such as how long you have been on our website, what buttons you click or which website has led you to us. Frankly, this gives us a good overview of the user behaviour on our website. This information is fully anonymous. Meaning, that with this data we cannot identify you as a person, and only receive general usage information and statistics.

Why do we use IONOS WebAnalytics on our website?

It is our goal to provide you the best possible experience on our website. We are confident of our offers and want our website to be a helpful and useful place for you. To ensure this, we have to adapt our website to your needs and wishes as well as we can. A web analysis tool such as IONOS WebAnalytics and the data it provides can improve our website accordingly. Furthermore, the collected data can also be useful to us for making our advertising and marketing measures more individual. However, with all these web analyses, the protection of your 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.

Which data are stored by IONOS WebAnalytics?

Your data are collected and stored using log files or a so-called pixel. A pixel is a snippet of JavaScript code that loads various functions which can be used for tracking user behaviour. WebAnalytics deliberately refrains from using cookies.

IONOS does not retain any of your personal data. When you access a page, your IP address is transmitted, but is then immediately anonymised and processed in a way that makes it impossible to identify you as a person.

The following data are stored by IONOS WebAnalytics:

- •Your browser type and version
- •which website you visited before (referrer)
- •which specific site you have accessed on our website
- •which operating system you are using
- •which device you are using (PC, tablet or smartphone)

- when you accessed our site
- Your anonymised IP address

These data are not forwarded to any third party providers and are only used for statistical evaluations.

How long and where are the data stored?

The data will be stored until our contract with IONOS WebAnalytics expires. With a regular web hosting tariff, the data will be stored in our log directory, which will generate graphical statistics. These logs are deleted every 8 weeks. With a MyWebsite tariff, the data is identified by a pixel. In this case, the data is only stored and processed internally at IONOS WebAnalytics.

How can I delete my data or prevent data retention?

Generally, you reserve the right to information, correction or deletion and restriction of the processing of your personal data at any time. Moreover, you can revoke your consent to the processing of your data anytime. However, it is not possible to delete this data since IONOS WebAnalytics neither stores or processes any of your personal data, nor any data that could be assigned to you as a person.

We hope we could provide you with the most important information on IONOS WebAnalytics' rather sparing data processing. If you want to learn more about the tracking service, we recommend you to read the company's privacy policy at https://www.ionos.co.uk/help/online-marketing/siteanalytics/information-collected-in-siteanalytics/?tid=111691100.

MailChimp Privacy Policy

Like many other websites, we use the services of the newsletter company MailChimp on our website. The operator of MailChimp is the company The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. With the aid of MailChimp we can easily send you interesting news via newsletter. For the use of the service we do not have to install anything but can still access a pool of very efficient features. In the following we will give more details on this email marketing service and will inform you about the most important data protection aspects.

What is MailChimp?

MailChimp is a cloud-based newsletter management service. "Cloud-based" means that we do not need to install MailChimp on our own computer or server. Instead, we use the service on an external server, or more specifically via an IT infrastructure, which is available via the internet. Using a software this way is also called SaaS (software as a service).

MailChimp allows us to chose from a wide range of different email types. Depending on what goal we want to reach with our newsletter, we can run individual campaigns, regular campaigns, auto responders (automated emails), A/B tests, RSS campaigns (mailings at pre-set times and frequencies) and follow-up campaigns.

Why do we use MailChimp on our website?

The reason we would use any newsletter service is so we can stay in contact with you. We want to keep you on the loop what news or attractive offers we have for you at the time. As we constantly seek out the easiest and best solutions for our marketing measures, we have decided on MailChimp as our newsletter management service. While the software is very easy to use, it offers many helpful

features. For example, it allows us to create interesting and attractive newsletters in only a short time. With integrated design templates we can create every newsletter in an individual way. Due to the "responsive design" feature, our contents are also presented in a readable and pleasant way on your smartphone (or any other mobile device).

With tools such as A/B testing or the extensive analysis options, we can swiftly tell how you like our newsletters. This means that we can react if necessary and improve our offer or our services.

Another advantage is MailChimp's "cloud system". The data is not stored and processed directly on our server. We can retrieve the datafrom external servers and therefore save our memory space and also decrease maintenance effort.

What data is saved by MailChimp?

Rocket Science Group LLC (MailChimp) operate online platforms which enable us to get in contact with you, provided you subscribed to our newsletter. If you become a subscriber of our newsletter via our website, by email you agree to become a member of a MailChimp email list. Then, MailChimp saves your subscription data and your IP address, so it can verify your entry into the list provider. Moreover, MailChimp stores your email address, your name, your physical address and demographic information, such as language or location.

This information is used to send emails to you and to allow certain other MailChimp functions (e.g. the evaluation of newsletters).

MailChimp also shares information with third parties to improve its services. Moreover, MailChimp shares certain data with advertising partners of third parties to get a better understanding of its clients' interests, in order to provide relevant contents and target-oriented advertising.

With so-called "web beacons" (small graphics in HTML emails), MailChimp can determine if an email has arrived, has been opened or if links have been clicked. This information is then stored on MailChimp's servers. That way we receive statistical evaluations and can see how you liked our newsletter. Therefore, we can tailor our offer better to your wishes and improve our service.

Moreover, MailChimp are allowed to use this data for improving their own service. Thus, they can for example technically optimise the distribution or determine the location (or the country) of the recipient.

The following cookies can be set by MailChimp. The list is not exhaustive and is merely an exemplary selection:

Name: AVESTA_ENVIRONMENT
Value: Prod
Purpose: This cookie is necessary to provide the services of Mailchimp. It is always set when a user registers for a newsletter mailing list.
Expiry date: at the end of the session

Name: ak_bmsc
Value: F1766FA98C9BB9DE4A39F70A9E5EEAB55F6517348A7000001111691100-3
Purpose: The cookie is used to differentiate a human from a bot. That way secure reports on the use of a website can be created.
Expiry date: after 2 hours

Name: bm_sv
Value: A5A322305B4401C2451FC22FFF547486~FEsKGvX8eovCwTeFTzb8//I3ak2Au…
Purpose: This cookie comes from MasterPass Digital Wallet (a MasterCard service) and is used to offer a secure and easy virtual payment process to visitors. For this purpose, the user is anonymously identified on the website.
Expiry date: after 2 hours

Name: _abck
Value: 8D545C8CCA4C3A50579014C449B045111691100-9
Purpose: We could not find any further information about the purpose of this cookie.
Expiry date: after one year

For better display it could be that you would sometimes open our newsletter via a specified link. This can be the case if your email program does not work or if the newsletter is not displayed properly. The newsletter will then be shown via a MailChimp website. MailChimp also uses cookies on its websites (small text files which save data on your browser).
Personal data can be processed by MailChimp and their partners (e.g. Google Analytics). MailChimp is responsible for the collection of this data and we have no influence on it. MailChimp's "Cookie Statement" (at: https://mailchimp.com/legal/cookies/) tells you exactly how and why the company uses cookies.

How long and where is the data saved?

Since MailChimp is an American company, all retained data is stored on American servers.

Generally, the data stays permanently saved on MailChimp's servers and is deleted only when you request it. You can have your contact information with us deleted. This permanently removes all your personal data for us and anonymises you in MailChimp's reports. However, you can also request the deletion of your data permanently at MailChimp. Then all your data are removed from there and we receive a notification from MailChimp. After we receive the email we have 30 days to delete your contact from all integrations.

How can I delete my data or prevent data retention?

You can withdraw your approval for the receipt of our newsletters anytime, by clicking the link in the lower area of the received newsletter email. When you click on the unsubscribe link, your data with MailChimp gets deleted.

When you land on a MailChimp website via a link in our newsletter and cookies are consequently set in your browser, you can delete or deactivate these cookies anytime.

Depending on the browser, the deactivation or deletion differs slightly. The following instructions show how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies, you can set up your browser in a way so it would notify you whenever a potential cookie is about to be set. This lets you decide upon the placement of every single cookie.

MailChimp is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&tid=111691100. You can find more information on MailChimp's use of cookies at https://mailchimp.com/legal/cookies/, and you can learn more about data protection at MailChimp (Privacy) at https://mailchimp.com/legal/privacy/.

MailChimp Data Processing Addendum

We entered a contract with MailChimp on the Data Processing Addendum. This contract serves as a protection of your personal data and ensures that MailChimp follows the applicable data protection regulations and disclose your personal data to third parties.

You can find more information on this contract at https://mailchimp.com/legal/data-processing-addendum/.

Sendinblue Privacy Policy

On our website you can subscribe to our newsletter for free. For this to work, we use the Sendinblue email service for our newsletter. This is a service of the German company Sendinblue GmbH, Köpenicker street 126, 10179 Berlin.

We are of course very pleased if you register for our newsletter. That way we can always tell you what is going on in our company first-handedly, so you can stay up to date. However, you should know that when you sign up for the newsletter, all data you enter (such as your email address or your first and last name) will be saved and managed on our server as well as at Sendinblue. This also applies to personal data. For example, in addition to the time and date of registration, your IP address is also saved. During registration, you also consent to us sending you our newsletter. Moreover, you will also find a reference to the privacy policy there.
The newsletter service also offers us helpful options for analysis. This means that if we send a newsletter, we can for example find out whether and when you opened the newsletter. The software also detects and records which link you click in the newsletter. This information helps us enormously to adapt and optimise our service to your wishes and concerns. After all, we naturally want to offer you the best possible service. In addition to the data already mentioned above, data about your user behaviour is also stored.

You can revoke your consent to this data processing at any time. You can do so by for example clicking the unsubscribe link directly in the newsletter. After you have unsubscribed, your personal data will be deleted from our server and from Sendinblue's servers located in Germany. You reserve the right to free information about your stored data and, if necessary, a right to deletion, blocking or rectification.

If you would like more information about data processing, we recommend the company's privacy policy at https://www.sendinblue.com/legal/privacypolicy/.

Google AdSense Privacy Policy

We use Google AdSense on this website. It is an advertising program of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With Google AdSense we can show advertisements that fit our theme. Thus, we can offer you adverts that ideally give you added value. In this privacy statement on Google AdSense we will explain to you, why we use Google AdSense on our website and which of your data is processed and saved, as well as how you can prevent this data retention.

What is Google AdSense?

The advertising program Google AdSense has been around since 2003. As opposed to Google Ads (previously: Google AdWords) it is not possible to advertise on Google AdSense oneself. Google AdSense displays advertisements on websites, such as ours. The biggest advantage of this web service compared to some others, is that Google AdSense only shows ads to you which match our website's contents. Google has its own algorithm which calculates what ads are shown to you. Of

course, we only want to show you ads that interest you and provide you added value. Google checks which advertisements are suitable for our users, considering your interests, your user behaviour and our offer. At this point we want to mention that we are not responsible for the choice of the ads. We merely offer advertising space on our website, while Google selects the displayed ads. Moreover, since August 2013 the ads are customised to the respective user interface. This means, that no matter if you visit our website with your smartphone, your PC or your laptop, the ads adjust to your terminal device.

Why do we use Google AdSense on our website?

The operation of a high-quality website requires tremendous dedication and commitment. We are essentially never finished with working on our website. This is, because we continuously maintain and keep our website up to date. Of course, we want to achieve economic success with this work. Therefore, we decided for to use advertisements as a source of revenue. It is most important to us however, that we do not disrupt your visit to our website with these advertisements. Thence, with the aid of Google AdSense, only adverts that are tailored to you and our themes are shown.

Like with Google's indexation for a website, a bot examines both, the matching content and the offers on our website. Then, the ads are adapted to and presented on the website. Alongside the contextual overlaps between the ads and website offer, AdSense also supports interest-based targeting. This means, that Google also uses your data to offer advertising that is tailored to you. That way you receive ads that ideally offer you added value, and it gives us a higher chance of earning a bit.

What data is stored by Google AdSense?

Google AdSense uses cookies to display ads that are customised to you. Cookies are little text files, that store certain information on your computer.

Cookies are supposed to enable improved advertisements in AdSense. They do not contain any personally identifiable data. However, it should be considered that Google does not view data such as "Pseudonymous Cookie-IDs" (name or other identification feature is replaced with a pseudonym) or IP addresses as personally identifiable information. Although, within the framework of the GDPR, this data can be classified as personal data. Following every impression (every time you see an ad), every click and any other activity that leads to a call on its servers, Google AdSense sends a cookie to the browser. The cookie is then saved in the browser, provided the browser accepts it.

Under certain circumstances, third parties can place cookies in your browser, and read them or use web beacons, to store data they receive through the display of ads on the website. Web beacons are little graphics that analyse and a record the log file. This analysis allows a statistical evaluation for the online marketing.

Through this cookie, Google can collect certain information on your user behaviour on our website. These include:

- Information on how you interact with an ad (clicks, impressions, mouse movements)
- Information if an ad has already been displayed in your browser. This data helps to prevent an ad from showing multiple times.

Thereby, Google evaluates and analyses data on the displayed advertising material along with your IP address. Primarily, Google uses the data to measure the effectiveness of an ad and improve the advertising offer. Moreover, the data does not get linked to your personal data which Google might have received via other Google services.

In the following we will introduce you to the cookies that Google AdSense uses for tracking purposes. Please note, that we will refer to a test website, which only has Google AdSense installed

to it:

Name: uid
Value: 891269189111691100-8
Purpose: The cookie is stored under the domain adform.net. It provides a uniquely assigned user ID that is generated automatically and collects data on the activity on our website.
Expiry date: after 2 months

Name: C
Value: 1
Purpose: This cookie identifies if your browser accepts cookies. The cookie is stored under the domain track.adform.net.
Expiry date: after 1 month

Name: cid
Value: 8912691894970695056,0,0,0,0
Purpose: This cookie is saved under the domain track.adform.net. It stands for the client ID and is used to offer you improved advertisements. It can forward more relevant adverts to the user and helps to improve reports on campaign performance.
Expiry date: after 2 months

Name: IDE
Value: zOtj4TWxwbFDjaATZ2TzNaQmxrU111691100-1
Purpose: The cookie is stored under the domain doubleclick.net. It serves the purpose of registering your actions following an impression or a click on the ad. Thus, it can be measured how our visitors like an ad.
Expiry data: after 1 month

Name: test_cookie
Value: not specified
Purpose: With the „test_cookies" it can be verified, if your browser even supports cookies. The cookie is saved under the domain doubleclick.net.
Expiry date: after 1 month

Name: CT592996
Value:733366
Purpose: It is saved under the domain adform.net. The cookie is placed upon your click on an ad. We could not find any further information on the use of this cookie.
Expiry date: after one hour

Note: This list does not claim to be exhaustive, as Google frequently change the choice of their cookies.

How long and where is the data stored?

Google retains your IP address, as well as various activities you perform on the website. Cookies store this information with the interactions on our website. According to Google, the company collects and saves the given information securely on its internal servers in the USA.

If you do not have a Google account or are not logged in, Google usually stores the collected data on your browser with a unique identification (ID). The IDs saved in cookies serve e.g. for providing personalised advertisements. If you are logged into a Google account, Google can gather personal information.

You can delete certain data that is saved by Google anytime (see next section). Much of the information saved in cookies get automatically deleted after a specific time. However, there are also data which are retained by Google for a longer period. This is the case, when Google must store

certain data for an undefined, longer period due to economical or legal necessities.

How can I delete my data or prevent data retention?

You can always clear or deactivate cookies that are on your computer. How exactly this can be done depends on the browser.

Here you can find an instruction on how you can manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies, you can set your browser to notify you whenever a potential cookie is about to be set. This lets you decide to either permit or deny the placement of every single cookie. By downloading and installing the browser plugin at https://support.google.com/ads/answer/7395996, any advertising cookies get deactivated as well. Please note, that deactivating these cookies does not stop advertisements, it only inhibits personalised adverts.

If you have a Google account, you can deactivate personalised adverts on the website https://adssettings.google.com/authenticated. You will continue to see ads, but they will stop being customised to your interests. Nevertheless, the ads are displayed based on a few factors, such as your location, the browser type and the used search terms.

You can learn more about what data Google generally collects and what they are used for at https://policies.google.com/privacy?hl=en-GB.

Amazon Associates Program Privacy Policy

We use the Amazon Associates Program of the company Amazon.com Inc on our website. The responsible bodies for the privacy statement are Amazon Europe Core S.à.r.l., Amazon EU S.à.r.l, Amazon Services Europe S.à.r.l. as well as Amazon Media EU S.à.r.l., which are based at 5, Rue Plaetis, L-2338 Luxemburg, along with Amazon Instant Video Germany Ltd., which is located at Domagkstraße 28, 80807 Munich. Thereby, Amazon Germany Services Ltd. at Marcel-Breuer-Straße 12, 80807 Munich is responsible for data processing. Due to the use of the Amazon Associates Program, Amazon can receive, store and process your data.

In this privacy statement we will inform you on what data this can be, why we use the program and how you can manage or prevent the data transmission.

What is the Amazon Associates Program?

The Amazon Associates Program is an affiliate marketing program of the online shipping company Amazon.co.uk. Like any affiliate program, the Amazon Associates Program is also based on the principle of intermediation commissions. Amazon (or we) place advertisements or partner links on our website, which let us receive a reimbursement of advertising costs (commission) if you click on them and buy a product on Amazon.

Why do we use the Amazon Associates Program on our website?

Our aim is to provide you a pleasant time with extensive, helpful content. Therefore, we put a lot of

work and energy into the development of our website. With the aid of the Amazon Associates Program, we can receive a little remuneration for our work. Of course, every affiliate link to Amazon is related with our theme and shows offers that may interest you.

What data is stored by the Amazon Associates Program?

As soon as you interact with the products and services of Amazon, the company collects your data. Amazon differentiates between information you actively gave to the business and information that is collected and retained automatically. "Active information" include name, email address, telephone number, age, payment details or location information. So-called "automatic information" are primarily saved by cookies. This includes information, user behaviour, IP address, device information (browser type, operating systems) or the URL. Moreover, Amazon also saves the clickstream, which is the path (order of pages) you make as a user in order to get to a product. Amazon also stores cookies in your browser to retrace the origin of an order. This enables the company to identify if you clicked an Amazon ad or an affiliate link on our website.

If you have an Amazon account and are logged in to it while you surf our website, the collected data can be allocated to your account. You can prevent this by logging out of Amazon before surfing our website.

In the following we will show you exemplary cookies that are placed in your browser when you click an Amazon link on our website.

Name: uid
Value: 3230928052675285215111691100-9
Purpose: This cookie stores a unique user ID and collects information on your website activity.
Expiry date: after 2 months

Name: ad-id
Value: AyDaInRV1k-Lk59xSnp7h5o
Purpose: This cookie is provided by amazon-adsystem.com and serves the company regarding various advertising purposes.
Expiry date: after 8 months

Name: uuid2
Value: 8965834524520213028111691100-2
Purpose: This cookie allows targeted and interest-based advertising via the AppNexus platform. By the IP address it collects and retains anonymous data on what ads you clicked and which sites you opened.
Expiry date: after 3 months

Name: session-id
Value: 262-0272718-2582202111691100-1
Purpose: This cookie stores a unique user ID that the server assigns to you for the duration of a website visit (session). If you visit the site again, the information saved in there gets retrieved again.
Expiry date: after 15 years

Name: APID
Value: UP9801199c-4bee-11ea-931d-02e8e13f0574
Purpose: This cookie stores information on how you use a website, and on what ads you looked at before your visit to the website.
Expiry date: after one year

Name: session-id-time
Value: tb:s-STNY7ZS65H5335FZEVPE|1581329862486&t:1581329864300&adb:adblk_no
Purpose: This cookie records the time you spend on a website with a unique cookie ID.
Expiry date: after 2 years

Name: csm-hit
Value: 20827548011
Purpose: We could not find any detailed information on this cookie.
Expiry date: after 15 years

Note: Please note, that this list merely shows examples of cookies and does not claim to be exhaustive.

Amazon use the obtained information to better tailor their advertisements to their users' interests.

How long and where is my data saved?

Amazon saves personal data for as long as it is required for both Amazon's business services, and for legal reasons. As the company's headquarters are in the USA, any collected data is stored on American servers.

How can I delete my data or prevent data retention?

You always have the right to access your personal data and clear it. If you have an Amazon account, you can manage or delete many of the collected data.

Furthermore, your browser offers another option for managing Amazon's processing and retention of data according to your preferences. There you can manage, clear or delete cookies.
This works a little different on every browser. Here you can find instuctions for the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Amazon is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct transfer of personal data between the USA and EU. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000TOWQAA4. We hope we could make you more familiar with the most important information on data transfer concerning the Amazon Associates Program. You can find more information at https://www.amazon.co.uk/gp/help/customer/display.html?nodeId=201909010.

Awin Affiliate Program Privacy Policy

We work with the affiliate and advertising company AWIN AG (Eichhornstrasse 3, 10785 Berlin, Germany). Awin uses tracking tools to perform its services and to be able to save and trace a user action (e.g. the purchase of a product). This means that your data will also be sent to the company in pseudonymised form where it will then be stored. In this privacy policy, we want to explain not only why we use this affiliate program, but also which of your data is stored, how it is stored and how you can prevent this data retention.

What is the Awin affiliate program?

Awin is an affiliate marketing network. Its members are advertisers and website operators who offer an advertising platform for the products or services offered. In affiliate marketing, website operators are usually referred to as publishers. They place advertisements for advertisers on their platform

(website) and receive a commission in the event of a click or sale.

Why do we use the Awin affiliate program on our website?

In addition to our content, products or services, we also want to provide you with interesting advertisements that fit our theme. We also offer our website as advertising space and the Awin affiliate network provides us with many contacts to advertisers. This enables us to place selected advertisements on our website and receive a commission for successful transactions (leads, sales).

What data is stored by the Awin affiliate program?

Awin needs certain user data to be able to reconstruct the path from us (publisher) to the advertiser. This means that when you click on an advertisement on our website and land on the advertiser's website, it will be documented by cookies. Awin also creates a restricted user profile (without your name and identity), which documents the path from an advertisement to a sale.

In order to trace this path, Awin uses so-called tracking domain cookies, journey tags and device fingerprinting. The cookies are set in your browser when you click on one of the ads on our website. The journey tags are integrated into the advertiser's website as JavaScript code so that Awin can receive transaction data. Moreover, fingerprinting enables Awin to uniquely identify a device by taking browser or device attributes into account. The cookies for example store which advertising material was clicked on what website and when it was clicked.

Below we will show you a list of exemplary cookies that are set in your browser when you click on an advertisement on our website.

Name: AWSESS
Value: 360701:2483145111691100-1
Purpose: This cookie stores data on when you see or click an advertisement. This information is then used to avoid showing you the same ads over and over again.
Expiry date: after end of the session

Name: aw11354
Value: 512465|0|0|1606813823||aw|24336851897
Purpose: This cookie is set as soon as you click on a link that leads to the advertiser. The ID stores our web address, the ad you clicked, the time, the ad type ID and the product ID.
Expiry date: after 30 days

Name: bId
Value: HLEX_5fc6087ff90540.34189752111691100-8
Purpose: This cookie sets a browser-specific ID to identify a new click on the same browser.
Expiry date: after one year

All this data is used only to understand a publisher's marketing efforts and sales. Furthermore, the members of the network are provided with an analysis report based on the collected data. This data is only ever passed on in summarised form, which does not allow any conclusions to be drawn about you as a person. According to Awin, the collected data are not used for users' interest or personality profiles. Moreover, for each transaction Awin retains an individual sequence of numbers that contains information about the campaign and the devices used. Awin only processes so-called "pseudonymous" user data, which cannot identify you directly.

How long and where are the data stored?

According to Awin, all data is saved until the designated purposes have been implemented and the accounting and reporting requirements no longer require it to be stored. There are no details available on the company's website. The data is stored on European servers. Furthermore, since

Awin only processes pseudonymous data, no information can be given about personal data such as IP addresses for example.

How can I delete my data or prevent data retention?

Should any of your personal data be collected, you of course reserve the right to access and delete them at any time. However, Awin usually only stores pseudonymous data that cannot identify you as a person. Nevertheless, data is of course collected with cookies. If you want to prevent this, you have the option of managing, deactivating or deleting cookies in your browser. This works a little differently for each browser. Below you will find the instructions for the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we could provide you with the most important information about Awin and their data processing. If you would like more information on Awin's privacy guidelines, we recommend you to read their privacy policy at https://www.awin.com/gb/privacy. If you have any questions you can also send an email to global-privacy@awin.com at any time.

Google Ads (Google AdWords) Conversion Tracking Privacy Policy

We use Google Ads (previously Google AdWords) as an online marketing measure, to advertise our products and services. Thus, we want to draw more people's attention on the internet to the high quality of our offers. As part of our advertising measures with Google Ads, we use the conversion tracking of Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") on our website. With the aid of this free tracking tool we can tailor our advertising offer better to your interests and needs. In the following article we will explain, why we use conversion tracking, what data gets saved and how you can prevent this data retention.

What is Google Ads conversion tracking?

Google Ads (previously Google AdWords) is the internal online advertising sxstem of the company Google LLC. We are convinced of our offer's quality and would like as many people as possible to discover our website. For this, Google Ads offers the best platform within the online environment. Of course, we also want to get an overview of the cost-benefit factor of our advertising campaigns. Thence, we use Google Ads' conversion tracking tool.

But what is a conversion actually? A conversion occurs, when you turn from an interested visitor into an acting website visitor. This happens every time you click on our ad and then make another action, such as paying a visit to our website. With Google's conversion tracking tool, we can understand what happens after a user clicks our Google ad. It shows us for instance if products get bought, services are used or whether users have subscribed to our newsletter.

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

We use Google Ads to show our offer also across other websites. Our aim is for our advertising campaigns to reach only those people, who are interested in our offers. With the conversion tracking tool, we see what keywords, ads, ad groups and campaigns lead to the desired customer

actions. We see how many customers interact with our ads on a device, to then convert. With this data we can calculate our cost-benefit-factor, measure the success of individual ad campaigns and therefore optimise our online marketing measures. With the help of the obtained data we can give our website a more interesting design and customise our advertising offer better to your needs.

What data is stored with Google Ads conversion tracking?

For a better analysis of certain user actions, we have integrated a conversion tracking tag, or code snippet to our website. Therefore, if you click one of our Google ads, a Google domain stores the cookie "conversion" on your computer (usually in the browser) or on your mobile device. Cookies are little text files that save information on your computer.

Here are data of the most significant cookies for Google's conversion tracking:

Name: Conversion
Value: EhMI_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYlSAGQ111691100-3
Purpose: This cookie saves every conversion you make on our website after you came to us via a Google ad.
Expiry date: after 3 months

Name: _gac
Value: 1.1558695989.EAIaIQobChMIiOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEgIYQfD_BwE
Purpose: This is a classic Google Analytics Cookie that records various actions on our website.
Expiry date: after 3 months

Note: The cookie _gac only appears in connection with Google Analytics. The above list does not claim to be exhaustive, as Google repeatedly change the cookies they use for analytical evaluation.

As soon as you complete an action on our website, Google identifies the cookie and saves your action as a so-called conversion. For as long as you surf our website, provided the cookie has not expired, both Google and us can determine that you found your way to us via a Google ad. Then, the cookie is read and sent back to Google Ads, together with the conversion data. Moreover, other cookies may also be used for measuring conversions. Google Ads' conversion tracking can be fine-tuned and improved with the aid of Google Analytics. Furthermore, ads which Google displays in various places across the web, might be placed under our domain with the name "__gads" or "_gac".
Since September 2017, analytics.js retains various campaign information with the _gac cookie. This cookie stores data, as soon as you open one of our sites that has been set up for Google Ads' auto-tagging. In contrast to cookies that are placed for Google domains, Google can only read these conversion cookies when you are on our website. We do neither collect nor receive any personal data. We do obtain a report with statistical evaluations by Google. With the help thereof, we can not only see the total number of users who clicked our ad, but also what advertising measures were well received.

How long and where is the data stored?

At this point we want to reiterate, that we have no influence on how Google use the collected data. According to Google, the data are encrypted and saved on a secure server. In most cases, conversion cookies expire after 30 days, and do not transmit any personalised data. The cookies named "conversion" and "_gac" (which is used with Google Analytics) have an expiry date of 3 months.

How can I delete my data or prevent data retention?

You have the possibility to opt out of Google Ads' conversion tracking. The conversion tracking can be blocked by deactivating the conversion tracking cookie via your browser. If you do this, you will not be considered for the statistic of the tracking tool. You can change the cookie settings in your browser anytime. Doing so, works a little different in every browser. Hence, in the following you will find an instruction on how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a potential cookie is about to be set. This lets you decide upon permitting or denying the cookie's placement. By downloading and installing the browser plugin at https://support.google.com/ads/answer/7395996 you can also deactivate all "advertising cookies". Please consider that by deactivating these cookies, you cannot prevent all advertisements, only personalised ads.

Due to the certification for the American-European data protection convention "Privacy Shield", the American corporation Google LLC must comply to the EU's applicable data protection laws. If you want to find out more on data protection at Google, we recommend Google's general Privacy Policy: https://policies.google.com/privacy?hl=en-GB.

Microsoft Advertising Privacy Policy

We also use the Microsoft Advertising program by Microsoft Corporation, located in One Microsoft Way, Redmond, WA 98052-6399, USA, for our online marketing measures. With the help of Microsoft Advertising, we want to draw many people's attention to the high quality of our products and/or services. For this, we use a technology (conversion tracking tool) by Microsoft on our website, which also stores your data. In this privacy policy, we will go into more detail about this service, show you which of your data is stored, managed, and processed and how you can prevent this data retention.

What is Microsoft Advertising?

Perhaps you know Microsoft Advertising by its former name "Bing Ads". It is an advertising program by Microsoft which is based on a Pay-Per-Click system. This means that advertisers can advertise through the search engines Bing and Yahoo! and only pay when a user clicks the ad.

Why do we use Microsoft Advertising?

We are convinced of our offers, and therefore, we of course want to show them to a wider public. With Microsoft Advertising, we can bring our products or services closer to precisely those people who are specifically interested in them. Moreover, we want to present our products not only on the famous search engine Google, but also on Bing and Yahoo! Microsoft Advertising also gives us the option of placing ads in the so-called "Microsoft Audience Network". This allows us to also place advertisements on LinkedIn for example. Furthermore, conversion tracking for example tells us, which advertisement you used to find us, which one of our subpages you particularly like and which actions you are taking on our website. This data enables us to tailor our website, our advertisements, and our offers much better to your needs.

What data is stored by Microsoft Advertising?

We have integrated a conversion tracking tag (i.e. a small code snippet) from Microsoft Advertising to our website. This snippet is known as the Universal Event Tracking (UET) tag. If you come to our website via a Microsoft advertisement, we can use this tracking tool to find out more about your user behaviour on our website. For example, we can find out which keyword or ad led you to us, what you clicked on our website, how long you stayed on our website, as well as how many people visit our website via Microsoft Ads. All these data relate to user behaviour but not to any personal information. In this sense, we only receive data or analyses of your web behaviour, but none of your personal information. Microsoft uses the data to optimise its own promotional offer as well as other services. If you have a Microsoft account yourself, the data collected may be linked to your account. Moreover, Microsoft might also recognise and store your IP address. To save all data on your user behaviour, the following cookie is set in your browser after you have visited our website via a Microsoft ad:

Name: MUIDB
Value: 08A53CA3313F6255044C307E353F61CD
Purpose:This cookie is set by our embedded Microsoft tag (UET tag) and is used for synchronisation purposes across various Microsoft websites. This allows users to be recognised across different domains.
Expiry date: after one year

However, if you access our website via a Bing ad, other cookies may also be placed in your browser. In the following we will show you a selection of possible cookies:

Name: ABDEF
Value: V=0&ABDV=0&MRNB=1594294373452&MRB=0111691100-7
Purpose: We could not find any detailed information on this cookie.
Expiry date: after one year

Name: SRCHD
Value: AF=NOFORM
Purpose: This cookie is responsible for the functionality of the tracking and the website itself.
Expiry date: after one year

Name: SRCHHPGUSR
Value: WTS=63729889193&HV=1594294374&CW=1920&CH=937&DPR=1&UTC=120&DM=0
Purpose: This cookie tracks and saves your user behaviour on our website, as well as the interaction with the Bing map interface.
Expiry date: after one year

Name: SRCHUID
Value: V=2&GUID=157B20CCF36A43F3A4AE9790346EB7A7&dmnchg=1
Purpose: This cookie tracks and stores your user behaviour on our website and the interaction with the Bing map API.
Expiry date: after one year

Name: _EDGE_S
Value: mkt=de-at&SID=2EE7002D956A61511D280F2F9474607111691100-2
Purpose: This cookie collects and stores your user behaviour across multiple websites. The aim of targeting is to better adjust our advertising measures to our target group.
Expiry date: after end of the browser session

Name: _SS
Value: SID=2EE7002D956A61511D280F2F94746077111691100-9
Purpose : Among other things, this cookie serves the purpose of recognising when you as a user have accessed our website (i.e. which advert led you to our website).

Expiry date: after one year

How long and where are the data stored?

We have no influence on how Microsoft continues to use your collected user data. The company are using various servers accross the world. Most of them are in the United States. Therefore, your data may also be stored, managed, and processed on American servers. Microsoft stores data (especially personal data) for as long as it is necessary for both, delivering their services or products and for legal purposes. Furthermore, Microsoft states that the actual time data are retained, depends on the respective product and may vary strongly.

Microsoft deletes your stored Bing search requests after 6 months by deleting your IP address. Cookie-IDs which are be generated via the Cookie MUID for example, are encrypted after 18 months.

How can I delete my data or prevent data retention?

You always have the possibility to opt out of Microsoft Ads' conversion tracking. If you do not want interest-based adverts by Microsoft Advertising to be shown to you, you can deactivate the function at https://account.microsoft.com/privacy/ad-settings/signedout. Moreover, you can deactivate, manage, or delete any cookies in your browser. Since this works a little different for every browser, you can find instructions for the most common browsers here:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we could give you an overview on data processing by Microsoft Ad's conversion tracking. Of course, it is always possible for Microsoft's privacy guidelines to change. For finding more information and always staying up-to-date, we recommend you to read Microsoft's privacy policy at https://privacy.microsoft.com/en-gb/privacystatement.

plista Privacy Policy

We use plista by plista GmbH on this website (Torstraße 33-35, 10119 Berlin, Germany) in order to display suitable online advertising and interesting content for you. Due to the use of plista, your data is collected, stored and processed. In this privacy statement we will inform you why we use plista, which data is stored, where it is saved and how you can manage or prevent data processing.

What is plista?

plista analyses your visitor behaviour on our website and uses the collected data, together with a real-time recommendation technology, to ensure only suitable advertisements and paid content (e.g. articles) are displayed to you.

plista recommends visitors of websites that are part of the plista network (such as this website) certain content or ads based on the analysis of collected data, which are gathered plista's network. The recommended content could be of interest to you, or it can be content based on the interests of similar users and content that users previously viewed on websites outside plista's network.

Why do we use plista on our website?

We want to offer you the best possible service and user experience (UX) on our website. For us, this also means that you only get to see content and ads that really interest you. With plista we can adapt adverts and other content exactly to your interests and wishes. Hence, we can provide you with good content and can achieve our business goals in a quicker and easier manner.

What data is retained by plista?

Whenever visitors access, view and interact with websites and advertisements of the plista network, plista's services collect information on visitor behaviour. For this, plista collects data that can be used to identify browsers and devices which visit plista's network repeatedly:

- •Cookie IDs to identify the browser
- •Advertising IDs for mobile devices to identify the advertising environment
- •IP addresses and data derived from them, such as inaccurate geolocation data indicating country, region, city and / or zip code area of a device
- •Internet browser type, browser language and operating system
- •Type of connection (wired or wireless); network which the device is connected to and mobile network operator (if available)
- •Latitude/longitude of a mobile device.

The data collected by plista never contain names, addresses, telephone numbers, email addresses or similar user data, and is not linked to any user data. Therefore, plista cannot deduce natural persons from it.

In the following we will show you cookies that plista can set in your browser. We do not claim for the list of the cookies we found to be exhaustive, as it only serves as an example.

Name: Pookie
Value: HhjIN4SdViBlW1ZTPZuoWBdoQTF4L5DINUZEtNQVSzU=
Purpose: This cookie gives you a random cookie ID that serves as identification.
Expiry date: after 50 years

Name: Ploptout
Value: 1
Purpose: This cookie stores the information that you have used the opt-out function.
Expiry date: after 30 years

Name: rt11
Value:AlnCL9toeaa5lX0u2uS7D1B%2BinxhWAjqYkRre9sYf%2BI%3111691100-4
Purpose: This cookie stores your retargeting campaign IDs.
Expiry date: after 60 days

Name: um
Value: c3de=1581682028%3B3420334527069442875&crc=8d5889e4c3c6bd6237e6fd9c2b946241 11691100-1
Purpose: This cookie stores third-party IDs that partners have provided on you.
Expiry date: after 30 days

Name: arv
Value: q1YqSy0qzszPU7Iy0lFKSSxJVLKKrlYysrQ0sQSylEzNDSxMDI2NjJRia2111691100-8
Purpose: This cookie stores posts you have previously seen.
Expiry date: after 3 days

Name: rec
Value: a%3A0%3A%7B%7D

Purpose: This cookie stores suggestions you previously clicked.
Expiry date: after 3 days

Name: red
Value: a%3A1%3A%7Bi%3A0%3Ba%3A1%3A%7BA9%3A%22477939325%22%3111691100-9
Purpose: This cookie stores the suggestions that were previously displayed to you.
Expiry date: after 3 days

Name: frc
Value: q1YqSy0qzszPU7Iy0lFKSSxJVLKKjq0FAA
Purpose: This cookie ensures that visitors only see advertisements for a limited number of times.
Expiry date: after 3 days

plista transmit visitor data (particularly the cookie ID or the respective advertising ID we assigned) to selected third-party providers and service providers, e.g. in order to conduct special types of advertising and to improve their services.

How long and where is the data stored?

All visitor data from within the EU are stored on plista's servers in Germany. The plista targeting cookie has a storage period of one year and is automatically deleted after this time. One year after their collection the latest, all your data will also be deleted or anonymised and in the latter case can then only be used for statistical purposes.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. With the opt-out button at https://www.plista.com/about/opt-out you can prevent the collection of your data.

Moreover, in your browser you also have the option to prevent data processing by plista. As mentioned above, plista stores most data via cookies that are set in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you use, the cookie settings work a little different. You can find instructions for the most common browsers here:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

You can also set up your browser to notify you every time a cookie is about to be set. Then you can always decide individually whether you want to allow or the cookie.

We gave our best to provide you the most important information about data processing by plista. At https://www.plista.com/about/privacy you can find out more on the company's privacy guidelines.

Embedded Social Media elements Privacy Policy

We have embedded elements from social media services on our website, to display pictures, videos and texts. By visiting pages that present such elements, data is transferred from your browser to the respective social media service, where it is stored. We do not have access to this data.
The following links lead to the respective social media services' sites, where you can find a declaration on how they handle your data:

- Instagram Data Policy: https://help.instagram.com/519522125107875
- For YouTube, the Google Privacy Policy applies: https://policies.google.com/privacy?hl=en-GB
- Facebook Data Policy: https://www.facebook.com/about/privacy
- Twitter Privacy Policy: https://twitter.com/en/privacy

Facebook Data Policy

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services. In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can delete these data.

What are Facebook tools?

Along with many other products, Facebook also offers so called "Facebook Business Tools". This is Facebook's official name for the tools, but it is not very common. Therefore, we decided to merely call them "Facebook tools". They include the following:

- Facebook-Pixel
- social plugins (e.g. the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Softwart developmept kits)
- Plattform-integrations
- Plugins
- Codes
- Specifications
- Documentations
- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on 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 genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people's needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website "event data" and uses them for analytics services. That way, Facebook can create "campaign reports" about our ad campaigns' effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site's contents directly on Facebook.

What data is saved by the Facebook tools?

With the use of the Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called "Hashing" takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also "event data" is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, "event data" can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on 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 are the data saved?

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

How can I delete my data or prevent data retention?

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

1) Click on settings in the top right side in Facebook.

2) Then, click "Your Facebook information" in the left column.

3) Now click on "Deactivation and deletion".

4) Choose "Permanently delete account" and then click on "Continue to account deletion".

5) Enter your password, click on "continue" and then on "Delete account".

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information at https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC. We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at https://www.facebook.com/about/privacy/update.

Facebook Social Plugins Privacy Policy

We installed so-called social plugins from Facebook Inc. to our website. You can recognise these buttons by the classic Facebook logo, the "Like" button (hand with raised thumb) or by a "Facebook plugin" label. A social plugin is a small part of Facebook that is integrated into our page. Each plugin has its own function. The most used functions are the well-known "Like" and "Share" buttons.

Facebook offers the following social plugins:

- •"Save" button
- •"Like" button, Share, Send and Quote
- •Page plugin
- •Comments
- •Messenger plugin
- •Embedded posts and video player
- •Group Plugin

At https://developers.facebook.com/docs/plugins you will find more information on how the individual plugins are used. On the one hand, we use the social plug-ins to offer you a better user experience on our site, and on the other hand because Facebook can optimise our advertisements with it.

If you have a Facebook account or have already visited facebook.com, Facebook has already placed 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 website or interact with social plugins (e.g. the "Like" button).

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

In order to prevent Facebook from collecting much data and matching it with your Facebook data during your visit to our website, you must log out of Facebook while you visit our website.

If you are not logged in to Facebook or do not have a Facebook account, your browser sends less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you are visiting can be transmitted to Facebook. We would like to explicitly point out that we do not know what exact data is collected. However, based on our current knowledge, we want to try informing you as best we can about data processing. You can also read about how Facebook uses the data in the company's data policy at https://www.facebook.com/about/privacy/update.

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

Name: dpr
Value: no information
Purpose:This cookie is used to make the social plugins work on our website.
Expiry date: after end of session

Name: fr
Value: 0jieyh4111691100c2GnlufEJ9..Bde09j…1.0.Bde09j
Purpose:The cookie is also necessary for the plugins to function properly
Expiry date: after 3 months

Note: These cookies were set after our test and may be placed even if you are not a Facebook member.

If you are registered with Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can go to https://www.youronlinechoices.com/uk/your-ad-choices/ and manage your usage-based online advertising. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's data protection, we recommend the company's own data policies at https://www.facebook.com/policy.php.

Facebook Login Privacy Policy

We integrated the convenient Facebook Login to our website. With it, you can easily log into our site with your Facebook account, without having to create a new user account. If you decide to register via the Facebook Login, you will be redirected to the social media network Facebook. There, you can log in with your Facebook user data. By using this method to log in, data on you and your user behaviour is stored and transmitted to Facebook.

To save the data, Facebook uses various cookies. In the following we will show you the most significant cookies that are placed in your browser or that already exist when you log into our site via the Facebook Login:

Name: fr
Value: 0jieyh4c2GnlufEJ9..Bde09j…1.0.Bde09j
Purpose: This cookie is used to make the social plugin function optimally on our website.
Expiry date: after 3 months

Name: datr
Value: 4Jh7XUA2111691100SEmPsSfzCOO4JFFl
Purpose: Facebook sets the "datr" cookie, when a web browser accesses facebook.com. The cookie helps to identify login activities and protect users.
Expiry date: after 2 years

Name: _js_datr
Value: deleted
Purpose: Facebook sets this session cookie for tracking purposes, even if you do not have a Facebook account or are logged out.
Expiry date: after the end of the session

Note: The cookies we stated are only a small range of the cookies which are available to Facebook. Other cookies include for example _ fbp, sb or wd. It is not possible to disclose an exhaustive list, since Facebook have a multitude of cookies at their disposal which they use in variation.

On the one hand, Facebook Login enables a fast and easy registration process. On the other hand, it

gives us the opportunity to share data with Facebook. In turn, we can customise our offer and advertising campaigns better to your needs and interests. The data we receive from Facebook by this means, is public data such as

- your Facebook name
- your profile picture
- your stored email address
- friends lists
- button clicks (e.g. "Like" button)
- date of birth
- language
- place of residence

In return, we provide Facebook with information about your activities on our website. These include information on the terminal device you used, which of our subpages you visit, or what products you have bought from us.

By using Facebook Login, you agree to the data processing. You can terminate this agreement anytime. If you want to learn more about Facebook's data processing, we recommend you to read Facebook's Data Policy at https://www.facebook.com/policy.php.

If you are registered with Facebook, you can change your advertisement settings anytime at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

Instagram Privacy Policy

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

What is Instagram?

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised

advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is saved by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.
The following cookies were used in our test:

Name: csrftoken
Value: ""
Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.
Expiry date: after one year

Name: mid
Value: ""
Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.
Expiry date: after end of session

Name: fbsr_111691100124024
Value: no information
Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur
Value: ATN
Purpose: This is an Instagram cookie which guarantees functionality on Instagram.
Expiry date: after end of session

Name: urlgen
Value: "{"194.96.75.33": 1901}:1iEtYv:Y833k2_UjKvXgYe111691100"
Purpose: This cookie serves Instagram's marketing purposes.
Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook's internal data policy. Your data is distributed to Facebook's servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I delete my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram's settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose "Settings" and then click "Help". Now, you will be redirected to the company's website, where you must click on "Managing Your Account" and then "Delete Your Account".

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Instagram is a subsidiary company of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework regulates correct transfer between the USA and the European Union. At https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC you can find out more about this. We gave our best to make you

familiar with the most important information on data processing by Instagram.
At https://help.instagram.com/519522125107875 you can find out more on Instagram's data policies.

Twitter Privacy Policy

We have incorporated Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform from the firm Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To our knowledge, in the European Economic Area and Switzerland, a mere integration of the Twitter function does not transfer any personal data or data about your web activities to Twitter. Only when you interact with the Twitter functions, such as by clicking a button, data could be sent to Twitter and get saved as well as processed there. We have no influence on this processing of data and do not bare any responsibility for it. Within this privacy statement, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

What is Twitter?

For some, Twitter is a news service, for others, a social media platform, and for others still it is a microblogging service. All these terms are justified and mean pretty much the same.

Both individuals as well as companies use Twitter for communicating with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets". In contrast to Facebook, for example, the service does not focus on the expansion of a network of "friends", but strives to be regarded as an open, worldwide news platform. On Twitter you can also have an anonymous account and tweets can be deleted by both, either the company or the users themselves.

Why do we use Twitter on our website?

Like many other websites and companies, we try to use different channels for offering our services and communicating with our customers. Twitter is a truly useful "small" news service, which is why it has grown dear to us. We regularly tweet or retweet exciting, funny or interesting content. We understand that you do not have the time to follow every channel after channel, as you surely have enough other things to do. That is why we also have integrated Twitter functions to our website. That way, you can experience our Twitter activities "on site" or come to our Twitter page via a direct link. With the integration, we want to strengthen the service and user-friendliness on our website.

What data is stored by Twitter?

You will find integrated Twitter functions on some of our subpages. If you interact with Twitter content, such as by clicking a button, Twitter may collect and save data. This can happen even if you don't have a Twitter account yourself. Twitter calls this data "log data". It includes demographic data, browser cookie IDs, your smartphone's ID, hashed email addresses, and information on which pages you have visited on Twitter and what actions you have taken there. Of course, Twitter stores more data if you have a Twitter account and are logged in. This retention is usually done via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We will now show you which cookies are placed if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We do not claim for

this list to be extensive, since the array of cookies always changes and depends on your individual actions with Twitter content.
The following cookies have been used in our test:

Name: personalization_id
Value: "v1_cSJIsogU51SeE111691100"
Purpose: This cookie stores information on how you use the website and what ad may have led you to Twitter.

Expiry date: after 2 years

Name: lang
Value: en
Purpose: This cookie stores your deafault or preferred language.
Expiry date: after end of session

Name: guest_id
Value: 111691100v1%3A157132626
Purpose: This cookie is set to identify you as a guest.
Expiry date: after 2 years

Name: fm
Value: 0
Purpose: Unfortunately, we could not find out the purpose of this cookie.
Expiry date: after end of session

Name: external_referer
Value: 1116911002beTA0sf5lkMrlGt
Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.
Expiry date: after 6 days

Name: eu_cn
Value: 1
Purpose: This cookie stores user activity and is used for Twitter's various advertising purposes.
Expiry date: after one year

Name: ct0
Value: c1179f07163a365d2ed7aad84c99d966
Purpose: Unfortunately we could not find any information on this cookie.
Expiry date: after 6 hours

Name: _twitter_sess
Value: 53D%253D–dd0248111691100-
Purpose: With this cookie you can use functions within Twitter's website.
Expiry date: after end of session

Note: Twitter also works with third parties. Therefore, we have recognized the three Google Analytics cookies _ga, _gat, _gid in our test.

On the one hand, Twitter uses the collected data for gaining better understand on user behaviour, and thus to improve their own services and advertising offers. On the other hand, the data are also used for internal security measures.

How long and where are the data stored?

When Twitter collects data from other websites, after a maximum of 30 days, they will be deleted, summarized or otherwise concealed. Twitter's servers are in various server centres in the United States. Accordingly, it can be assumed that the gathered data will be collected and stored in

America. In our research we could not clearly determine whether Twitter also owns servers in Europe. Generally, Twitter may keep collected data stored until either the data are no longer useful to the company, until you delete the data or until a potential legal deletion period has been reached.

How can I delete my data or prevent data retention?

In their Privacy Policy, Twitter repeatedly emphasize that they do not save data from external website visits, provided you or your browser are in the European Economic Area or Switzerland. However, if you interact directly with Twitter, the company will of course store your data.

If you have a Twitter account, you can manage your data by clicking on "More" under the "Profile" button. Then click on "Settings and privacy". Here you can manage data processing individually.

If you do not have a Twitter account, you can go to twitter.com and click "Settings". At "Personalization and data" you can manage data that is collected on you.

As mentioned above, most data are stored via cookies, which you can manage, deactivate or delete in your browser. Please note that when changing cookie settings in your browser, the edits will only affect that very browser. This means that if you use another browser in the future, you will have to manage your cookie settings there again. In the following you will find instructions for managing cookies in the most popular browsers.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

You can also set your browser to notify you about each individual cookie. This lets you decide individually whether you want to allow or deny a cookie.

Twitter also uses the data for personalised advertising in-and outside of Twitter. You can switch off personalised advertising in the settings under "Personalization and data". If you use Twitter on a browser, you can deactivate personalised advertising at http://optout.aboutads.info/?c=2&lang=EN.

Twitter is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can learn more about it at https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO.

We hope we could give you a basic overview of Twitter's data processing. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend reading Twitter's privacy statement at https://twitter.com/en/privacy.

LinkedIn Privacy Policy

On our website we use social plugins from the social media network LinkedIn, of the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Social plugins can be feeds, content sharing or a link to our LinkedIn page. Social plugins are clearly marked with the well-known LinkedIn logo and for example allow sharing interesting content directly via our website. Moreover, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

By embedding these plugins, data can be sent to, as well as stored and processed by LinkedIn. In this privacy policy we want to inform you what data this is, how the network uses this data and how

you can manage or prevent data retention.

What is LinkedIn?

LinkedIn is the largest social network for business contacts. In contrast to e.g. Facebook, LinkedIn focuses exclusively on establishing business connections. Therefore, companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to find 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 just cannot keep up with following every single social media channel. Even if it would really be worth it, as it is with our channels, since we keep posting interesting news and articles worth spreading. Therefore, on our website we have created the opportunity to share interesting content directly on LinkedIn, or to refer directly to our LinkedIn page. We consider built-in social plugins as an extended service on our website. The data LinkedIn collects also help us to display potential advertising measures only to people who are interested in our offer.

What data are stored by LinkedIn?

LinkedIn stores no personal data due to the mere integration of social plugins. LinkedIn calls the data generated by plugins passive impressions. However, if you click on a social plugin to e.g. share our content, the platform stores personal data as so-called "active impressions". This happens regardless of whether you have a LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

When you interact with our plugins, your browser establishes a direct connection to LinkedIn's servers. Through that, the company logs various usage data. These may include your IP address, login data, device information or information about your internet or cellular provider. If you use LinkedIn services via your smartphone, your location may also be identified (after you have given permission). Moreover, LinkedIn can share these data with third-party advertisers in "hashed" form. Hashing means that a data set is transformed into a character string. This allows data to be encrypted, which prevents persons from getting identified.

Most data on of your user behaviour is stored in cookies. These are small text files that usually get placed in your browser. Furthermore, LinkedIn can also use web beacons, pixel tags, display tags and other device recognitions.

Various tests also show which cookies are set when a user interacts with a social plug-in. We do not claim for the information we found to be exhaustive, as it only serves as an example. The following cookies were set without being logged in to LinkedIn:

Name: bcookie
Value: =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16111691100-
Purpose: This cookie is a so-called "browser ID cookie" and stores your identification number (ID).
Expiry date: after 2 years

Name: lang
Value: v=2&lang=en-gb
Purpose:This cookie saves your default or preferred language.
Expiry date: after end of session

Name: lidc
Value: 1818367:t=1571904767:s=AQF6KNnJ0G111691100…

Purpose:This cookie is used for routing. Routing records how you found your way to LinkedIn and how you navigate through the website.
Expiry date: after 24 hours

Name: rtc
Value: kt0lrv3NF3x3t6xvDgGrZGDKkX
Purpose:No further information could be found about this cookie.
Expiry date: after 2 minutes

Name: JSESSIONID
Value: ajax:1116911002900777718326218137
Purpose: This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.
Expiry date: after end of session

Name: bscookie
Value: "v=1&201910230812…
Purpose: This cookie is a security cookie. LinkedIn describes it as a secure browser ID cookie.
Expiry date: after 2 years

Name: fid
Value: AQHj7Ii23ZBcqAAAA…
Purpose: We could not find any further information about this cookie.
Expiry date: after 7 days

Note: LinkedIn also works with third parties. That is why we identified the Google Analytics cookies _ga and _gat in our test.

How long and where are the data stored?

In general, LinkedIn retains your personal data for as long as the company considers it necessary for providing its services. However, LinkedIn deletes your personal data when you delete your account. In some exceptional cases, LinkedIn keeps some summarised and anonymised data, even account deletions. As soon as you delete your account, it may take up to a day until other people can no longer see your data. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is necessary for legal reasons. Also, data that can no longer be assigned to any person remains stored even after the account is closed. The data are stored on various servers in America and presumably also in Europe.

How can I delete my data or prevent data retention?

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

How to access account data in your LinkedIn profile:

In LinkedIn, click on your profile icon and select the "Settings & Privacy" section. Now click on "Privacy" and then on the section "How LinkedIn uses your data on". Then, click "Change" in the row with "Manage your data and activity". There you can instantly view selected data on your web activity and your account history.

In your browser you also have the option of preventing data processing by LinkedIn. As mentioned above, LinkedIn stores most data via cookies that are placed in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, these settings work a little different. You can find the instructions for the most common browsers here:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

You can generally set your browser to always notify you when a cookie is about to be set. Then you can always decide individually whether you want to allow the cookie or not.

LinkedIn is an active participant in the EU-U.S. Privacy Shield Frameworks. This framework ensures correct data transmission between the USA and the European Union. You can find out more about it at https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0. We gave our best to provide you the most essential information about LinkedIn's data processing. At https://www.linkedin.com/legal/privacy-policy you can find out more about data processing of the social media network LinkedIn.

Pinterest Privacy Policy

On our website we use buttons and widgets of the social media network Pinterest, by the company Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA.

By opening pages that use these functions, data (IP address, browser data, date and time, cookies) are transmitted to, and stored and evaluated by Pinterest.

The privacy guidelines on what information Pinterest collects and how they use it, can be found at https://policy.pinterest.com/en-gb/privacy-policy.

XING Privacy Policy

On our website we use social plugins from the social media network Xing, by the company Xing SE, Dammtorstrasse 30, 20354 Hamburg, Germany. Their functions allow you to for example share content and follow interesting content on Xing directly via our website, or to log in to Xing via our site. You can recognize the plugins by the company name or the Xing logo. If you open a website that uses a Xing plugin, data can be transmitted to, and saved as well as evaluated by the "Xing server". In this privacy policy we will inform you on what data this is and how you can manage or prevent data retention.

What is Xing?

Xing is a social network with its headquarters in Hamburg. The company specializes in managing professional contacts. That means, that as opposed to other networks, Xing is primarily about professional networking. The platform is often used for job hunting or for companies to find employees. Moreover, Xing offers interesting content on various professional topics. The global counterpart of Xing is the American company LinkedIn.

Why do we use Xing on our website?

Nowadays, there is a flood of social media channels, and we understand that your time is very precious. It is simply not possible for you to closely follow every social media channel of a company. Therefore, we want to make your life as easy as possible and enable you to share or follow interesting content on Xing directly via our website. With these so-called "social plugins" we are expanding the service on our website. Additionally, the data collected by Xing help us to create targeted advertising on the platform. This means that our services are only displayed to people who are genuinely interested in them.

What data is saved by Xing?

As plugins for websites, Xing offers the share, follow and login buttons. As soon as you open a page with an integrated Xing social plugin, your browser will connect to servers in a Xing data centre. Xing claim that upon using the share button, no data that could directly relate to a person is stored. Furthermore, Xing do not save your IP address, neither do any cookies get set upon using the share button. This means that your user behaviour is not analysed. You can find more information at https://www.xing.com/app/share%3Fop%3Ddata_protection.

With Xing's other plugins, cookies only get set in your browser if you interact with the plugin or click on it. Personal data such as your IP address, browser data, as well as the date and time of your visit to Xing may be stored. If you have a XING account and are logged in, the collected data will be assigned to your personal account and matched with the data stored in it.

If you click on the follow or log-in button and are not yet logged in to Xing, the following cookies are set in your browser. Please keep in mind that this is an indicative list and we do not claim for it to be exhaustive:

Name: AMCVS_0894FF2554F733210A4C98C6%40AdobeOrg
Value: 1
Purpose: This cookie is used to create and store identification details for website visitors.
Expiry date: after session end

Name: c_
Value: 157c609dc9fe7d7ff56064c6de87b019111691100-8
Purpose: We were unable to find out more information on this cookie.
Expiry date: after one day

Name: prevPage
Value: wbm%2FWelcome%2Flogin
Purpose: This cookie stores the URL of the previous website you visited.
Expiry date: after 30 minutes

Name: s_cc
Value: true
Purpose: This Adobe Site Catalyst cookie determines whether cookies are generally activated in the browser.
Expiry date: after end of session

Name: s_fid
Value: 6897CDCD1013221C-39DDACC982217CD1111691100-2
Purpose: This cookie is used to identify a unique visitor.
Expiry date: after 5 years

Name: visitor_id
Value: fe59fbe5-e9c6-4fca-8776-30d0c1a89c32
Purpose: The visitor cookie contains a unique visitor ID and a unique identifier for your account.
Expiry date: after 2 years

Name:_session_id
Value: 533a0a6641df82b46383da06ea0e84e7111691100-2
Purpose: This cookie creates a temporary session ID that is used as the in-session user ID. The cookie is vital to provide the functions of Xing.
Expiry date: after end of session

When you are logged in to Xing or are a member of the platform, further personal data will be collected, processed and saved. Xing also passes personal data to third parties if it is either necessary for its own business purposes, if you have given your consent or if there is a legal

obligation.

How long and where is the data stored?

Xing stores data on different servers in various data centres. The company stores this data until you delete it or until you delete your user account. Of course, this only applies to users who are already Xing members.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. Even if you are not a Xing member, you can prevent potential data processing via your browser or manage it as you wish. Most data are stored via cookies. Depending on which browser you are using, the settings work a little different. You can find the instructions for the most common browsers here:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

You can also set up your browser to notify you whenever a cookie is about to be placed. Then you can always decide individually whether you want to allow or deny a cookie.

We tried to make you familiar with the most important information on data processing by Xing. At https://privacy.xing.com/en/privacy-policy you can find out more about data processing by the social media network Xing.

Gravatar Privacy Policy

We have integrated the Gravatar plugin from Automattic Inc. (60 29th Street # 343, San Francisco, CA 94110, USA) into our website. Gravatar is automatically activated on all WordPress websites. The function enables user images (avatars) to be displayed in published articles or comments, provided the respective email address is registered at www.gravatar.com.

This function sends data to Gravatar or Automattic Inc. where it gets stored and processed. In this privacy statement we would like to inform you what data this is, how the network uses it and how you can manage or prevent data retention.

What is Gravatar?

Gravatar stands for "Globally Recognized Avatar" which is a globally available avatar (a user picture) that is linked to an email address. The company Gravatar is the world's leading provider for this service. As soon as a user enters their email address which is also registered with www.gravatar.com to a website, the user's previously stored image is automatically displayed with their post or comment.

Why do we use Gravatar on our website?

Anonymity on the internet is a popular topic. An avatar gives people that make posts or comments a face. Moreover, it makes it easier to be recognised on the web and to make oneself known. Many users enjoy the advantages of user pictures as they want to appear on the web in a personal and authentic manner. Of course, we want to offer you the possibility to display your Gravatar also on

our website. Furthermore, we also like to see faces of our commenting users. With the activated Gravatar function, we are expanding the service on our website. After all, we want you to feel comfortable on our website and enable you to receive an extensive and interesting offer.

What data is retained by Gravatar?

When you publish a comment to a blogpost which requires an email address, WordPress checks whether your email address is linked to an avatar on Gravatar. For this, your email address gets encrypted and hashed and sent to Gravatar's or Automattic's servers, together with your IP address and our URL. Then Gravatar will check whether the email address is registered with the platform.

If the email address is registered with Gravatar, the image (gravatar) stored there will be displayed in the published comment. If you have registered your email address with Gravatar and comment on our website, further data will be transmitted to Gravatar, where it will be saved and processed. In addition to IP address and user behaviour data, this includes e.g. your browser type, the unique device identification, your preferred language, the data and time of the page visit, your operating system and information on the mobile network. Gravatar use this information to improve their services and offers and to gain better insight into the use of their service.

The following cookies are set by Automattic when a user enters an email address that is registered with Gravatar, for submitting a comment:

Name: gravatar
Value: 16b3191024acc05a238209d51ffcb92bdd710bd19111691100-7
Purpose: We could not find any exact information about the cookie.
Expiry date: after 50 years

Name: is-logged-in
Value: 1111691100-1
Purpose: This cookie stores the information that the user is logged in via the registered email address.
Expiry date: after 50 years

How long and where is the data retained?

Automattic deletes the collected data either if they are no longer used for their services, or if the company is not legally obliged to keep the data. Web server logs such as IP addresses, browser types and operating systems will be deleted after about 30 days. Until deletion, Automattic use the data to analyse traffic on their own websites (for example all WordPress sites) and to fix potential problems. The data is also stored on Automattic's American servers.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. If you have registered with Gravatar with an email address, you can delete your account or email address there at any time.

Since images are only displayed when using an email address registered with Gravatar, and data is therefore transferred to Gravatar, you can prevent transmission of your data to Gravatar by submitting comments or articles on our website with an email address that is not registered with Gravatar.

You can manage, deactivate or delete cookies that may be set in your browser when commenting. Please note that in this case comment functions may no longer be available in their intended scope. Depending on the browser you use, the management of cookies works a little different. You can find the instructions for the most common browsers here:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Automattic is an active participant in the EU-U.S. Privacy Shield Framework which regulates correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC .
You can find more details on the privacy policy and what data is collected by Gravatar at https://automattic.com/privacy/ . Moreover, at https://en.gravatar.com/ you can find general information on Gravatar.

ShareThis Privacy Policy

On our website we have implemented functions of ShareThis from ShareThis Inc. (4005 Miranda Ave, Suite 100, Palo Alto, 94304 California, USA). These are, for example, "share" plugins of various social media channels. With the help of these functions, you can share our website's content on social media channels. If you open a website with a ShareThis function, your data may be transferred to the company, where it may be stored and processed. In this privacy policy you can read why we use ShareThis, what data is processed and how you can prevent this data transmission.

What is ShareThis?

ShareThis is a technology company that offers website operators tools to improve website quality. With ShareThis social plugins, you can share our website's content on various social media channels such as Facebook, Twitter, Instagram etc. The company offers content sharing for over 40 different channels and is used by over 3 million website operators worldwide. The data collected by ShareThis are also used for tailored advertisements.

Why do we use ShareThis on our website?

We strive to provide quality content and we are of course happy, if our content is also recommended to and shared with others. This helps us to know that we are on the right path.
The easiest way to do this is via any "Share" directly on our website. Thanks to the different variety social media channels, we can present our content to a wide audience. This helps us to increase awareness for us and to become more successful on the Internet. However, the plugins also help you since you can share interesting content with your social media community with just one click.

What data is stored by ShareThis?

If you share content with ShareThis and are logged into a social media account, data e.g. on your visit to our website, as well as your sharing of content may be assigned to your user account on the respective social media channel. ShareThis uses cookies, pixels, HTTP headers and browser identifiers to collect data about your visitor behaviour. In addition, some of this data is shared with third parties, but only after it has been pseudonymised.

Here is a list of the data that may be processed:

- Unique ID of a cookie placed in the web browser
- General click behavior
- Addresses of visited websites
- Search queries which led a visitor to the ShareThis page

- Navigation from website to website provided it happened via ShareThis services
- Time spent on a website
- Which elements have been clicked or highlighted
- The IP address of the computer or mobile device
- Mobile advertising IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other utilised transmission protocols
- Which program on the computer (browser) or which operating system was used (iOS)

ShareThis uses cookies, which we will list examples of below. You can find out more about ShareThis cookies at https://www.sharethis.com/privacy/.

Name: __unam
Value: 8961a7f179d1d017ac27lw87qq69V69111691100-5
Purpose: This cookie counts the "clicks" and "shares" on a website.
Expiry date: after 9 months

Name: __stid
Value: aGCDwF4hjVEI+oIsABW7111691100Ag==
Purpose: This cookie stores user behavior, such as the websites accessed, page-to-page navigations and the length of time spent on the website.
Expiry date: after 2 years

Name: __sharethis_cookie_test__
Value: 0
Purpose: This cookie monitors the "clickstream" activity. That means is records where you clicked on the website.
Expiry date: after end of session

Note:We do not claim for this list to be exhaustive. The cookies that are set in individual cases depend on the embedded functions and the use thereof.

How long and where is the data retained?

ShareThis stores collected data for a period of up to 14 months from the date of data collection. ShareThis cookies expire 13 months after the last update. Since ShareThis is an American company, data is transferred to and stored on American ShareThis servers.

How can I delete my data or prevent data retention?

If you no longer want to see advertisements based on data collected by ShareThis, you can use the opt-out button at https://www.sharethis.com/privacy/. Then, an opt-out cookie is set, which you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertising at https://www.youronlinechoices.com/uk/ in "Your Ad Choices".

You also have the option of managing, deactivating or deleting data that is stored in your browser via cookies. How exactly the administration works depends on your browser. Here you will find the instructions for the most popular browsers.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

You can also set your browser to always inform you when a cookie is about to be set.

ShareThis is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000L1HMAA0&status=Active. If you would like to know more about the processing of your data by ShareThis, you will find all information at https://www.sharethis.com/privacy/.

AddThis Privacy Policy

On our website we use plug-ins from AddThis by Oracle America, Inc. (500 Oracle Parkway, Redwood Shores, CA 94065, USA). With these plug-ins, you can quickly and easily share contents of our website with other people. If you visit a website with an AddThis function, your data may be transferred to the company AddThis, where it may be stored and processed. This privacy statement will tell you why we use AddThis, which data is processed and how you can prevent data transmission.

What is AddThis?

AddThis develops software tools for integration to websites, where they serve the purpose of enabling users to distribute content either on various social media channels or by email. AddThis also offers functions for website analysis. Moreover, the collected data is used to offer interest-based advertising to internet users. More than 15 million website operators worldwide have used the service.

Why do we use AddThis on our website?

Via AddThis buttons, you can share interesting content from our website to various social media channels such as Facebook, Twitter, Instagram or Pinterest. If you like our content, we would of course be happy if you would also share it with your social community. The easiest way this can be done is via AddThis buttons.

What data is stored by AddThis?

If you share content with AddThis while you are logged into a social media account, data such as your visit to our website and the content you shared may be assigned to your user account on the respective social media channel. AddThis uses cookies, pixels, HTTP headers and browser identifiers to collect data about your visitor behaviour. Moreover, some of this data is pseudonymised and then shared with third parties.

Here is an example list of data that may be processed:

- Unique ID of a cookie placed in the web browser
- Address of the visited website
- Time of the website visit
- Search queries which led a visitor to website via AddThis
- Time spent on a website
- The IP address of a computer or mobile device
- Mobile ad IDs (Apple IDFA or Google AAID)
- Information contained in HTTP headers or other utilised transmission protocols
- What program on the computer (browser) or which operating system was used (iOS)

AddThis uses cookies, which we will list examples of below. You can read more on AddThis cookies at http://www.addthis.com/privacy/privacy-policy.

Name: bt2
Value: 8961a7f179d87qq69V69111691100-3
Purpose: : This cookie is used to record parts of the visited website, in order to recommend other parts of the website.
Expiry date: after 255 days

Name: bku
Value: ra/99nTmYN+fZWX7111691100-4
Purpose: This cookie registers anonymised user data such as your IP address, geographic location, your visited websites and the ads you clicked on.
Expiry date: after 179 days

Note: Please keep in mind that this is an exemplary list and we do not claim for it to be exhaustive.

AddThis also shares collected information with other companies. You can find further details at http://www.addthis.com/ privacy / privacy-policy # section5 . AddThis also uses received data to create target groups and interest profiles in order to offer interest-based advertising to users in the same advertising network.

How long and where are the data stored?

After collection, AddThis stores the data for 13 months. 1% of the data is saved as a "sample data record" for a maximum of 24 months, which ensures to maintain the business relationship. However, in this "sample data record", any direct and indirect identifications (such as your IP address and cookie ID) are hashed. That means that, without additional information, personal data can no longer be associated with you. Since the company AddThis is headquartered in the USA, the collected data is stored on American servers.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. If you no longer want to see ads based on data collected by AddThis, you can click the opt-out button at http://www.addthis.com/privacy/opt-out. By clicking the button, an opt-out cookie is set, which you must not delete in order to keep this setting.

You can also set your preferences for usage-based online advertisements in "Your Ad Choices" at http://www.youronlinechoices.com/uk/.

Your browser an option for preventing data processing or managing it to your wishes. The settings for data processing vary, depending on the browser. Here you will find instructions for the most popular browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

AddThis is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information about it at https://www.privacyshield.gov/participant?id=a2zt00000000181AAA. If you would like to know more about the processing of your data by AddThis, you can find further information at http://www.addthis.com/privacy/privacy-policy.

YouTube Privacy Policy

We have integrated YouTube videos to our website. Therefore, we can show you interesting videos directly on our site. YouTube is a video portal, which has been a subsidiary company of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that contains an embedded YouTube video, your browser automatically connects to the servers of YouTube or Google. Thereby, certain data are transferred (depending on the settings). Google is responsible for YouTube's data processing and therefore Google's data protection applies.

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

What is YouTube?

On YouTube, users can watch, rate, comment or upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. For us to be able to display videos on our website, YouTube provides a code snippet that we have integrated to our website.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and best content. We strive to offer you the best possible user experience on our website, which of course includes interesting videos. With the help of our embedded videos, we can provide you other helpful content in addition to our texts and images. Additionally, embedded videos make it easier for our website to be found on the Google search engine. Moreover, if we place ads via Google Ads, Google only shows these ads to people who are interested in our offers, thanks to the collected data.

What data is stored by YouTube?

As soon as you visit one of our pages with an integrated YouTube, YouTube places at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, by using cookies YouTube can usually 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. Additional data can include contact details, potential ratings, shared content via social media or YouTube videos you added to your favourites.

If you are not logged in to a Google or YouTube account, Google stores data with a unique identifier linked to your device, browser or app. Thereby, e.g. your preferred language setting is maintained. However, many interaction data cannot be saved since less cookies are set.

In the following list we show you cookies that were placed in the browser during a test. On the one hand, we show cookies that were set without being logged into a YouTube account. On the other hand, we show you what cookies were placed while being logged in. We do not claim for this list to be exhaustive, as user data always depend on how you interact with YouTube.

Name: YSC
Value: b9-CV6ojI5Y111691100-1
Purpose: This cookie registers a unique ID to store statistics of the video that was viewed.
Expiry date: after end of session

Name: PREF
Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google receives statistics via PREF on how you use YouTube videos on our website.
Expiry date: after 8 months

Name: GPS
Value: 1
Purpose: This cookie registers your unique ID on mobile devices to track GPS locations.
Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE
Value: 95Chz8bagyU
Purpose: This cookie tries to estimate the user's internet bandwith on our sites (that have built-in YouTube videos).
Expiry date: after 8 months

Further cookies that are placed when you are logged into your YouTube account:

Name: APISID
Value: zILlvClZSkqGsSwI/AU1aZI6HY7111691100-
Purpose: This cookie is used to create a profile on your interests. This data is then used for personalised advertisements.
Expiry date: after 2 years

Name: CONSENT
Value: YES+AT.de+20150628-20-0
Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides safety measures to protect users from unauthorised attacks.
Expiry date: after 19 years

Name: HSID
Value: AcRwpgUik9Dveht0I
Purpose: This cookie is used to create a profile on your interests. This data helps to display customised ads.
Expiry date: after 2 years

Name: LOGIN_INFO
Value: AFmmF2swRQIhALl6aL…
Purpose: This cookie stores information on your login data.
Expiry date: after 2 years

Name: SAPISID
Value: 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM
Purpose: This cookie identifies your browser and device. It is used to create a profile on your interests.
Expiry date: after 2 years

Name: SID
Value: oQfNKjAsI111691100-
Purpose: This cookie stores your Google Account ID and your last login time, in a digitally signed and encrypted form.
Expiry date: after 2 years

Name: SIDCC
Value: AN0-TYuqub2JOcDTyL
Purpose: This cookie stores information on how you use the website and on what advertisements you may have seen before visiting our website.
Expiry date: after 3 months

How long and where is the data stored?

The data YouTube receive and process on you are stored on Google's servers. Most of these servers are in America. At https://www.google.com/about/datacenters/inside/locations/?hl=en you can see where Google's data centres are located. Your data is distributed across the servers. Therefore, the data can be retrieved quicker and is better protected against manipulation.

Google stores collected data for different periods of time. You can delete some data anytime, while other data are automatically deleted after a certain time, and still other data are stored by Google for a long time. Some data (such as elements on "My activity", photos, documents or products) that are saved in your Google account are stored until you delete them. Moreover, you can delete some data associated with your device, browser, or app, even if you are not signed into a Google Account.

How can I delete my data or prevent data retention?

Generally, you can delete data manually in your Google account. Furthermore, in 2019 an automatic deletion of location and activity data was introduced. Depending on what you decide on, it deletes stored information either after 3 or 18 months.

Regardless of whether you have a Google account or not, you can set your browser to delete or deactivate cookies placed by Google. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you generally do not want to allow any cookies, you can set your browser to always notify you when a cookie is about to be set. This will enable you to decide to either allow or permit each individual cookie. Since YouTube is a subsidiary company of Google, Google's privacy statement applies to both. If you want to learn more about how your data is handled, we recommend the privacy policy at https://policies.google.com/privacy?hl=en.

YouTube Subscribe Button Privacy Policy

We have integrated the YouTube subscribe button to our website, which you can recognise by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white letters against a red background, with a white "Play" symbol on the left. The button may also be displayed in a different design.

Our YouTube channel consistently offers you funny, interesting or exciting videos. With the built-in "Subscribe" button you can subscribe to our channel directly via our website and do not need to go to YouTube's website for it. With this feature, we want to make it as easy as possible for you to access our comprehensive content. Please note that YouTube may save and process your data.

If you see a built-in subscription button on our page, YouTube sets at least one cookie, according to Google. This cookie stores your IP address and our URL. It also allows YouTube to receive information about your browser, your approximate location and your default language. In our test the following four cookies were placed, without us being logged into YouTube:

Name: YSC
Value: b9-CV6ojI5111691100Y
Purpose: This cookie registers a unique ID, which stores statistics of the viewed video.

Expiry date: after end of session

Name: PREF
Value: f1=50000000
Purpose:This cookie also registers your unique ID. Google uses PREF to get statistics on how you interact with YouTube videos on our website.
Expiry date: after 8 months

Name: GPS
Value: 1
Purpose:This cookie registers your unique ID on mobile devices to track your GPS location.
Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE
Value: 11169110095Chz8bagyU
Purpose: This cookie tries to estimate the user's internet bandwith on our website (that contain built-in YouTube video).
Expiry date: after 8 months

Note:These cookies were set after a test, thus we do not claim for the list to be exhaustive.

If you are logged into your YouTube account, YouTube may store many of the actions and interactions you make on our website via cookies, to then assign them to your YouTube account. This gives YouTube information on e.g. how long you have been browsing our website, which browser type you use, which screen resolution you prefer or what actions you take.

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

Vimeo Privacy Policy

On our website, we use videos of the company Vimeo. This video portal is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. With the help of a plug-in, we can display interesting video material directly on our website. Consequently, some of your data may be transmitted to Vimeo. In this privacy policy we want to explain to you what data this is, why we use Vimeo and how you can manage your data or prevent data transmission.

What is Vimeo?

Vimeo is a video platform that was founded in 2004 and introduced video streaming in HD quality in 2007. Since 2015 it has been possible to stream in 4k Ultra HD. The use of the portal is free of charge, but it also contains certain paid content. Compared to the market leader YouTube, Vimeo attaches great importance to valuable content in good quality. On the one hand, the portal offers a lot of artistic content such as music videos and short films. On the other hand, it also offers useful documentaries on a broad spectrum of topics.

Why do we use Vimeo on our website?

The aim of our website is to provide you the best possible content, in the easiest and most accessible way we can. We will only be satisfied with our service, once we have reached that goal. The video service Vimeo supports us in achieving this goal. Vimeo gives us the opportunity to present high quality content to you directly on our website. Instead of us merely giving you a link to an interesting video, you can watch the video here with us. This extends our service and makes it easier for you to access interesting content. Therefore, in addition to our texts and images, we can also offer video content.

What data is stored on Vimeo?

When you open a site on our website that has a Vimeo video embedded to it, your browser will connect to Vimeo's servers, and a data transmission will take place. The data are then collected, stored and processed on Vimeo's servers. Regardless of whether you have a Vimeo account or not, Vimeo collects data about you. This includes your IP address, technical information about your browser type, your operating system or very basic device information. Furthermore, Vimeo store information on what website you use their service on and which actions (web activities) you carry out on our website. These web activities include e.g. session duration, bounce rate or which button you clicked on our site that contains a Vimeo function. Vimeo can track and store these actions using cookies and similar technologies.

If you are logged in as a registered member of Vimeo, more data may be collected, since a bigger number of cookies may already have been set in your browser. Furthermore, your actions on our website are directly linked to your Vimeo account. To prevent this, you must log out of Vimeo while "surfing" our website.

Below we will show you an array of cookies Vimeo sets when you are on a website containing an integrated Vimeo function. This list is not exhaustive and assumes that you do not have a Vimeo account.

Name: player
Value: ""
Purpose: This cookie saves your settings before you play an embedded Vimeo video. This will ensure you to receive your preferred settings again next time you watch a Vimeo video.
Expiry date: after one year

Name: vuid
Value: pl1046149876.6144225590111691100-4
Purpose: This cookie collects information about your actions on websites that have a Vimeo video embedded to them.
Expiry date: after 2 years

Note: These two cookies are set every time as soon as you are on a website that has a Vimeo video embedded to it. If you watch the video and click a button such as "share" or "like", additional cookies will be set. These can also be third-party cookies such as _ga or _gat_UA-76641-8 from Google Analytics or _fbp from Facebook. The exact cookies that are set depends on your interaction with the video.

The following list will show a selection of cookies that could be placed when you interact with a Vimeo video:

Name: _abexps
Value: %5B%5D
Purpose: This Vimeo cookie helps Vimeo to remember your settings. For example, this can be a pre-set language, a region or a username. The cookie generally stores data on how you use Vimeo.
Expiry date: after one year

Name: continuous_play_v3
Value: 1
Purpose: This cookie is a first-party cookie from Vimeo. The cookie collects information on how you use Vimeo's service. For example, the cookie stores details on when you pause a video and resume it.
Expiry date: after one year

Name: _ga
Value: GA1.2.1522249635.1578401280111691100-7
Purpose: This cookie is a third-party cookie from Google. By default, analytics.js uses the _ga

cookie to store the user ID. Thus, it serves to differentiate between website visitors.
Expiry date: after 2 years

Name: _gcl_au
Value: 1.1.770887836.1578401279111691100-3
Purpose: This third-party cookie from Google AdSense is used to improve the efficiency of ads on websites.
Expiry date: after 3 months

Name: _fbp
Value: fb.1.1578401280585.310434968
Purpose:This is a Facebook cookie. It is used to display adverts or advertising products from Facebook or other advertisers.
Expiry date: after 3 months

Vimeo use this data to improve their own service, to communicate with you and to implement their own targeted advertising measures. On their website they emphasise that only first-party cookies (i.e. cookies from Vimeo itself) are used for embedded videos, provided you do not interact with the video.

How long and where is the data stored?

Vimeo is headquartered in White Plains, New York (USA). However, their services are offered worldwide. For this, the company uses computer systems, databases and servers in the United States and other countries. Thus, your data may also be stored and processed on servers in America. Vimeo stores the data until the company no longer has an economical reason for keeping it. Then the data will be deleted or anonymised. Vimeo correspond to the EU-U.S. Privacy Shield Framework and are therefore allowed to collect and use information from users within the EU, and to transfer this data to the USA.

How can I delete my data or prevent data retention?

You always have the option to manage cookies in your browser. If you do not want Vimeo to set cookies and collect information about you for example, you can delete or deactivate cookies in your browser settings at any time. These settings vary a little depending on the browser. Please note that after deactivating/deleting cookies, various functions may no longer be fully available. The following instructions show how you can manage or delete cookies in your browser.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you are a registered Vimeo member, you can also manage cookies in Vimeo's settings.

Vimeo is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. More information can be found at https://www.privacyshield.gov/participant?id=a2zt00000008V77AAE&status=Active. You can find out more on Vimeos's use of cookies at https://vimeo.com/cookie_policy, and you can find information about data protection at Vimeo at https://vimeo.com/privacy.

SoundCloud Privacy Policy

On our website we use functions (widgets) of the social media network SoundCloud, by the company SoundCloud Limited, Rheinsberger Strasse 76/77, 10115 Berlin, Germany. You can recognise the widgets by the familiar orange logo. By using functions such as playing music, data is transmitted to SoundCloud, where it is stored and evaluated.
In this data protection declaration, we will show you what data this is, why we use SoundCloud and how you can manage your data or prevent data transmission.

What is SoundCloud?

The social media network SoundCloud is an online music platform that is a space for exchanging and distributing of audio files. Musicians or podcasters offer their audio files for download on SoundCloud. Moreover, you can also integrate audio files into other websites with SoundCloud – which is exactly what we did. A typical feature of SoundCloud are the graphical displays of the audio files as waves, as well as the comment bar. Registered users can listen to and comment music or podcasts anytime.

Why do we use SoundCloud on our website?

It is our goal is to provide you the best possible service on our website. By this we do not just mean our products or services. A holistic customer service also includes the level of comfort you feel when surfing our website, as well as how helpful you find our online offer. Thanks to the embedding of SoundCloud's playback function, we can deliver acoustic content directly to you – free of charge. You do not have to click any link to listen to an audio file, as you can start listening to it via our website right away.

What data is stored on SoundCloud?

As soon as you visit one of our websites that has an integrated widget (a like button, a share button or a playback function), your browser connects to one of SoundCloud's servers. That way, data can be transferred from you to SoundCloud, where it may be managed and stored. For example, SoundCloud can identify your IP address and find out, what page (in this case ours) you visited and when. If you have a SoundCloud account and are logged in while surfing our website, the collected data will be assigned directly to your account. The only way to prevent this is to log out of SoundCloud while you are on our website. In addition to the information mentioned above, cookies also store data on your user behaviour. Whenever you e.g. click a button, play or pause music, this information is stored by cookies. The widget (SoundCloud) is therefore able to recognise you and sometimes it is also used to provide you with customised content. SoundCloud does not only use its own cookies, but also third-party cookies such as by Facebook or Google Analytics. The company utilises these cookies to get more information about your behaviour on external websites as well as on its own platform. As the website operators, we do not receive any information about your user behaviour from SoundCloud's cookies. The data transfer and therefore also the information about your technical devices and your website behaviour, takes place only between you and SoundCloud.

Below we show you a list of cookies that are set when visiting a website that has SoundCloud functions implemented to it. This list is only an example of potential cookies and we do not claim for it to be exhaustive. The listing shows cookies that may be set if a user does not have a SoundCloud account:

Name: sc_anonymous_id
Value: 208165-986996-398971-423805111691100-0
Purpose: This cookie is the reason it is possible to integrate files or other content into websites. Moreover, it stores a user ID.

Expiry date: after 10 years

Note: The sc_anonymous_id cookie is set immediately if you visit one of our websites with a Soundcloud function. This also happens before you interact with the function.

Name: __qca
Value: P0-1223379886-1579605792812111691100-7
Purpose:This cookie is a third-party cookie from Quantcast. It collects data such as how often you visit the site or how long you stay on the site. The collected information is then transmitted to SoundCloud.
Expiry date: after one year

Name: Sclocale
Value: en
Purpose:The cookie stores your pre-set language settings.
Expiry date: after one year

Name: _soundcloud_session
Value: /
Purpose:We were unable to find any specific information about this cookie.
Expiry date: after end of session

Name: _session_auth_key
Value: /
Purpose:With the help of this cookie, session information (i.e. user behaviour) can be saved and client requests can be authenticated.
Expiry date: after 10 years

Furthermore, SoundCloud use further third-party cookies such as _fbp, _ga, gid from Facebook and Google Analytics. SoundCloud use the information stored in the cookies to improve their own services and to display customised advertising.

How long and where is the data stored?

The collected data generally remains stored with SoundCloud for as long as the respective user account exists, or for as long as SoundCloud need it to achieve their business goals. How long exactly it is saved depends on the context and legal obligations. Even if you do not have an account and your personal data have been stored, you have the right to request the deletion of your data.

How can I delete my data or prevent data retention?

If you have a SoundCloud account, you can go to "Settings" to manage data processing or to delete your account entirely. However, you can also manage, delete or deactivate cookies in your browser. The approach to this depends on the browser you are using. If you decide to delete or deactivate cookies, please consider that afterwards not all functions may be fully available anymore. The following instructions will show you how you can manage, delete or deactivate cookies in your browser.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we were able to give you a good overview of SoundCloud's data traffic. If you would like

to learn more on data protection guidelines and on how SoundCloud generally handle data, we recommend the company's privacy policy at https://soundcloud.com/pages/privacy.

AdSimple VideoMeeting Privacy Policy

For our website we use the video conference tool AdSimple VideoMeeting (AVM for short) from the Web Development and Online Marketing company AdSimple GmbH, Fabriksgasse 20, 2230 Gänserndorf, Austria. Thanks to AdSimple VideoMeeting, we can easily hold video conferences with customers, business partners, clients and employees, without having to install any software. In this privacy policy, we will take a closer look at the service and inform you about the most important aspects on data protection.

What is AdSimple VideoMeeting?

VideoMeeting by AdSimple is a video conference solution from Austria, which offers secure video conferences with various functions such as screen sharing, making shared virtual notes and an integrated chat function. VideoMeeting either runs via your browser or via the AdSimple VideoMeet apps on iOS, Android, MacOS and Windows.

Why do we use AdSimple VideoMeeting on our website?

When it comes to a video conference software, it is important to us that it is both very easy to use and that it handles user data extremely carefully. AdSimple VideoMeeting allows us to start video chats/video conferences directly in a browser without installing a client program. This means that our video conference solution works without the need to register or to install any software. VideoMeeting can also be used via the VideoMeet apps. Video conferences via AdSimple VideoMeeting are fully encrypted. Moreover, since you do not need an account to use the free version, no personal data is collected or stored in the long-term, neither in connection with the apps nor with the browser. For the paid version, we link the data of the registered AdSimple user with the data of VideoMeeting to be able to implement the ordered packages.

Which data are stored by AdSimple VideoMeeting?

If you use AdSimple VideoMeeting, the web server automatically stores data, just as it does with any other website view. Your IP address and the technical data listed below will be stored in web server log files, until the data will be deleted after two weeks.

In addition to your IP address, the following technical data will be stored when you use AVM:

- Browser type
- Operating system
- The number of bytes sent to the client program
- Date and time of the page view
- Length of the http-request (request length)
- Processing time of the http-request
- Http-status code as the server's response to a http-request

To be able to provide this service, AdSimple store data on their servers, such as the name and URL of the meeting room, as well as the duration of the meeting session and the authentication ID. This data is retained for one year.

If you or other participants provide personal data such as username, password, email address or phone number for authentication, these data will be saved in one of the AdSimple servers' file systems until further notice.

Moreover, AdSimple do not sell or pass on data to third parties. They use data such as the name or URL of the meeting room exclusively for providing their video meeting services. What is more, no cookies are set and the data transmission to the server is encrypted.

How long and where are the data stored?

Technical data and IP addresses are saved in web server log files for two weeks. Data such as the name of the meeting room are stored for one year, while data that you enter as a user (username, password, email address) will be stored until further notice on AdSimple's servers, which are located in Germany.

How can I delete my data or prevent data retention?

If you do not want any data to be stored during your video conference, you cannot participate in any video conference. To prevent personal data from being temporarily stored during the video meeting, please make sure not to enter such data, for example into the chat box. You have the option to have your personal data deleted at any time. To do this, simply send an email to office@adsimple.at.

We have deliberately chosen this Austrian video conferencing solution because AdSimple VideoMeeting is designed to handle data very sparingly. We hope this privacy policy provided you with sufficient information on data processing by AdSimple VideoMeeting.

Zoom Privacy Policy

On our website we use the video conferencing tool Zoom by the American software company Zoom Video Communications. The company's head office is in 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, California. Thanks to "Zoom", we can easily hold video conferences with customers, business partners, clients, and employees without having to install any software. In this privacy policy we will go into more detail of the service and inform you on the most important data protection aspects.

What is Zoom?

Zoom is one of the world's most well-known video conferencing solutions. With the "Zoom Meetings" service, we can hold an online video conference with you, our employees, or other users via a digital conference room. This allows us to easily get in touch digitally, exchange information on various topics, send text messages or even make calls. You can also use Zoom to share your screen, exchange files and to use a whiteboard.

Why do we use Zoom on our website?

It is important to us that we can communicate with you quickly and easily. And this is exactly what Zoom offers us. Moreover, the software program also works directly via a browser. This means we can simply send you a link for starting our video conference. In addition, Zoom's further functions such as screen sharing, or file exchange are also very handy.

What data is stored by Zoom?

When you use Zoom, your data is collected so Zoom can provide its services. On the one hand, this is data that you deliberately make available to the company. This includes for example your name, telephone number or your email address. On the other hand, there is certain data which is automatically transmitted to Zoom where it is stored. This includes for example your browser's technical data or your IP address. In the following, we will go into more detail on the specific data

of yours which Zoom can collect and store:

If you provide data such as your name, username, email address or your telephone number, these data will be stored at Zoom. Any contents you upload while using Zoom are also retained. This can include files or chat logs for example.

In addition to the IP address as mentioned above, Zoom automatically stores technical data such as MAC addresses, further device IDs, device types, which operating system you use, what client you use, and also the type of your camera, microphone and speaker. Furthermore, your approximate location is also determined and stored. Additionally, Zoom store information on how you use the service. To give an example, this can include details on whether you "zoom" in or out via desktop or smartphone, whether you are using a telephone call or VoIP, whether you are participating with or without video or whether you request a password. What is more, Zoom also records so-called metadata such as the duration of the meeting or call, the start and end of your participation in it, as well as your meeting name and chat status.

In their privacy policy, Zoom mention that the company does not use advertising cookies or tracking technologies for its services. These tracking methods are only used on their marketing websites, such as www.zoom.us. Zoom neither sell personal data nor use them for advertising purposes.

How long and where is the data stored?

In this regard, Zoom do not specify a precise time frame, but they emphasise that the collected data remain stored for as long as it is necessary for both, to provide its services and for their own purposes. The data will only be retained for longer if required for legal reasons.

Zoom generally store collected data on American servers, but the data can make their way through different data centers across the globe.

How can I delete my data or prevent data retention?

If you do not want any of your data to be stored during a zoom meeting, you have to do without the meeting. However, you always have both the option and the right to have all your personal data deleted. If you have a Zoom account, you can find instructions on how to delete your account at https://support.zoom.us/hc/en-us/articles/201363243-How-Do-I-Delete-Terminate-My-Account.

Zoom Video Communications is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information at auf https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW&status=Active.

We hope we were able to give you an overview on Zoom's data processing. Of course, it could always happen that the company's data protection guidelines may change. Therefore, for more information we recommend you to read Zoom's privacy policy at https://zoom.us/privacy.

AdSimple Cookie Manager Privacy Policy

On our website we use the AdSimple Cookie Manager of the software development and online marketing company AdSimple GmbH, Fabriksgasse 20, 2230 Gänserndorf, Austria. The AdSimple Cookie Manager offers us, among other things, the opportunity to provide you with a cookie notice that is comprehensive and compliant with data protection laws. This gives you the opportunity to decide which cookies you want to allow or deny. By using this software, data is sent from you to AdSimple, where it is stored. In this privacy policy we inform you on why we use the AdSimple Cookie Manager, which data is transferred and stored and how you can prevent this data transfer.

What is the AdSimple Cookie Manager?

The AdSimple Cookie Manager is a software that scans our website to identify and categorise all existing cookies. Additionally, you as the website visitor will be informed on the use of cookies via a cookie notice script. Then you can decide yourself which cookies you want to allow or deny.

Why do we use the AdSimple Cookie Manager on your website?

We want to offer you maximum transparency when it comes to data protection. Before we can do so, we need to exactly determine which cookies have ended up on our website over time. Since the AdSimple cookie manager regularly scans our website and locates all cookies, we have full control over these cookies and can therefore act in compliance with the GDPR. This enables us to inform you precisely on the use of cookies on our website.
Moreover, you will always receive an up-to-date cookie notice that is data-protection compliant. This enables you to decide yourself which cookies you want to allow or deny via the checkbox system.

Which data are stored by the AdSimple Cookie Manager?

If you agree to cookies on our website, AdSimple Cookie Manager will set the following cookie:

Name: acm_status
Value: ":true,"statistics":true,"marketing":true,"socialmedia":true,"settings":true}
Porpose: This cookie saves the status of your consent. This enables our website to read and adhere to the latest status, even during future visits.
Expiry date: after one year

How long and where are the data stored?

All data collected by the AdSimple Cookie Manager is transferred and stored exclusively within the European Union. The collected data is stored on the AdSimple servers at Hetzner GmbH in Germany. Therefore, only AdSimple GmbH and Hetzner GmbH have access to the data.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. You can prevent data collection and storage by for example rejecting the use of cookies via the cookie notification script. Another option to prevent data processing or to manage it according to your wishes is your browser. Depending on the browser you use, managing cookies differs slightly. Below you will find links to the instructions for the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we were able to provide you with a good overview of data traffic and data processing by AdSimple Cookie Manager. If you want to learn more about this tool, we recommend the description page at https://www.adsimple.at/adsimple-cookie-manager/.

Cookiebot Privacy Policy

We use functions of Cookiebot on our website. The company behind Cookiebot is Cybot A/S, Havnegade 39, 1058 Copenhagen, DK. Cookiebot offers us the opportunity to provide you with an extensive cookie notice (also known as a cookie banner or cookie notice).
By using this function, your data can be sent to Cookiebot or Cybot, where it may be saved and processed. In this privacy policy we will inform you on why we use Cookiebot, what data is transmitted and how you can prevent the transmission of data.

What is Cookiebot?

Cookiebot is a software product from Cybot. The software automatically creates a GDPR-compliant cookie notice for our website visitors. The technology behind Cookiebot also scans, controls and evaluates all cookies and tracking measures on our website.

Why do we use Cookiebot on our website?

We take data protection very seriously. We want to show you exactly what is happening on our website and which of your data is stored. Cookiebot helps us to get a good overview of all our cookies (first- and third-party cookies). This enables us to be transparent and to inform you precisely on the use of cookies on our website. Cookiebot ensures you always receive an up-to-date and GDPR compliant cookie notice, so you can decide yourself which cookies you allow or deny.

What data are stored by Cookiebot?

If you allow cookies, the following data will be transmitted to Cybot, where it is stored and processed.

- •IP address (in anonymous form, the last 3 digits are replaced with 0)
- •date and time of your consent
- •our website's URL
- •technical browser data
- •encrypted, anonymous key
- •the cookies you allowed (as status of consent)

If you have allowed the use of cookies, the following cookies get set by Cookiebot:

Name: CookieConsent
Value: {stamp:'P7to4eNgIHvJvDerjKneBsmJQd9111691100-2
Purpose:Your consent status is stored in this cookie. This enables our website to read and follow the current status even for future visits.
Expiry date: after one year

Name: CookieConsentBulkTicket
Value: kDSPWpA%2fjhljZKClPqsncfR8SveTnNWhys5NojaxdFYBPjZ2PaDnUw%3d%3111691100-6
Purpose:This cookie is placed if you allow all cookies and thus have activated "collective consent". The cookie then stores its own, random and unique ID.
Expiry date: after one year

Note: Please keep in mind that this is an exemplary list and that we do not claim for this list to be exhaustive. In the cookie statement at https://www.cookiebot.com/en/cookie-declaration/ you can read which further cookies may be used.

According to Cybot's privacy policy, the company does not sell any personal information.
However, Cybot shares data with trustworthy third-parties or subcontractors who help the company

achieve its business goals. Data may also be transferred if it is legally required.

How long and where is the data stored?

All collected data is only transferred and stored within the European Union. The data is saved in an Azure data centre (with the cloud provider Microsoft). At https://azure.microsoft.com/en-gb/global-infrastructure/regions/ you can find out more on all "Azure regions". All user data will be deleted by Cookiebot 12 months after registration (cookie consent) or immediately after termination of the Cookiebot service.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. You can prevent data collection and storage, by e.g. rejecting the use of cookies via the cookie notice. Furthermore, your browser offers another option to prevent data processing or to manage it according to your wishes. Depending on the browser, the cookie settings work a little differently. Here you will find the instructions for the most popular browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you want to learn more about the data protection guidelines of "Cookiebot" or the company Cybot, we recommend the privacy policy at https://www.cookiebot.com/en/privacy-policy/.

Google reCAPTCHA Privacy Policy

Our primary goal is to provide you an experience on our website that is as secure and protected as possible. To do this, we use Google reCAPTCHA from Google Inc. (1600 Amphitheater Parkway Mountain View, CA 94043, USA). With reCAPTCHA we can determine whether you are a real person from flesh and bones, and not a robot or a spam software. By spam we mean any electronically undesirable information we receive involuntarily. Classic CAPTCHAS usually needed you to solve text or picture puzzles to check. But thanks to Google's reCAPTCHA you usually do have to do such puzzles. Most of the times it is enough to simply tick a box and confirm you are not a bot. With the new Invisible reCAPTCHA version you don't even have to tick a box. In this privacy policy you will find out how exactly this works, and what data is used for it.

What is reCAPTCHA?

reCAPTCHA is a free captcha service from Google that protects websites from spam software and misuse by non-human visitors. This service is used the most when you fill out forms on the Internet. A captcha service is a type of automatic Turing-test that is designed to ensure specific actions on the Internet are done by human beings and not bots. During the classic Turing-test (named after computer scientist Alan Turing), a person differentiates between bot and human. With Captchas, a computer or software program does the same. Classic captchas function with small tasks that are easy to solve for humans but provide considerable difficulties to machines. With reCAPTCHA, you no longer must actively solve puzzles. The tool uses modern risk techniques to distinguish people from bots. The only thing you must do there, is to tick the text field "I am not a robot". However, with Invisible reCAPTCHA even that is no longer necessary. reCAPTCHA, integrates a JavaScript element into the source text, after which the tool then runs in the background and analyses your user

behaviour. The software calculates a so-called captcha score from your user actions. Google uses this score to calculate the likelihood of you being a human, before entering the captcha. reCAPTCHA and Captchas in general are used every time 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 people from flesh and bones on our side and want bots or spam software of all kinds to stay away. Therefore, we are doing everything we can to stay protected and to offer you the highest possible user friendliness. For this reason, we use Google reCAPTCHA from Google. Thus, we can be pretty sure that we will remain a "bot-free" website. Using reCAPTCHA, data is transmitted to Google to determine whether you genuinely are human. reCAPTCHA thus ensures our website's and subsequently your security. Without reCAPTCHA it could e.g. happen that a bot would register as many email addresses as possible when registering, in order to subsequently "spam" forums or blogs with unwanted advertising content. With reCAPTCHA we can avoid such bot attacks.

What data is stored by reCAPTCHA?

reCAPTCHA collects personal user data to determine whether the actions on our website are made by people. Thus, IP addresses and other data Google needs for its reCAPTCHA service, may be sent to Google. Within member states of the European Economic Area, IP addresses are almost always compressed before the data makes its way to a server in the USA.
Moreover, your IP address will not be combined with any other of Google's data, unless you are logged into your Google account while using reCAPTCHA. Firstly, the reCAPTCHA algorithm checks whether Google cookies from other Google services (YouTube, Gmail, etc.) have already been placed in your browser. Then reCAPTCHA sets an additional cookie in your browser and takes a snapshot of your browser window.

The following list of collected browser and user data is not exhaustive. Rather, it provides examples of data, which to our knowledge, is processed by Google.

- Referrer URL (the address of the page the visitor has come from)
- IP-address (z.B. 256.123.123.1)
- Information on the operating system (the software that enables the operation of your computers. Popular operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that save data in your browser)
- Mouse and keyboard behaviour (every action you take with your mouse or keyboard is stored)
- Date and language settings (the language and date you have set 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)

Google may use and analyse this data even before you click on the "I am not a robot" checkmark. In the Invisible reCAPTCHA version, there is no need to even tick at all, as the entire recognition process runs in the background. Moreover, Google have not given details on what information and how much data they retain.

The following cookies are used by reCAPTCHA: With the following list we are referring to Google's reCAPTCHA demo version at https://www.google.com/recaptcha/api2/demo.
For tracking purposes, all these cookies require a unique identifier. Here is a list of cookies that Google reCAPTCHA has set in the demo version:

Name: IDE

Value: WqTUmlnmv_qXyi_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-111691100-8
Purpose:This cookie is set by DoubleClick (which is owned by Google) to register and report a user's interactions with advertisements. With it, ad effectiveness can be measured, and appropriate optimisation measures can be taken. IDE is stored in browsers under the domain doubleclick.net.
Expiry date: after one year

Name: 1P_JAR
Value: 2019-5-14-12
Purpose: This cookie collects website usage statistics and measures conversions. A conversion e.g. takes place, when a user becomes a buyer. The cookie is also used to display relevant adverts to users. Furthermore, the cookie can prevent a user from seeing the same ad more than once.
Expiry date: after one month

Name: ANID
Value: U7j1v3dZa1116911000xgZFmiqWppRWKOr
Purpose:We could not find out much about this cookie. In Google's privacy statement, the cookie is mentioned in connection with "advertising cookies" such as "DSID", "FLC", "AID" and "TAID". ANID is stored under the domain google.com.
Expiry date: after 9 months

Name: CONSENT
Value: YES+AT.de+20150628-20-0
Purpose: This cookie stores the status of a user's consent to the use of various Google services. CONSENT also serves to prevent fraudulent logins and to protect user data from unauthorised attacks.
Expiry date: after 19 years

Name: NID
Value: 0WmuWqy111691100zILzqV_nmt3sDXwPeM5Q
Purpose: Google uses NID to customise advertisements to your Google searches. With the help of cookies, Google "remembers" your most frequently entered search queries or your previous ad interactions. Thus, you always receive advertisements tailored to you. The cookie contains a unique ID to collect users' personal settings for advertising purposes.
Expiry date: after 6 months

Name: DV
Value: gEAABBCjJMXcI0dSAAAANbqc111691100-4
Purpose: This cookie is set when you tick the "I am not a robot" checkmark. Google Analytics uses the cookie personalised advertising. DV collects anonymous information and is also used to distinct between users.
Expiry date: after 10 minutes

Note: We do not claim for this list to be extensive, as Google often change the choice of their cookies.

How long and where are the data stored?

Due to the integration of reCAPTCHA, your data will be transferred to the Google server. Google have not disclosed where exactly this data is stored, despite repeated inquiries. But even without confirmation from Google, it can be assumed that data such as mouse interaction, length of stay on a website or language settings are stored on the European or American Google servers. The IP address that your browser transmits to Google does generally not get merged with other Google data from the company's other services.
However, the data will be merged if you are logged in to your Google account while using the reCAPTCHA plug-in. Google's diverging privacy policy applies for this.

How can I delete my data or prevent data storage?

If you want to prevent any data about you and your behaviour to be transmitted to Google, you must fully log out of Google and delete all Google cookies before visiting our website or use the reCAPTCHA software. Generally, the data is automatically sent to Google as soon as you visit our website. To delete this data, you must contact Google Support at https://support.google.com/?hl=en-GB&tid=111691100.

If you use our website, you agree that Google LLC and its representatives automatically collect, edit and use data.

You can find out more about reCAPTCHA on Google's Developers page at https://developers.google.com/recaptcha/. While Google do give more detail on the technical development of reCAPTCHA there, they have not disclosed precise information about data retention and data protection. A good, basic overview of the use of data however, can be found in the company's internal privacy policy at https://policies.google.com/privacy?hl=en-GB.

Google Custom Search Privacy Policy

We integrated Google's custom search plug-in to our website. Google is the largest and most widely known search engine in the world and is operated by the American company Google LLC (1600 Amphitheater Parkway Mountain View, CA 94043, USA). Through Google Custom Search data can be transferred from you to Google. In this privacy policy we will inform you on why we use this plug-in, which data is processed and how you can manage or prevent the transmission of your data.

What is Google Custom Search?

Google's Custom Search plug-in is a Google search bar that is integrated directly into our website. With it, searches take place just like on www.google.com, but the search results focus on our content and products or a limited area.

Why do we use Google Custom Search on our website?

A website with much interesting content often grows so big that it is easy to lose track. Over time, lots of valuable material has accumulated also on our site. But as part of our service we want you to be able to find our content in a quick and simple manner. Therefore, we have integrated Google Custom Search, which makes finding interesting content a breeze. Moreover, the built-in Google plug-in improves our website's overall quality and makes searches easier for you.

What data does Google Custom Search store?

The customised Google search only transfers your data to Google, if you actively use the Google search function that is integrated to our website. This means that only when you type a search term in the search bar and click on "Search" or "Enter", the search term is sent to Google along with your IP address, where they are stored and processed. Based on the placed cookies (such as 1P_JAR), Google may also receive data on website use. If you search for content via the built-in Google search function on our website, while you are logged into your Google account, Google can assign the collected data to your Google account. As the website operator, we have no influence on what Google do with the collected data or how Google process this data.

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

Name: 1P_JAR

Value: 2020-01-27-13111691100-5
Purpose: This cookie collects website usage statistics and measures conversions. A conversion occurs e.g. when a user becomes a buyer. The cookie is also used to display relevant ads to users.
Expiry date: after one month

Name: CONSENT
Value: WP.282f52111691100-9
Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT also protects user data from unauthorised attacks.
Expiry date: after 18 years

Name: NID
Value: 196=pwIo3B5fHr-8
Purpose: NID is used by Google to adapt ads to your Google search. With the help of cookies, Google "remembers" your search queries and your previous interaction with ads. That way you always receive customised advertisements.
Expiry date: after 6 months

Note: We do not claim for this list to be exhaustive, Google keep changing the choice of their cookies.

How long and where is the data stored?

Google's servers are located all over the world. Since Google is an American company, most data is stored on American servers. At https://www.google.com/about/datacenters/inside/locations/?hl=en you can find out where exactly Google's servers are.
Your data is distributed across various physical data carriers. This means the data can be accessed quicker and is better protected against potential manipulation. Google also have special emergency programs for your data. In case e.g. internal technical problems occur and some servers would stop working, the risk of an interruption of service and data loss remains low.
Google store data for different lengths of time, depending on what type of data they are. You can delete some data yourself, while others are automatically deleted or anonymised by Google. However, Google stores certain data for longer if it is necessary for legal or business reasons.

How can I delete my data or prevent data retention?

According to the European Union's data protection regulations, you have the right to access information about your data as well as to update, delete or to restrict it. There are certain data which you can delete anytime. If you have a Google account, you can delete data about your web activity there, or set it to be deleted after a specified period.
In your browser you can also deactivate, delete or manage cookies according to your wishes and preferences. Here are instructions for the most popular browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Google is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI. We hope we were able to give you the most important information on Google's data processing. If you want to learn more about it, we recommend Google's extensive privacy policy at https://policies.google.com/privacy?

WooCommerce Privacy Policy

We have integrated the open-source shop system WooCommerce to our website as a plugin. This WooCommerce plugin is based on the content management system WordPress, which is a subsidiary company of Automattic Inc. (60 29th Street #343, San Francisco, CA 94110, USA). Through the implemented functions, data are stored and sent to Automattic Inc where they are processed. In this privacy policy we want to inform you on what data this is, how the network uses this data and how you can manage or prevent data retention.

What is WooCommerce?

WooCommerce is an online shop system that has been part of the WordPress directory since 2011 and was specially developed for WordPress websites. It is a customisable, open source eCommerce platform that is based on WordPress. It has been integrated into our website as a WordPress plugin.

Why do we use WooCommerce on our website?

We use this practical online shop system, to be able to offer you our physical or digital products or services in the best possible way on our website. The aim is to give you easy and easy access to our offer, so that you can quickly and easily navigate to the products you want. With WooCommerce we have found a good plugin that meets our requirements for an online shop.

What data is stored by WooCommerce?

Information that you actively enter to a text field in our online shop can be collected and stored by WooCommerce or Automattic. Hence, if you register with us or order a product, Automattic may collect, process and save this data. In addition to email address, name or address, this can also be your credit card or billing information. Subsequently, Automattic can also use this information for their own marketing campaigns.

There is also evidence that Automattic automatically collects information on you in so-called server log files:

- •IP-address
- •Browser information
- •Pre-set language settings
- •Date and time of the web access

Moreover, WooCommerce sets cookies in your browser and uses technologies such as pixel tags (web beacons), to for example clearly identify you as a user and to be able to offer interest-based advertising. WooCommerce uses several different cookies, which are placed depending on the user action. This means that if you for example add a product to the shopping cart, a cookie is set so that the product remains in the shopping cart when you leave our website and come back later.

Below we want to show you an example list of possible cookies that may be set by WooCommerce:

Name: woocommerce_items_in_cart
Value: 1
Purpose:This cookie helps WooCommerce to determine when the contents of the shopping cart change.
Expiry date: after end of session

Name: woocommerce_cart_hash

Value: 447c84f810834056ab37cfe5ed27f204111691100-7
Purpose:This cookie is also used to recognise and save the changes in your shopping cart.
Expiry date: after end of session

Name: wp_woocommerce_session_d9e29d251cf8a108a6482d9fe2ef34b6
Value: 1146%7C%7C1589034207%7C%7C95f8053ce0cea135bbce671043e740111691100-4aa
Purpose:This cookie contains a unique identifier for you to allow the shopping cart data to be found in the database.
Expiry date: after 2 days

How long and where is the data stored?

Unless there is a legal obligation to keep data for a longer period, WooCommerce will delete your data if it is no longer needed for the purposes it was saved for. Server log files for example, the technical data for your browser and your IP address will be deleted after about 30 days. This is how long Automattic use the data to analyse the traffic on their own websites (for example all WordPress websites) and to fix possible problems. The data is stored on Automattic's American servers.

How can I delete my data and prevent data retention?

You have the right to access your personal data anytime, as well as to object to it being used and processed. You can also lodge a complaint with a state supervisory authority anytime.

You can also manage, delete or deactivate cookies individually in your browser. However, please note that deactivated or deleted cookies may have a negative impact on the functions of our WooCommerce online shop. Depending on the browser you use, managing cookies differs slightly. Below you will find links to the instructions for the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Automattic is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. More information can be found at https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC.
You can find more details on the privacy policy, as well as on which data is collected by WooCommerce in what way at https://automattic.com/privacy/ . Moreover, you can find general information on WooCommerce at https://woocommerce.com/.

Klarna Checkout Privacy Policy

On our website we use the Klarna Checkout online payment system by the Swedish company Klarna Bank AB. Klarna Bank is headquartered in Sveavägen 46, 111 34 Stockholm, Sweden. If you choose this service, your personal data will be sent to Klarna, where it will be stored and processed. With this privacy policy we want to give you an overview of Klarna's data processing.

What is Klarna Checkout?

Klarna Checkout is a payment system for online shops. The user selects the payment method and Klarna Checkout takes over the entire payment process. Once a user has made payment via the

checkout system and provided the relevant data, future online purchases can be made even faster and easier. Klarna's system then recognises the existing customer after they enter their email address and postcode.

Why do we use Klarna Checkout on our website?

It is our goal to offer you the best possible service with our website and our integrated online shop. In addition to the overall website and offer experience this also includes smooth, fast and secure payment processing of your orders. To ensure this, we use the Klarna Checkout payment system.

What data is stored by Klarna Checkout?

As soon as you choose Klarna's payment service and pay using Klarna Checkout, you transmit personal data to the company. On Klarna's checkout page, technical data such as browser type, operating system, our web address, date and time, your IP address as well as your language and time zone settings are collected and transmitted to Klarna's servers where they are stored. This data is stored even if you have not yet completed an order at that point.

If you order a product or service from our shop, you must enter your personal data in the provided fields. Klarna processes this data for handling the payment. The following personal data (along with general product information) may be stored and processed by Klarna to check your creditworthiness and identity:

- •Contact information: Name, date of birth, national ID number, title, invoice- und shipping address, email address, telephone number, nationality or salary.
- •Payment information such as credit cards or your account number
- •Product details such as shipment number, as well as type and price of the product

Furthermore, there are data which may optionally be collected if you have specifically decided for it. These are for example political, religious, or ideological beliefs or various health data.

In addition to the data mentioned above, Klarna can also collect data about the goods or services you order. It may also do this via third parties (such as e.g. us or public databases). This can for example be the type or tracking number of the ordered article, but also information on your creditworthiness, as well as your income or loan grants. Klarna can also pass on your personal data to service companies such as software and data storage providers or us as a retailer.

Every time data is automatically filled into a form, cookies are involved. If you do not want to use this function, you can deactivate these cookies anytime. Below you will find instructions on how to delete, deactivate or manage cookies in your browser. Our tests have shown that Klarna does not directly place cookies. If you choose the payment method "Klarna Sofort" and click on "Order", you will be redirected to the "Sofort" website. After successful payment you will land on our thank-you page. There the following cookie is set by sofort.com:

Name: SOFUEB
Value: e8cipp378mdscn9e17kajlfhv7111691100-4
Purpose: This cookie stores your session ID.
Expiry date: after ending the browser session

How long and where are the data stored?

Klarna strives to store your data only within the EU or the European Economic Area (EEA). However, it can also happen that data is transferred outside the EU/EEA. If this happens, Klarna ensures that the data protection either complies with the GDPR, that the third country is subject to an adequacy decision of the European Union or that the country has the US Privacy Shield certificate. Any data is always stored for as long as Klarna requires it for processing.

How can I delete my data or prevent data retention?

You can withdraw your consent for Klarna to process personal data anytime. Moreover, you always have the right for information, rectification, and deletion of your personal data. For this you must simply contact the company or its data protection team by email at privacy@klarna.co.uk. You can also contact them directly via "My Privacy Request" on Klarna's website.

Cookies that Klarna may use for their functions can be deleted, deactivated, or managed in your browser. These settings can vary slightly, depending on the browser you use. The following instructions will show you how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we were able to give you a good overview of Klarna's data processing. If you want to learn more about the handling of your data, we recommend Klarna's privacy notice at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_gb/privacy.

Sofortüberweisung Privacy Policy

On our website we offer the payment method "Sofortüberweisung" from Sofort GmbH for cashless payment. Sofort GmbH has been part of the Swedish company Klarna since 2014, but is based in Germany, Theresienhöhe 12, 80339 Munich.

If you choose this payment method, your personal data will also be transmitted to Sofort GmbH or Klarna, where it will be stored and processed. In this privacy policy we will give you an overview of Sofort GmbH's data processing.

What is "Sofortüberweisung"?

Sofortüberweisung is an online payment system that enables you to place an order via online banking. The payment is processed by Sofort GmbH, while we immediately receive information about your payment. Anyone who has an active online banking account with a PIN and TAN can use this method. Only a few banks do not yet support this payment option.

Why do we use "Sofortüberweisung" on our website?

It is our goal to offer you the best possible service with our website and our integrated online shop. Next to the overall experience of the website and offers, this also includes smooth, fast, and secure payment processing of your orders. To ensure this, we use "Sofortüberweisung" as a payment system.

What data is stored by "Sofortüberweisung"?

If you make an immediate transfer via the Sofort/Klarna service, data such as your name, account number, sort code, payment reference, amount and date are stored on the company's servers. We then also receive this information via the payment confirmation.

As part of the check for sufficient account coverage, Sofort GmbH reviews whether your account

balance and overdraft can cover the payment amount. In some cases, it is also reviewed whether any instant transfers have been successfully carried out within the last 30 days. Furthermore, a shortened ("hashed") form of your user identification (such as your signatory or contract number) as well as your IP address will be stored. For SEPA transfers your BIC and IBAN will also be stored.

According to Sofort GmbH, no other personal data (such as account balances, sales data, transaction limits, account lists, mobile phone numbers, authentication certificates, security codes or PIN/TAN) are collected, stored or passed on to third parties.

Sofortüberweisung also uses cookies to make our service more user-friendly. When you order a product, you will be redirected to the Sofort or Klarna website. After successful payment you will be redirected to our thank-you page. There, the following three cookies are placed:

Name: SOFUEB
Value: e8cipp378mdscn9e17kajlfhv7111691100-5
Purpose: This cookie stores your session ID.
Expiry date: after ending the browser session

Name: User[user_cookie_rules] Value: 1
Purpose: This cookie stores the status of your consent to the use of cookies.
Expiry date: after 10 years

Name: _ga
Value: GA1.2.69759879.1589470706
Purpose: Analytics.js uses the _ga cookie by default to store your user ID. Hence, it basically serves to differentiate between website visitors. It is a Google Analytics cookie.
Expiry date: after 2 years

Note: We do not claim for this cookie list to be exhaustive. Moreover, it is always possible that Sofortüberweisung may also use other cookies.

How long and where are the data stored?

All gathered data are stored within the legal storage obligations. This obligation can last between three and ten years.

Klarna/Sofort GmbH try to only save data within the EU or the European Economic Area (EEA). If data is transferred outside the EU/EEA, data protection must comply with the GDPR. Also, the country the data is transferred to must be subject to the EU's adequacy decision or have the US Privacy Shield certificate.

How can I delete my data or prevent data retention?

You can withdraw your consent for Klarna to process your personal data at any time. You also always have the right for information, rectification and deletion of your personal data. For this, you can simply email the company's data protection team at privacy@klarna.co.uk.

In your browser, you can manage, delete, or deactivate Sofortüberweisung's possible cookies. The settings vary a bit depending on what browser you use. The following instructions will show you how to manage cookies in the most common browsers:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

If you want to know more about Sofort GMmbH's data processing, we recommend the privacy policy at https://cdn.klarna.com/1.0/shared/content/legal/terms/0/en_gb/privacy.

Stripe Privacy Policy

On our website we use a payment tool by Stripe, an American technology company and online payment service. Stripe Payments Europe (Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland) is responsible for customers within the EU. Therefore, if you choose Stripe as your payment method, your payment will be processed via Stripe Payments. Hence, the data required for the payment process is forwarded to Stripe where it is then stored. In this privacy policy we will give you an overview of Stripe's data processing and retention. Moreover, we will explain why we use Stripe on our website.

What is Stripe?

The technology company Stripe offers payment solutions for online payments. Stripe enables us to accept credit and debit card payments in our webshop while it handles the entire payment process. A major advantage of Stripe is that you never have to leave our website or shop during the payment process. Moreover, payments are processed very quickly via Stripe.

Why do we use Stripe on our website?

We of course want to offer the best possible service with both our website and our integrated online shop. After all, we would like you to feel comfortable on our site and take advantage of our offers. We know that your time is valuable and therefore, payment processing in particular must work quickly and smoothly. In addition to our other payment providers, with Stripe we have found a partner that guarantees secure and fast payment processing.

What data are stored by Stripe?

If you choose Stripe as your payment method, your personal data (transaction data) will be transmitted to Stripe where it will be stored. These data include the payment method (i.e. credit card, debit card or account number), bank sort code, currency, as well as the amount and the payment date. During a transaction, your name, email address, billing or shipping address and sometimes your transaction history may also be transmitted. These data are necessary for authentication. Furthermore, Stripe may also collect relevant data for the purpose of fraud prevention, financial reporting and for providing its services in full. These data may include your name, address, telephone number as well as your country in addition to technical data about your device (such as your IP address).

Stripe does not sell any of your data to independent third parties, such as marketing agencies or other companies that have nothing to do with Stripe. However, data may be forwarded to internal departments, a limited number of Stripe's external partners or for legal compliance reasons. What is more, Stripe uses cookies to collect data. Here is a selection of cookies that Stripe may set during the payment process:

Name: m
Value: edd716e9-d28b-46f7-8a55-e05f1779e84e040456111691100-5
Purpose: This cookie appears when you select your payment method. It saves and recognises whether you are accessing our website via a PC, tablet or smartphone.
Expiry date: after 2 years

Name: __stripe_mid
Value: fc30f52c-b006-4722-af61-a7419a5b8819875de9111691100-1

Purpose: This cookie is required for carrying out credit card transactions. For this purpose, the cookie stores your session ID.
Expiry date: after one year

Name: __stripe_sid
Value: 6fee719a-c67c-4ed2-b583-6a9a50895b122753fe
Purpose: This cookie also stores your ID. Stripe uses it for the payment process on our website.
Expiry date: after end of the session

How long and where are the data stored?

Generally, personal data are stored for the duration of the provided service. This means that the data will be stored until we terminate our cooperation with Stripe. However, in order to meet legal and official obligations, Stripe may also store personal data for longer than the duration of the provided service. Furthermore, since Stripe is a global company, your data may be stored in any of the countries Stripe offers its services in. Therefore, your data may be stored outside your country, such as in the USA for example.

How can I delete my data or prevent data retention?

Stripe is still a participant of the EU-U.S. Privacy Shield Framework which regulated correct and secure transfer of personal data until July 16, 2020. However, since the European Court of Justice declared the agreement to be invalid, the company no longer relies on this agreement, but still acts according to the principles of Privacy Shield.

You always reserve the right to information, correction and deletion of your personal data. Should you have any questions, you can contact the Stripe team at https://support.stripe.com/contact/email.

You can delete, deactivate or manage cookies in your browser that Stripe uses for its functions. This works differently depending on which browser you are using. Please note, however, that if you do so the payment process may no longer work. The following instructions will show you how to manage cookies in your browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We have now given you a general overview of Stripe's data processing and retention. If you want more information, Stripe's detailed privacy policy at https://stripe.com/at/privacy is a good source.

Cloudflare Privacy Policy

We use Cloudflare by the company Cloudflare, Inc. (101 Townsend St., San Francisco, CA 94107, USA) on this website to enhance its speed and security. For this, Cloudflare uses cookies and processes user data. Cloudflare, Inc. is an American company that offers a content delivery network and various security services. These services take place between the user and our hosting provider. In the following, we will try to explain in detail what all this means.

What is Cloudflare?

A content delivery network (CDN), as provided by Cloudflare, is nothing more than a network of

servers that are connected to each other. Cloudflare has deployed servers around the world, which ensure websites can appear on your screen faster. Simply put, Cloudflare makes copies of our website and places them on its own servers. Thus, when you visit our website, a load distribution system ensures that the main part of our website is delivered by a server that can display our website to you as quickly as possible. The CDN significantly shortens the route of the transmitted data to your browser. Thus, Cloudflare does not only deliver our website's content from our hosting server, but from servers from all over the world. Cloudflare is particularly helpful for users from abroad, since pages can be delivered from a nearby server. In addition to the fast delivery of websites, Cloudflare also offers various security services, such as DDoS protection, or the web application firewall.

Why do we use Cloudflare on our website?

Of course, we want our website to offer you the best possible service. Cloudflare helps us make our website faster and more secure. Cloudflare offers us web optimisations as well as security services such as DDoS protection and a web firewall. Moreover, this includes a [Reverse-Proxy](#) and the content distribution network (CDN). Cloudflare blocks threats and limits abusive bots as well as crawlers that waste our bandwidth and server resources. By storing our website in local data centres and blocking spam software, Cloudflare enables us to reduce our bandwidth usage by about 60%. Furthermore, the provision of content through a data centre near you and certain web optimizations carried out there, cut the average loading time of a website in about half. According to Cloudflare, the setting "I'm Under Attack Mode" can be used to mitigate further attacks by displaying a JavaScript calculation task that must be solved before a user can access a website. Overall, this makes our website significantly more powerful and less susceptible to spam or other attacks.

What data is stored by Cloudflare?

Cloudflare generally only transmits data that is controlled by website operators. Therefore, Cloudflare does not determine the content, but the website operator themselves does. Additionally, Cloudflare may collect certain information about the use of our website and may process data we send or data which Cloudflare has received certain instructions for. Mostly, Cloudflare receives data such as IP addresses, contacts and protocol information, security fingerprints and websites' performance data. Log data for example helps Cloudflare identify new threats. That way, Cloudflare can ensure a high level of security for our website. As part of their services, Cloudflare process this data in compliance with the applicable laws. Of course, this also includes the compliance with the General Data Protection Regulation (GDPR).

Furthermore, Cloudflare uses a cookie for security reasons. The cookie (__cfduid) is used to identify individual users behind a shared IP address, and to apply security settings for each individual user. The cookie is very useful, if you e.g. use our website from a restaurant where several infected computers are located. However, if your computer is trustworthy, we can recognise that with the cookie. Hence, you will be able to freely and carelessly surf our website, despite the infected PCs in your area. Another point that is important to know, is that this cookie does not store any personal data. The cookie is essential for Cloudflare's security functions and cannot be deactivated.

Cookies from Cloudflare

Name: __cfduid
Value: d798bf7df9c1ad5b7583eda5cc5e78111691100-3
Purpose: Security settings for each individual visitor
Expiry date: after one year

Cloudflare also works with third parties. They may however only process personal data after the

instruction of Cloudflare and in accordance with the data protection guidelines and other confidentiality and security measures. Without explicit consent from us, Cloudflare will not pass on any personal data.

How long and where is the data stored?

Cloudflare stores your information primarily in the United States and the European Economic Area. Cloudflare can transfer and access the information described above, from all over the world. In general, Cloudflare stores domains' user-level data with the Free, Pro and Business versions for less than 24 hours. For enterprise domains that have activated Cloudflare Logs (previously called Enterprise LogShare or ELS), data can be stored for up to 7 days. However, if IP addresses trigger security warnings in Cloudflare, there may be exceptions to the storage period mentioned above.

How can I delete my data or prevent data retention?

Cloudflare only keeps data logs for as long as necessary and in most cases deletes the data within 24 hours. Cloudflare also does not store any personal data, such as your IP address. However, there is information that Cloudflare store indefinitely as part of their permanent logs. This is done to improve the overall performance of Cloudflare Resolver and to identify potential security risks. You can find out exactly which permanent logs are saved at https://developers.cloudflare.com/1.1.1.1/commitment-to-privacy/privacy-policy/privacy-policy/. All data Cloudflare collects (temporarily or permanently) is cleared of all personal data. Cloudflare also anonymise all permanent logs.

In their privacy policy, Cloudflare state that they are not responsible for the content you receive. For example, if you ask Cloudflare whether you can update or delete content, Cloudflare will always refer to us as the website operator. You can also completely prevent the collection and processing of your data by Cloudflare, when you deactivate the execution of script-code in your browser, or if you integrate a script blocker to your browser.

Cloudflare is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000GnZKAA0.
You can learn more on Cloudflare's data protection at https://www.cloudflare.com/en-gb/privacypolicy/.

eKomi Privacy Policy

On our website we use technologies from the German software company eKomi Ltd., Zimmerstrasse 11, 10969 Berlin, Germany. The company offers an online rating tool that helps us to continuously improve our services. For this review system to work, we have integrated the eKomi software (JavaScript code) into our website. By using this tool, data is transferred to eKomi, where it is processed and stored. In this privacy policy we will show you what data is involved, how it is stored and how you can prevent the processing and retention of your data.

What is eKomi?

eKomi is the software provider of an online rating system. After you have ordered a product from us or used one of our services, you will receive an email asking you to submit an anonymous rating. Then you will be forwarded to a review page via a link, where you can quickly and easily submit a review using the 5-star system and add a short text. eKomi also offers an interface for social media channels. This way, customer feedback can be made available to even more people.

Who do we use eKomi on our website?

Thus, eKomi collects reviews for us and our products, which we can then present on our website. For this, eKomi sonnects a certain technology to our website or to our online shop. Your ratings give us quick feedback and we can improve our products and/or services with much greater efficiency. Thus, on the one hand, the ratings serve to optimise our offers. On the other hand, they give you and all our future customers a good overview of the quality of our products and services.

Which data are stored by eKomi?

To offer this rating service, eKomi is also receives personal data such as your email address, your IP address or your name. Moreover, order information such as the order number of purchased items will be forwarded to eKomi even after you have submitted your review. This is necessary to ensure that reviews are only made by people who have really bought our products. This is the only way that customers can share their experiences with our products in an authentic manner. Every customer review also appears anonymously on eKomi.

We will send your email address to eKomi so the company can send you an email after purchasing one of our products. To include this review to our website, eKomi also receives the information that you have accessed our website. If you decide to make a rating, eKomi will receive the information provided in said rating. Furthermore, eKomi is responsible for all personal data that you provide to them.

Our test showed that eKomi sometimes uses the following third-party cookies (Google Analytics):

Name: _ga
Value: GA1.2.489076422.1596109839111691100-3
Purpose: By default, analytics.js uses the _ga cookie to save the user ID. Its general purpose it to differentiate between website visitors.
Expiry date: after two years

Name: _gat
Value: 1
Purpose: This cookie is used to dial down the request rate, which restricts data retention on high-traffic websites.
Expiry date: after end of session

Name: _gid
Value: GA1.2.499030530.1596109839111691100-8
Purpose: This cookie stores user behaviour on a website.
Expiry date:after two days

How long and where are the data stored?

Personal data that is mentioned in a review is disguised by eKomi's employees and is therefore only visible to system administrators and team leaders of the customer feedback management team. All collected data is stored on eKomi's servers. The data will be fully deleted after the end of the order. Personal data will also be deleted if they are no longer necessary for their purpose or if you revoke your consent to data processing or request for your data to get deleted.

How can I delete my data or prevent data retention?

According to the European Union's privacy law, you have the right to receive information about your data, as well as to update it, to delete it or to restrict it. If you do not want eKomi to set cookies in your browser, you can prevent this with your browser settings. There you can manage, deactivate, or delete cookies. You will find the relevant instructions for the most common browsers

below:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we were able to provide you with the most important information about data processing by eKomi. If you want to find out more about the company and how it handles data, we recommend you to read their privacy policy at https://www.ekomi.de/de/datenschutz/.

jQuery CDN Privacy Policy

We use jQuery CDN services by the jQuery Foundation to deliver our website and our subpages to you quickly and easily on different devices. jQuery is distributed via the Content Delivery Network (CDN) of the American software company StackPath (LCC 2012 McKinney Ave. Suite 1100, Dallas, TX 75201, USA). This service stores, manages and processes your personal data.

A content delivery network (CDN) is a network of regionally distributed servers that are connected to each other via the Internet. Through this network content and especially very large files, can be delivered quickly – even in peak demand periods.

jQuery uses JavaScript libraries to be able to deliver our website content quickly. For this, a CDN server loads the necessary files. As soon as a connection to the CDN server is established, your IP address is recorded and stored. This only happens if the data has not already been saved in your browser during a previous website visit.

StackPath's privacy policy explicitly mentions that StackPath uses aggregated and anonymised data of various services (such as jQuery) for both, security enhancement and its own services. However, it is impossible for you to be personally identified with the use of this data.

If you want to avoid this data transfer, you always have the option to use JavaScript blockers such as ghostery.com or noscript.net. You can also simply deactivate the execution of JavaScript codes in your browser. If you decide to deactivate JavaScript codes, the usual functions will also change. For example, websites may no longer load as quickly.

StackPath is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information at https://www.privacyshield.gov/participant?id=a2zt0000000CbahAAC&status=Active. Also, you can find more information about StackPath's data protection at https://www.stackpath.com/legal/privacy-statement/ and jQuery's data protection at https://openjsf.org/wp-content/uploads/sites/84/2019/11/OpenJS-Foundation-Privacy-Policy-2019-11-15.pdf.

jsdelivr.com-CDN Privacy Policy

In order for us to be able to deliver our individual websites to you quickly and correctly on different devices, we use the open source services of jsdelivr.com by the Polish software company ProspectOne, Królewska 65A/1, 30-081, Kraków, Poland.

jsDelivr is a Content Delivery Network (CDN). This is a network of regionally distributed servers that are connected via the Internet. As a result, content, especially large files, can be delivered quickly and optimally, even with large peak loads.

jsDelivr is designed to enable the download of JavaScript libraries that are hosted on npm and Github servers. WordPress plugins can also be loaded, provided they are hosted on WordPress.org. To be able to provide this service, your browser may send personal data to jsdelivr.com. can Therefore, jsDelivr can collect and save user data such as IP address, browser type, browser version, information on which website is loaded or the time and date of the page visit. The jsdelivr.comprivacy policy expressly states that the company does not use cookies or other tracking services.

If you want to prevent this data transmission, you can install a JavaScript blocker (for example at https://noscript.net/). However, please note that this means that the website then can no longer offer its usual services (such as fast loading speeds).

Further information on data processing by the software service jsDelivr can be found in the company's privacy policy at https://www.jsdelivr.com/privacy-policy-jsdelivr-net.

BootstrapCDN Privacy Policy

In order to be able to deliver all the individual sub-pages of our website to you quickly and securely on all devices, we use the Content Delivery Network (CDN) BootstrapCDN of the American software company StackPath, LLC 2012 McKinney Ave. Suite 1100, Dallas, TX 75201, USA.

A content delivery network (CDN) is a network of regionally distributed servers that are connected to each other via the Internet. Through this network, content – especially very large files, can be delivered quickly, even with large peak loads.

BootstrapCDN enables the delivery of JavaScript libraries to your browser. If your browser then downloads a file of the BootstrapCDN, your IP address is transmitted to the company StockPath during the connection with the Bootstrap CDN server.

In their privacy policy, StackPath also mention that the company uses aggregated and anonymised data from various services (such as BootstrapCDN). This is done to extend the backup, as well as for other StackPath services and clients. However, none of this data can be used to identify any person.

If you want to prevent this data transmission, you can install a JavaScript blocker (for example at https://noscript.net/), or deactivate the execution of JavaScript codes in your browser. However, please note that this means that the website then can no longer offer its usual services (such as fast loading speeds).

StackPath is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. More information on this can be found at https://www.privacyshield.gov/participant?id=a2zt0000000CbahAAC&status=Active. More information on data protection at StackPath or BootstrapCDN can be found at https://www.bootstrapcdn.com/privacy-policy/.

Wix Privacy Policy

For our website we use the website construction-kit Wix by the Israeli company Wix.com Ltd., 40 Hanamal Tel Aviv St., Tel Aviv 6350671, Israel. In addition to the headquarters in Tel Aviv, the company also has other headquarters such as in Berlin, Dublin, Vancouver, or New York. Due to the use of Wix, your personal data may be collected, stored and processed. In this privacy policy we want to explain why we use Wix, what data is stored, where your data is stored and how you can prevent data retention.

What is Wix?

Wix is a website construction-kit that makes it very easy to create HTML5 websites as well as mobile websites. The online platform is based on the cloud principle and allows easy integration of various Wix or third-party provider functions into your own website.

Why do we use Wix on our website?

For working on our website, we need an easy-to-use system, that allows us to present you a beautiful design and interesting content quickly and easily. We have found Wix to be the right system for this. Thanks to both, Wix's easy operation and its extensive functions, we can design our website as we wish, while ensuring its user-friendliness.

What data is stored by Wix?

Non-personal data include for example technical usage information such as browser activity, clickstream activity, session heat maps, as well as data about your computer, operating system, browser, screen resolution, language and keyboard settings, internet provider and date of the page visit.

Personal data are also recorded. These are primarily contact details (email address or telephone number, if you have provided them), IP address or your geographical location.

Tracking systems such as cookies are used to collect data about your behaviour on our website. For example, it records which sub-pages you take a particular interest in, how much time you spend on individual pages, when you leave a page (bounce rate) or which pre-sets (e.g. language settings) you have made. Based on this data, Wix.com can adjust their marketing measures better to your interests and your user behaviour. Therefore, the next time you visit our website, you will get to view it with the settings you have chosen priorly. Wix.com may also forward personal data to third parties (such as service providers).

Below we will show you a list of exemplary cookies that are placed due to the use of Wix:

Name: XSRF-TOKEN
Value: 1591628008|P01ovn-JtsrK
Purpose: This cookie is a security cookie and prevents the so-called cross-site request forgery, which is an attack on a computer system.
Expiry date: after end of session

Name: _wixCIDX
Value: b2474394-b64f-4c7a-a598-16b9043a8938111691100-9
Purpose: This cookie appropriately stores data when you to log in to our website, to shorten the logon process the following time.
Expiry date: after 3 months

Name: AWSELB
Value: EB626B5A40C80CEFD0EB26286F9684716FECD023880992D31DEC38111691100-1
Purpose: This cookie is used to distribute the website's load across multiple servers. Therefore, the page loading speed gets increased.
Expiry date: after one hour

Name: AWSELBCORS
Value: 85FDC7C91873988D19D2D53305AA8CAB73AF02FCEAEB626B5A40C
Purpose: We have not yet been able to find out more information on this cookie. We will inform you as soon as we know more.
Expiry date: after one hour

Note: Please note that the cookies shown above are examples and that this list does not claim to be exhaustive.

How long and where is the data stored?

Your data can be stored on various servers that are distributed across the globe. For example, the data can be stored in the USA, Ireland, South Korea, Taiwan, or Israel.
Wix always stores data until it is no longer required for their provided service. We have not yet been able to find out more about the period the data is stored for.

How can I delete my data or prevent data retention?

You have the option to update, correct or delete your personal data at any time. You can also contact Wix's data protection department directly at privacy@wix.com.

To deactivate, delete, or manage cookies you have to select the appropriate settings in your browser. Depending on which browser you use, the cookie settings work a little differently. The following instructions show how you can set or manage cookies in the most common browsers.

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

Wix.com Ltd. is headquartered in Israel. The European Commission declared Israel to be a country that provides adequate protection for personal data of EU citizens.

Moreover, Wix.com is an active participant in the EU-US Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information at https://www.privacyshield.gov/participant?id=a2zt0000000GnbGAAS&status=Active. We hope that with this data protection declaration we were able to make you more familiar to data processing by Wix.com. If you would like more detailed information on this, we recommend the company's privacy guidelines at https://www.wix.com/about/privacy.

Riddle Privacy Policy

As you may have noticed, you can also take an online quiz on our website. To make this work, we use a software tool from the German company Riddle Technologies AG (Lenaustrasse 1, 66125 Saarbrücken, Germany). The quiz is integrated via an iFrame. This allows external documents or applications (such as a quiz in this case) to be visually integrated into a website. When you use the quiz, Riddle collects so-called "aggregated data", but no personal data that could personally identify you. In this privacy policy, we will go into more detail and show you which data is stored where, how and why.

What is Riddle?

Riddle was founded in 2014 by a group of quiz fans. It is a software company that specialises in quiz production, among other things. The company offers content types such as quizzes or personality tests to website operators, that can be integrated into a website. Thanks to Riddle, we can design our quiz exactly according to our ideas. This allows users like you to take part in individually created puzzles that match our website's theme.

Why do we use Riddle on our website?

Our website's primary goal is to provide you with a pleasant and entertaining time in addition to our high-quality content and offers. And who doesn't love a little online quiz? After all, we want you to have fun here, and that's why we have Riddle's online quiz on our website.

Which data are stored by Riddle?

Whenever you use the embedded Riddle function on our website, no data will be stored by Riddle itself. Instead, the data is retained on our webspace and Riddle can only access it as part of their maintenance work and/or support services. Thus, their access is limited and only available to the responsible maintenance staff. Riddle does not collect any personal information and only collects summarised data that does not identify users personally. Instead it is analysed how many (anonymous) people have selected a certain answer. However, it is not evaluated which person gave what answer. Riddle only uses anonymised data for statistical evaluations. If we request data from you via a form, these data will be collected and stored in our webspace.

By default, the embedded Riddle function sets the following session cookie:

Name: sid
Value: 3c531f634a459f0933e1689ffb1945111691100-6be
Purpose: This cookie stores your session ID and your last login time in a digitally signed and encrypted form.
Expiry date: after closing your browser

How long and where are the data stored?

All data are retained locally on our web server. The data will be stored on our web server until they are no longer required for the purposes listed above.

How can I delete my data or prevent data retention?

You have the right to information, rectification, deletion or restriction of the processing of your personal data at any time. You can also revoke your consent to data processing anytime.

If you generally want to deactivate, delete or manage cookies, there are separate instructions for each browser:

Chrome: Clear, enable and manage cookies in Chrome

Safari: Manage cookies and website data in Safari

Firefox: Clear cookies and site data in Firefox

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete cookies in Microsoft Edge

We hope we could provide you with the most important information about Riddle's data processing. If you want to learn more about data protection at the online quiz service, we recommend you to read the company's privacy policy at https://www.riddle.com/legal/privacy as well as the page https://www.riddle.com/docs/creators/create-gdpr-compliant-quiz/.

All texts are copyrighted.

Source: Created with the Datenschutz Generator by AdSimple