



## Privacy policy

### Introduction

With the following privacy policy, we would like to inform you about the types of your personal data (in the following also referred to as "data" for short) that we process, for what purposes and to what extent. The data privacy policy applies to all processing of personal data carried out by us, both as part of the services we provide and, on our websites, in mobile apps and within external online presences, such as our social media profiles (in the following referred to in summary as "online offer").

The terms used are not gender specific.

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### Person in charge

Doreen Schreiner-Tilincă – Lucky Dog Center

Stockwäldchen 1, 66450 Bexbach, Germany

E-Mail: info [at] lucky-dog-center.de.

Phone: +49 1766 603 75 29

Impressum: <https://lucky-dog-center.de/impressum/>

### Processing overview

The following overview summarizes the types of data processed and the purposes of their processing and refers to the data subjects.

#### Types of processed data

- Event Data (Facebook) ("Event Data" is data that may be transmitted by us to Facebook, e.g. via Facebook Pixel (via apps or other channels), and relates to individuals or their actions; the data includes, for example, information about website visits, interactions with content, functions, app installations, product purchases, etc.; the Event Data is processed for the purpose of creating target groups for content and advertising information (Custom Audiences). Event data is processed for the purpose of creating target groups for content and advertising information (Custom Audiences); Event data does not include the actual content (such as written comments), no login information and no contact information (i.e. no names, email addresses and phone numbers). Event data is deleted by Facebook after a maximum of two years, the target groups formed from them with the deletion of our Facebook account).
- Inventory data (e.g. names, addresses).
- Content data (e.g. input in online forms).
- Contact details (e.g. e-mail, phone numbers).
- Meta/communication data (e.g. device information, IP addresses).
- Usage data (e.g. visited web pages, content interest, access times).
- Contract data (e.g. subject of contract, term, customer category).
- Payment data (e.g. bank details, invoices, payment history).

### Categories of affected persons

- Business and contractual partners.
- Interested parties.
- Communication partners.
- Customers.
- Users (e.g., website visitors, users of online services).
- Pupils/ Students/ Participants.
- Sweepstakes and contest participants.

### Purposes of processing

- Affiliate tracking.
- Providing our online offer and user accessibility.
- Office and organization procedures.
- Direct marketing.
- Implementation of sweepstakes and contests.
- Providing contractual services and customer services.
- Feedback (e.g. collecting feedback via online form).
- Firewall.
- Information infrastructure.
- Contact inquiries and communication.
- Marketing.
- Profiles with user-related information.
- Range measurement (e.g. access statistics).
- Security measures.
- Management and response to inquiries.

### Relevant legal bases

The following is an overview of the legal basis of the GDPR based on which we process personal data. Please note that in addition to the provisions of the GDPR, national data protection regulations may apply in your or our country of residence or domicile. If, in addition, more specific legal bases are relevant in individual cases, we will inform you of these in the data protection declaration.

- **Consent (Art. 6 para. 1 p. 1 lit. a. GDPR)** - the data subject has given his/her consent to the processing of personal data relating to him/her for a specific purpose or purposes.
- **Contract performance and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR)** - Processing is necessary for the performance of a contract to which the data subject is party or for the performance of pre-contractual measures taken at the data subject's request.
- **Legal obligation (Art. 6 para. 1 p. 1 lit. c. GDPR)** - processing is necessary for compliance with a legal obligation to which the controller is subject.
- **Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR)** - processing is necessary for the purposes of the legitimate interests of the controller or a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require the protection of personal data.

In addition to the data protection regulations of the General Data Protection Regulation, national regulations on data protection apply in Germany. These include the Act on Protection against Misuse of Personal Data in Data Processing (Federal Data Protection Act - BDSG). In particular, the BDSG contains special regulations on the right to information, the right to erasure, the right to object, the processing of special categories of personal data, processing for other purposes and transmission, as well as automated decision-making in individual cases, including profiling. Furthermore, it regulates data processing for employment purposes (Section 26 BDSG), regarding the establishment, implementation, or termination of employment relationships as well as the consent of employees. Furthermore, state data protection laws of the individual federal states may apply.

## Safety measures

We take appropriate technical and organizational measures in accordance with the legal requirements, considering the state of the art, the implementation costs and the nature, scope, circumstances, and purposes of the processing, as well as the different probabilities of occurrence and the extent of the threat to the rights and freedoms of natural persons, to ensure a level of protection appropriate to the risk.

The measures include safeguarding the confidentiality, integrity, and availability of data by controlling physical and electronic access to the data as well as access to, input of, disclosure of, assurance of availability of and segregation of the data. Furthermore, we have established procedures to ensure the exercise of data subjects' rights, the deletion of data, and responses to data compromise. Furthermore, we take the protection of personal data into account as early as the development or selection of hardware, software, and processes in accordance with the principle of data protection, through technology design and through data protection-friendly default settings.

**SLS encryption (https):** To protect your data transmitted via our online offer, we use SSL encryption. You can recognize such encrypted connections by the prefix https:// in the address line of your browser.

## Transfer of personal data

During our processing of personal data, it may happen that the data is transferred to or disclosed to other bodies, companies, legally independent organizational units, or persons. The recipients of this data may include, for example, service providers commissioned with IT tasks or providers of services and content that are integrated into a website. In such cases, we comply with the legal requirements and conclude appropriate contracts or agreements that serve to protect your data with the recipients of your data.

## Data erasure

The data processed by us will be deleted in accordance with the legal requirements as soon as their consents permitted for processing are revoked or other permissions cease to apply (e.g. if the purpose of processing this data has ceased to apply or it is not required for the purpose).

If the data are not deleted because they are required for other and legally permissible purposes, their processing will be limited to these purposes. That is, the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law or whose storage is necessary for the assertion, exercise, or defense of legal claims or for the protection of the rights of another natural person or legal entity.

Our privacy notices may also contain further information on the retention and deletion of data, which shall apply with priority to the respective processing operations.

## Use of cookies

Cookies are small text files or other memory tags that store information on end devices and read information from the end devices. For example, to store the login status in a user account, a shopping cart content in an e-shop, the content accessed, or functions used of an online offer. Cookies can also be used for various purposes, e.g. for purposes of functionality, security and comfort of online offers as well as the creation of analyses of visitor flows.

**Consent notices:** We use cookies in accordance with the law. Therefore, we obtain prior consent from users, except when it is not required by law. Consent is not required if the storage and reading of information, including cookies, is necessary to provide the user with a telemedia service (i.e., our online offering) expressly requested by the user. The revocable consent is clearly communicated to the users and contains the information about the respective cookie use.

Notes on legal bases under data protection law: The legal basis under data protection law on which we process users' personal data using cookies depends on whether we ask users for consent. If users' consent, the legal basis for processing their data is their declared consent. Otherwise, the data processed with the help of cookies is processed on the basis of our legitimate interests (e.g. in a business operation of our online offer and improvement of its usability) or, if this is done in the context of the fulfillment of our contractual obligations, if the use of cookies is necessary to fulfill our contractual obligations. For which purposes the cookies are

processed by us, we explain during this privacy policy or in the context of our consent and processing processes.

**Storing time:** Regarding the storing time, the following types of cookies are distinguished:

- Temporary cookies (also: session cookies): Temporary cookies are deleted at the latest after a user has left an online offering and closed his or her end device (e.g., browser or mobile app).
- Permanent cookies: Permanent cookies remain stored even after the end device is closed. For example, the login status can be saved, or preferred content can be displayed directly when the user visits a website again. Likewise, user data collected with the help of cookies can be used for reach measurement. Unless we provide users with explicit information about the type and storage duration of cookies (e.g., when obtaining consent), users should assume that cookies are permanent, and that the storage period can be up to two years.

**General information on revocation and objection (opt-out):** Depending on whether the processing is based on consent or legal permission, you have the option at any time to revoke any consent you have given or to object to the processing of your data by cookie technologies (collectively referred to as "opt-out"). You can initially declare your objection by means of your browser settings, e.g. by deactivating the use of cookies (whereby this may also restrict the functionality of our online offer). An objection to the use of cookies for online marketing purposes can also be declared by means of a variety of services, especially in the case of tracking, via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>. In addition, you can obtain further instructions on how to object in the context of the information on the service providers and cookies used.

#### **Further notes on processing operations, procedures, and services:**

Processing of cookie data based on consent: We use a cookie consent management procedure in which the consent of users to the use of cookies, or the processing and providers mentioned in the cookie consent management procedure, can be obtained, and managed and revoked by users. Here, the declaration of consent is stored in order not to have to repeat its query and to be able to prove the consent in accordance with the legal obligation. The storage can take place on the server side and/or in a cookie (so-called opt-in cookie, or with the help of comparable technologies), to be able to assign the consent to a user or their device. Subject to individual information on the providers of cookie management services, the following information applies: The duration of the storage of consent can be up to two years. A pseudonymous user identifier is created and stored with the time of consent, information on the scope of consent (e.g., which categories of cookies and/or service providers), as well as the browser, system and end device used.

#### **Business services**

We process data of our contractual and business partners, e.g. customers and interested parties (collectively referred to as "contractual partners") in the context of contractual and comparable legal relationships as well as related measures and in the context of communication with contractual partners (or pre-contractual), e.g. to answer inquiries.

We process this data to fulfill our contractual obligations, to secure our rights and for the purposes of the administrative tasks associated with this information as well as for business organization. Within the framework of applicable law, we only disclose the data of contractual partners to third parties to the extent that this is necessary for the aforementioned purposes or for the fulfillment of legal obligations or with the consent of the data subjects (e.g. to participating telecommunications, transport and other auxiliary services as well as subcontractors, banks, tax and legal advisors, payment service providers or tax authorities). Contractual partners will be informed about further forms of processing, e.g. for marketing purposes, within the scope of this data protection declaration.

We inform the contractual partners which data is required for the aforementioned purposes before or during data collection, e.g. in online forms, by means of special marking (e.g. colors) or symbols (e.g. asterisks or similar), or in person.

We delete the data after the expiry of legal warranty and comparable obligations, i.e., generally after 4 years, unless the data is stored in a customer account, e.g., if it must be retained for legal archiving reasons (e.g., for tax purposes generally 10 years). We delete data disclosed to us by the contractual partner as part of an order in accordance with the specifications of the order, generally after the end of the order.

Insofar as we use third-party providers or platforms to provide our services, the terms and conditions and data protection notices of the respective third-party providers or platforms shall apply in the relationship between the users and the providers.

**Customer account:** Contractual partners can create an account within our online offer (e.g. customer or user account, in short "customer account"). If registration of a customer account is required, contractual partners will be informed of this as well as of the information required for registration. Customer accounts are not public and cannot be indexed by search engines. During registration and subsequent logins and use of the customer account, we store the IP addresses of the customers together with the access times to be able to prove registration and prevent any misuse of the customer account.

If customers have terminated their customer account, the data relating to the customer account will be deleted, unless their retention is required for legal reasons. It is the responsibility of the customer to back up their data upon termination of the customer account.

**Store and e-commerce:** We process the data of our customers to enable them to select, purchase or order the selected products, goods, and related services, as well as their payment and delivery or execution. If necessary for the execution of an order, we use service providers, postal, forwarding and shipping companies, to carry out the delivery, or execution to our customers. For the processing of payment transactions, we use the services of banks and payment service providers. The required information is marked as such in the context of the order or comparable acquisition process and includes the information needed for delivery, or provision and billing, as well as contact information, so that any consultation can be held.

**Education and Training Services:** We process the data of participants in our education and training services (uniformly referred to as "trainees") to provide them with our training services. The data processed in this context, the nature, scope, purpose, and necessity of their processing are determined by the underlying contractual and training relationship. The forms of processing also include the performance assessment and evaluation of our services and those of the teachers.

During our activities, we may also process special categories of data, in particular information on the health of trainees and students, as well as data revealing ethnic origin, political opinions, religious or ideological beliefs. For this purpose, we obtain the express consent of the trainees, if required, and otherwise process the special categories of data only if it is necessary for the provision of the training services, for purposes of health care, social protection, or the protection of vital interests of the trainees.

If it is necessary for the fulfillment of our contract, for the protection of vital interests or required by law, or if we have the consent of the trainees, we disclose or transfer the data of the trainees to third parties or agents, such as authorities or in the field of IT, office, or comparable services, in compliance with the requirements of professional law.

**Therapeutic Services:** We process the data of our clients as well as interested parties and other clients or contractual partners (uniformly referred to as "clients") to be able to provide our services to them. The data processed, the nature, scope, purpose, and necessity of their processing are determined by the underlying contractual and client relationship.

Within the scope of our activities, we may also process special categories of data, in this case in particular information on the health of clients, possibly with reference to their sex life or sexual orientation, as well as data revealing racial and ethnic origin, political opinions, religious or ideological beliefs or trade union membership. For this purpose, we obtain explicit consent from clients where necessary and otherwise process the special categories of data where this serves the health of clients, the data is public or other legal permissions exist.

If it is necessary for the fulfillment of our contract, for the protection of vital interests or required by law, or if we have the consent of the clients, we disclose or transfer the data of the clients to third parties or agents, such as authorities, medical institutions, laboratories, billing offices, as well as in the field of IT, office or comparable services, in compliance with the requirements of professional law.

**Events:** We process the data of the participants of the events offered or organized by us, events, and similar activities (hereinafter uniformly referred to as "participants" and "events") to enable them to participate in the events and to take advantage of the services or promotions associated with participation.

If we process health-related data, religious, political or other special categories of data in this context, then this is done within the scope of disclosure (e.g. for thematically oriented events or serves health care, safety or is done with the consent of the data subjects).

The required information is identified as such in the context of the order, purchase order or comparable contract conclusion and includes the information required for the provision of services and billing, as well as

contact information to be able to hold any consultations. Insofar as we obtain access to information of the end customers, employees, or other persons, we process this in accordance with the legal and contractual requirements.

**Further information on commercial services:** We process the data of our customers as well as clients (in the following uniformly referred to as "customers") to enable them to select, acquire or commission the selected services or works as well as related activities as well as their payment and delivery or execution or performance.

The required information is identified as such in the context of the order, purchase order or comparable contract conclusion and includes the information required for the provision of services and billing as well as contact information to be able to hold any consultations.

- **Types of data processed:** inventory data (e.g. names, addresses), payment data (e.g. bank details, invoices, payment history), contact data (e.g. e-mail, telephone numbers), contract data (e.g. subject matter of contract, term, customer category), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Special categories of personal data:** Health data (Art. 9 (1) GDPR).
- **Affected persons:** Interested parties, business and contractual partners, customers, pupils/ students/ participants.
- **Purposes of processing:** providing contractual services and customer services, contact requests and communication, office and organizational procedures, management and response to requests, security measures.
- **Legal basis:** Contract fulfillment and pre-contractual inquiries (Art. 6 para. 1 p. 1 lit. b. GDPR), Legal obligation (Art. 6 para. 1 p. 1 lit. c. GDPR), Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

## Payment methods

In the context of contractual and other legal relationships, due to legal obligations or otherwise based on our legitimate interests, we offer data subjects efficient and secure payment options and use other service providers for this purpose in addition to banks and credit institutions (collectively, "payment service providers").

The data processed by the payment service providers includes inventory data, such as the name and address, bank data, such as account numbers or credit card numbers, passwords, TANs, and checksums, as well as the contract, total and recipient-related information. The information is required to carry out the transactions. However, the data entered is only processed by the payment service providers and stored with them. I.e., we do not receive any account or credit card related information, but only information with confirmation or negative information of the payment. Under certain circumstances, the payment service providers transmit the data to credit agencies. The purpose of this transmission is to check identity and creditworthiness. In this regard, we refer to the terms and conditions and data protection information of the payment service providers. For payment transactions, the terms and conditions and data protection notices of the respective payment service providers apply, which can be accessed within the respective websites or transaction applications. We also refer to these for the purpose of further information and assertion of revocation, information, and other data subject rights.

- **Types of data processed:** inventory data (e.g. names, addresses), payment data (e.g. bank details, invoices, payment history), contract data (e.g. subject matter of contract, term, customer category), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Affected persons:** Customers, interested parties.
- **Purposes of processing:** Providing contractual services and customer services.
- **Legal basis:** Contract fulfillment and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

### Used services and service providers:

- **PayPal:** payment services and solutions (e.g. PayPal, PayPal Plus, Braintree); **service provider:** PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg; **Legal basis:** Contract performance and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b) GDPR); **Website:** <https://www.paypal.com/de>; **Privacy policy:** <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

## Provision of the online offer and webhosting

We process the users' data to provide them with our online services. For this purpose, we process the user's IP address, which is necessary to transmit the content and functions of our online services to the user's browser or terminal device.

- **Types of data processed:** Usage data (e.g. websites visited, interest in content, access times); meta/communication data (e.g. device information, IP addresses); content data (e.g. entries in online forms).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** Providing our online offer and user-friendliness; information technology infrastructure (operation and provision of information systems and technical equipment (computers, servers, etc.); security measures; firewall.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR).

### Further notes on processing operations, procedures, and services:

- Providing online offer on rented storage space: For the provision of our online offer, we use storage space, computing capacity and software that we rent or otherwise obtain from a corresponding server provider (also called "web hoster"); Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR).
- Collection of access data and log files: Access to our online offer is logged in the form of so-called "server log files". The server log files may include the address and name of the web pages and files accessed, the date and time of access, the volume of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page) and, as a rule, IP addresses and the requesting provider. The server log files may be used, on the one hand, for security purposes, e.g., to prevent server overload (especially in the event of abusive attacks, so-called DDoS attacks) and, on the other hand, to ensure the utilization of the servers and their stability; Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); Deletion of data: Log file information is stored for a maximum period of 30 days and then deleted or anonymized. Data whose further storage is required for evidentiary purposes is exempt from deletion until the respective incident is finally clarified.
- **ALL-INKL:** Services in the field of providing information technology infrastructure and related services (e.g. storage space and/or computing capacities); **Service provider:** ALL-INKL.COM - Neue Medien Münnich, Owner: René Münnich, Hauptstraße 68, 02742 Friedersdorf, Germany; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://all-inkl.com/>; **Privacy policy:** <https://all-inkl.com/datenschutzinformationen/>; **Order processing agreement:** Provided by service provider.
- **WordPress.com:** Hosting and software for the creation, provision and operation of websites, blogs, and other online offerings; **Service provider:** Aut O'Mattic A8C Ireland Ltd, Grand Canal Dock, 25 Herbert Pl, Dublin, D02 AY86, Ireland; **Legal basis:** Legitimate Interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://wordpress.com>; **Privacy policy:** <https://automattic.com/de/privacy/>; **Order processing agreement:** <https://wordpress.com/support/data-processing-agreements/>.
- **Wordfence:** Firewall and security and error detection functions; **Service provider:** Defiant, Inc, 800 5th Ave Ste 4100, Seattle, WA 98104, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://www.wordfence.com>; **Privacy policy:** <https://www.wordfence.com/privacy-policy/>; **Standard contractual clauses** (ensuring level of data protection for processing in third countries): <https://www.wordfence.com/standard-contractual-clauses/>.

## Registration, login, and user account

Users can create a user account. During registration, users are provided with the required mandatory data and processed for the purpose of providing the user account based on contractual obligation fulfillment. The processed data includes the login information (username, password, e-mail address, address, telephone number as well as dog data).

In the context of the use of our registration and login functions as well as the use of the user account, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests as well as those of the users in protection against misuse and other unauthorized use. As a matter of principle, this data is not passed on to third parties unless it is necessary for the prosecution of our claims or there is a legal obligation to do so.

Users can be informed by e-mail about processes that are relevant to their user account, such as technical changes.

**Registration with clear name:** Due to the nature of our community, we ask users to use our services only by using clear names. I.e. the use of pseudonyms is not allowed.

**Data deletion after termination:** If users have terminated their user account, their data regarding the user account will be deleted, subject to any legal permission, obligation, or consent of the users. It is the responsibility of users to back up their data before the end of the contract in the event of termination. We are entitled to irretrievably delete all user data stored during the term of the contract.

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms), meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** provision of contractual services and customer services, security measures, administration and response to requests.
- **Legal basis:** Contract fulfillment and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

## Blogs and publishing media

We use blogs or comparable means of online communication and publication (hereinafter "publishing media"). Readers' data is processed for the purposes of the publication medium only to the extent necessary for its presentation and communication between authors and readers or for security reasons. For the rest, we refer to the information on the processing of visitors to our publication medium within the scope of this privacy notice. Akismet anti-spam check: We use the "Akismet" service based on our legitimate interests. With the help of Akismet, comments from real people are distinguished from spam comments. For this purpose, all comment details are sent to a server in the USA, where they are analyzed and stored for four days for comparison purposes. If a comment has been classified as spam, the data is stored beyond this time. This information includes the name entered, the e-mail address, the IP address, the comment content, the referrer, information about the browser used as well as the computer system and the time of the entry.

Users are welcome to use pseudonyms or to refrain from entering their name or email address. You can completely prevent the transfer of data by not using our commenting system. That would be a pity, but unfortunately, we do not see any alternatives that work just as effectively.

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** provision of contractual services and customer services, feedback (e.g. collecting feedback via online form), security measures.
- **Legal basis:** Contract fulfillment and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

### Used services and service providers:

- **Akismet Anti-Spam Check:** Akismet Anti-Spam Check; **Service Provider:** Automattic Inc, 60 29th Street #343, San Francisco, CA 94110, USA; **Website:** <https://automattic.com>; **Privacy policy:** <https://automattic.com/privacy>.
- **Wordfence:** Firewall and security and error detection features; **Service provider:** Defiant, Inc, 800 5th Ave Ste 4100, Seattle, WA 98104, USA; **Website:** <https://www.wordfence.com>; **Privacy policy:** <https://www.wordfence.com/privacy-policy/>; **Standard contractual clauses** (ensuring level of data protection for processing in third countries): <https://www.wordfence.com/gdpr/dpa.pdf>.

## Contact and request management

When contacting us (e.g. by contact form, e-mail, telephone or via social media) as well as in the context of existing user and business relationships, the information of the inquiring persons is processed insofar as this is necessary to respond to the contact requests and any measures requested.

The answering of contact inquiries as well as the administration of contact and inquiry data in the context of contractual or pre-contractual relationships is carried out to fulfill our contractual obligations or to answer

(pre)contractual inquiries and otherwise based on the legitimate interests in answering the inquiries and maintaining user or business relationships.

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms).
- **Affected persons:** Communication partner.
- **Purposes of processing:** contact requests and communication.
- **Legal basis:** Contract fulfillment and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

#### Used services and service providers:

- **ReCaptcha:** Captcha service that determines whether visitors are humans or computer programs; **Service Provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, Parent CompanyV: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Website:** <https://www.google.com/recaptcha/about/>; **Privacy policy:** <https://policies.google.com/privacy>.  
**Order processing agreement:** <https://business.safety.google/adsprocessor/terms>;

## Video conferencing, online meetings, webinars, and screen sharing

We use platforms and applications of other providers (in the following referred to as "conference platforms") for the purpose of conducting video and audio conferences, webinars and other types of video and audio meetings (in the following collectively referred to as "conference"). When selecting the conference platforms and their services, we observe the legal requirements.

**Data processed by conference platforms:** In the context of participation in a conference, the conference platforms process the personal data of the participants mentioned below. The scope of the processing depends on the one hand, on which data is requested in the context of a specific conference (e.g., provision of access data or clear names) and which optional information is provided by the participants. In addition to processing for the purpose of conducting the conference, participants' data may also be processed by the conference platforms for security purposes or service optimization. The data processed includes personal data (first name, last name), contact information (e-mail address, telephone number), access data (access codes or passwords), profile pictures, information on professional position/function, the IP address of the Internet access.

#### Zoom:

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Communication partners, users (e.g., website visitors, users of online services).
- **Purposes of processing:** provision of contractual services and customer services, contact requests and communication, office, and organizational procedures.
- **Legal basis:** Consent (Art. 6 para. 1 p. 1 lit. a. GDPR), Contractual performance and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

## Newsletter and electronic notifications

We send newsletters, e-mails, and other electronic notifications (hereinafter "newsletter") only with the consent of the recipients or a legal permission. Insofar as the contents of the newsletter are specifically described in the context of a registration, they are decisive for the consent of the users. Otherwise, our newsletters contain information about our services and us.

To subscribe to our newsletters, it is generally sufficient to provide your e-mail address. However, we may ask you to provide a name, for the purpose of a personal address in the newsletter, or further information, if this is necessary for the purposes of the newsletter.

Double opt-in procedure: The registration for our newsletter is always carried out in a so-called double opt-in process. This means that after registration you will receive an e-mail in which you are asked to confirm your registration. This confirmation is necessary so that no one can register with other e-mail addresses. The registrations for the newsletter are logged to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. Likewise, the changes to your data stored with the shipping service provider are logged.

**Deletion and restriction of processing:** We may store unsubscribed email addresses for up to three years based on our legitimate interests before deleting them to be able to prove consent formerly given. The processing of this data will be limited to the purpose of a possible defense against claims. An individual request for deletion is possible at any time, provided that the former existence of consent is confirmed at the same time. In the case of obligations to permanently observe objections, we reserve the right to store the e-mail address in a block list (so-called "block list") for this purpose alone.

The logging of the registration process takes place based on our legitimate interests for the purpose of proving its proper course. Insofar as we commission a service provider to send e-mails, this is done based on our legitimate interests in an efficient and secure sending system.

**Notes on legal basis:** The newsletter is sent on the basis of the recipients' consent or, if consent is not required, on the basis of our legitimate interests in direct marketing, if and to the extent that this is permitted by law, e.g. in the case of existing customer advertising. Insofar as we commission a service provider to send e-mails, this is done based on our legitimate interests. The registration process is recorded based on our legitimate interests to prove that it was carried out in accordance with the law.

Content: Information about us, our services, promotions and offers.

#### **Measurement of opening and click rates:**

The newsletters contain a so-called "web beacon", i.e. a pixel-sized file that is retrieved from our server when the newsletter is opened, or, if we use a shipping service provider, from their server. During this retrieval, technical information, such as information about the browser and your system, as well as your IP address and the time of the retrieval, are initially collected.

This information is used for the technical improvement of our newsletter based on the technical data or the target groups and their reading behavior based on their retrieval locations (which can be determined with the help of the IP address) or the access times. This analysis also includes determining whether the newsletters are opened when they are opened.

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), meta/communication data (e.g. device information, IP addresses), usage data (e.g. web pages visited, interest in content, access times).
- **Affected persons:** Communication partner.
- **Purposes of processing:** direct marketing (e.g. by e-mail or postal mail).
- **Legal basis:** Consent (Art. 6 para. 1 p. 1 lit. a. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).
- **Option to object (opt-out):** You can cancel the receipt of our newsletter at any time, i.e. revoke your consent or object to further receipt. You will find a link to cancel the newsletter either at the end of each newsletter or you can use one of the contact options listed above, preferably e-mail, for this purpose.

#### **Promotional communication via e-mail, mail, fax, or telephone**

We process personal data for the purpose of promotional communication, which may take place via various channels, such as e-mail, telephone, mail, or fax, in accordance with legal requirements.

The recipients have the right to revoke consent given at any time or to object to the promotional communication at any time.

After revocation or objection, we may store the data required to prove consent for up to three years based on our legitimate interests before deleting it. The processing of this data will be limited to the purpose of a possible defense against claims. An individual deletion request is possible at any time, provided that the former existence of consent is confirmed at the same time.

- **Types of data processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers).
- **Affected persons:** Communication partner.
- **Purposes of processing:** direct marketing (e.g. by e-mail or postal mail).
- **Legal basis:** Consent (Art. 6 para. 1 p. 1 lit. a. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

#### **Sweepstakes and contests**

We process personal data of participants of sweepstakes and contests only in compliance with the relevant data protection provisions, insofar as the processing is contractually necessary for the provision, implementation and execution of the sweepstakes, the participants have consented to the processing or the processing serves our legitimate interests (e.g., in the security of the sweepstakes or the protection of our interests against misuse through possible collection of IP addresses when submitting sweepstakes entries). If contributions from participants are published as part of the sweepstakes (e.g. as part of a vote or presentation of the sweepstakes entries or the winners or reporting on the sweepstakes), we point out that the names of the participants may also be published in this context. Participants may object to this at any time. If the sweepstakes takes place within an online platform or a social network (e.g. Facebook or Instagram, hereinafter referred to as "online platform"), the usage and data protection provisions of the respective platforms shall also apply. In these cases, we would like to point out that we are responsible for the information provided by the participants within the scope of the sweepstakes and that inquiries about the sweepstakes should be directed to us.

The participants' data will be deleted as soon as the sweepstakes or contest has ended, and the data is no longer required to inform the winners or because queries regarding the sweepstakes are to be expected. In principle, the participants' data will be deleted no later than 6 months after the end of the sweepstakes. Winners' data may be retained for longer in order, for example, to be able to answer queries about the prizes or to fulfill the prize services; in this case, the retention period depends on the type of prize and is up to three years for items or services, for example, to be able to process warranty claims. Furthermore, the participants' data may be stored for longer, e.g. in the form of reporting on the sweepstakes in online and offline media. If data was also collected for other purposes within the scope of the sweepstakes, its processing and the retention period are governed by the data protection information on this use (e.g. in the case of registration for the newsletter within the scope of a sweepstakes).

- **Types of data processed:** inventory data (e.g. names, addresses), content data (e.g. entries in online forms).
- **Betroffene Personen:** Gewinnspiel- und Wettbewerbsteilnehmer.
- **Zwecke der Verarbeitung:** Durchführung von Gewinnspielen und Wettbewerben.
- **Rechtsgrundlagen:** Vertragserfüllung und vorvertragliche Anfragen (Art. 6 Abs. 1 S. 1 lit. b. GDPR).

## Web analytics, monitoring and optimization.

Web analytics (also referred to as "reach measurement") is used to evaluate the flow of visitors to our online offering and may include behavior, interests, or demographic information about visitors, such as age or gender, as pseudonymous values. With the help of reach analysis, we can recognize, for example, at what time our online offer or its functions or content are most frequently used or invite re-use. Likewise, we can understand which areas need optimization.

In addition to web analysis, we may also use test procedures, for example, to test and optimize different versions of our online offering or its components.

For these purposes, so-called user profiles may be created and stored in a file (so-called "cookie") or similar procedures may be used with the same purpose. This information may include, for example, content viewed, web pages visited, and elements used there and technical information such as the browser used, the computer system used and information on usage times. If users have consented to the collection of their location data, this may also be processed, depending on the provider.

The IP addresses of the users are also stored. However, we use an IP masking procedure (i.e., pseudonymization by shortening the IP address) to protect users. Generally, in the context of web analysis, A/B testing and optimization, no clear data of the users (such as e-mail addresses or names) are stored, but pseudonyms. This means that we, as well as the providers of the software used, do not know the actual identity of the users, but only the information stored in their profiles for the purposes of the respective procedures.

**Notes on legal bases:** If we ask users for their consent to use third-party providers, the legal basis for processing data is consent. Otherwise, users' data is processed on the basis of our legitimate interests (i.e. interest in efficient, economical and recipient-friendly services). In this context, we would also like to refer you to the information on the use of cookies in this privacy statement.

- **Types of data processed:** Usage data (e.g. web pages visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** Reach measurement (e.g. access statistics, recognition of returning visitors), profiles with user-related information (creation of user profiles).

- **Security measures:** IP masking (pseudonymization of the IP address).
- **Legal basis:** Consent (Art. 6 para. 1 p. 1 lit. a. GDPR), Legitimate Interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

#### Services used and service providers:

- **Google Analytics:** Reach measurement and web analytics; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland, Parent Company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Website:** <https://marketingplatform.google.com/intl/de/about/analytics/>; **Privacy policy:** <https://policies.google.com/privacy>. **Order processing contract:** <https://business.safety.google/adsprocessorterms>; **Standard contractual clauses** (guaranteeing the level of data protection in the case of processing in third countries): <https://business.safety.google/adsprocessorterms>; **Possibility of objection (Opt-Out):** Opt-Out-Plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>, Settings for the display of advertisements: <https://adssettings.google.com/authenticated>; **More information:** <https://privacy.google.com/businesses/adsservices> (Types of processing and data processed).

#### Affiliate programs and affiliate links

We include so-called affiliate links or other references (which may include, for example, search masks, widgets, or discount codes) to the offers and services of third-party providers in our online offer (collectively referred to as "affiliate links"). If users follow the Affiliate Links or subsequently take advantage of the offers, we may receive a commission or other benefits from those third parties (collectively, "Commission").

To be able to track whether users have taken advantage of the offers of an affiliate link used by us, it is necessary that the respective third-party providers learn that the users have followed an affiliate link used within our online offer. The assignment of the affiliate links to the respective business transactions or to other actions (e.g. purchases) serves the sole purpose of commission accounting and will be cancelled as soon as it is no longer necessary for the purpose.

For the purposes of the aforementioned assignment of the affiliate links, the affiliate links may be supplemented by certain values that are a component of the link or may be stored elsewhere, e.g. in a cookie. The values may include the source website (referrer), the time, an online identifier of the operator of the website on which the affiliate link was located, an online identifier of the respective offer, the type of link used, the type of offer and an online identifier of the user.

**Notes on legal bases:** If we ask users for their consent to the use of third-party providers, the legal basis for the processing of data is consent. Furthermore, their use may be a component of our (pre)contractual services, provided that the use of the third-party providers has been agreed within this framework. Otherwise, user data is processed on the basis of our legitimate interests (i.e. interest in efficient, economical and recipient-friendly services). In this context, we would also like to refer you to the information on the use of cookies in this privacy policy.

- **Types of data processed:** Contract data (e.g. subject matter of contract, term, customer category), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** Affiliate tracking.
- **Legal basis:** Consent (Art. 6 para. 1 p. 1 lit. a. GDPR), Contractual performance and pre-contractual requests (Art. 6 para. 1 p. 1 lit. b. GDPR), Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

#### Further notes on processing operations, procedures, and services:

- **Amazon Affiliate Program:** Amazon - Affiliate Program - Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or one of its affiliates. Service Provider: Amazon EU S.à.r.l located at 38, avenue John F. Kennedy, L-1855 Luxembourg, Parent Company: Amazon.com, Inc., 2021 Seventh Ave, Seattle, Washington 98121, USA.; **Website:** <https://www.amazon.de>; **Privacy policy:** <https://www.amazon.de/gp/help/customer/display.html?nodeId=201909010>.

## Presence in social networks (social media)

We operate online presences within social networks and process user data in this context to communicate with the users active there or to offer information about us.

We would like to point out that user data may be processed outside the European Union. This may result in risks for the users because, for example, it could make it more difficult to enforce the rights of the users. Furthermore, user data is usually processed within social networks for market research and advertising purposes. For example, usage profiles can be created based on the usage behavior and resulting interests of the users. The usage profiles can in turn be used, for example, to place advertisements within and outside the networks that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the users' computers, in which the usage behavior and interests of the users are stored. Furthermore, data independent of the devices used by the users may also be stored in the usage profiles (especially if the users are members of the respective platforms and are logged in to them).

For a detailed presentation of the respective forms of processing and the options to object (opt-out), we refer to the privacy statements and information provided by the operators of the respective networks.

In the case of requests for information and the assertion of data subject rights, we would also like to point out that these can be asserted most effectively with the providers. Only the providers have access to the users' data and can take appropriate measures and provide information directly. Should you nevertheless require assistance, you can contact us at.

- **Types of data processed:** contact data (e.g. e-mail, telephone numbers); content data (e.g. entries in online forms); usage data (e.g. websites visited, interest in content, access times); meta/communication data (e.g. device information, IP addresses).
- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** contact requests and communication; feedback (e.g. collecting feedback via online form); marketing.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR).

### Further notes on processing operations, procedures, and services:

- **Instagram:** Social network; **Service provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://www.instagram.com>; **Privacy policy:** <https://instagram.com/about/legal/privacy>.
- **Facebook pages:** Profiles within the Facebook social network - We are jointly responsible with Meta Platforms Ireland Limited for collecting (but not further processing) data from visitors to our Facebook page (known as a "Fan Page"). This data includes information about the types of content users view or interact with, or the actions they take (see under "Things You and Others Do and Provide" in the Facebook Data Policy: <https://www.facebook.com/policy>), as well as information about the devices users use (e.g., IP addresses, operating system, browser type, language settings, cookie data; see under "Device Information" in the Facebook Data Policy: <https://www.facebook.com/policy>). As explained in the Facebook Data Policy under "How do we use this information?", Facebook also collects and uses information to provide analytics services, called "Page Insights," to Page operators to provide them with insights into how people interact with their Pages and with content associated with them. We have entered into a special agreement with Facebook ("Page Insights Information," [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)), which regulates in particular which security measures Facebook must observe and in which Facebook has agreed to fulfill the data subject rights (i.e., users can, for example, send information or deletion requests directly to Facebook). The rights of users (to information, deletion, objection and complaint to the competent supervisory authority), are not restricted by the agreements with Facebook. Further information can be found in the "Information on Page Insights". ([https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)); **Service provider:** Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://www.facebook.com>; **Privacy policy:** <https://www.facebook.com/about/privacy>; **Standard contractual clauses** (guaranteeing the level of data protection in the case of processing in third countries): [https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum); **Further information:** Joint responsibility agreement: [př#121<<1. https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data). The joint responsibility is limited to the collection by and transfer of data to Meta Platforms Ireland Limited, a

company based in the EU. Further processing of the data is the sole responsibility of Meta Platforms Ireland Limited, which concerns the transfer of the data to the parent company Meta Platforms, Inc. in the USA (based on the standard contractual clauses concluded between Meta Platforms Ireland Limited and Meta Platforms, Inc.).

- **TikTok:** Social network / video platform; **Service provider:** TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://www.tiktok.com>; **Privacy policy:** <https://www.tiktok.com/de/privacy-policy>.
- **YouTube:** Social network and video platform; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, Parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Privacy policy:** <https://policies.google.com/privacy>; **Possibility of objection (Opt-Out):** <https://adssettings.google.com/authenticated>.

## Plugins and embedded functions and content

We integrate functional and content elements into our online offer that are obtained from the servers of their respective providers (hereinafter referred to as "third-party providers"). These can be, for example, graphics, videos, or city maps (hereinafter uniformly referred to as "content").

The integration always requires that the third-party providers of this content process the IP address of the user, since without the IP address they could not send the content to their browser. The IP address is thus required for the display of this content or functionality. We strive to use only such content whose respective providers use the IP address only for the delivery of the content. Third-party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to analyze information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things, technical information about the browser and operating system, referring websites, time of visit and other information about the use of our online offer as well as be linked to such information from other sources.

**Notes on legal bases:** If we ask users for their consent to use third-party providers, the legal basis for processing data is consent. Otherwise, users' data is processed on the basis of our legitimate interests (i.e. interest in efficient, economical and recipient-friendly services). In this context, we would also like to refer you to the information on the use of cookies in this privacy statement.

**Facebook Plugins and Content:** We are jointly responsible with Facebook Ireland Ltd. for collecting or receiving in the course of a transmission (but not further processing) "Event Data" that Facebook collects or receives in the course of a transmission by means of the Facebook social plugins (and content embedding features) running on our Online Service for the purposes of: a) displaying content as well as promotional information that is relevant to users' presumed interests; b) delivering commercial and transactional messages (e.g. e.g., targeting users via Facebook Messenger); c) improving ad delivery and personalization of features and content (e.g., improving the detection of which content or advertising information presumably matches users' interests). We have entered into a special agreement with Facebook ("Addendum for Responsible Parties", [https://www.facebook.com/legal/controller\\_addendum](https://www.facebook.com/legal/controller_addendum)), which regulates in particular which security measures Facebook must observe ([https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms)) and in which Facebook has agreed to fulfill data subject rights (i.e., users can, for example, provide information or make deletion requests directly to Facebook). Note: When Facebook provides us with metrics, analytics, and reports (which are aggregated, i.e., do not receive information about individual users and are anonymous to us), this processing is not done under shared responsibility, but rather under a data processing contract ("Data Processing Terms", <https://www.facebook.com/legal/terms/dataprocessing>), the "Data Security Terms and Conditions" ([https://www.facebook.com/legal/terms/data\\_security\\_terms](https://www.facebook.com/legal/terms/data_security_terms)) and, with regard to processing in the USA, on the basis of standard contractual clauses ("Facebook EU Data Transfer Addendum, [https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum)). The rights of users (to information, deletion, objection, and complaint to the competent supervisory authority), are not restricted by the agreements with Facebook.

- **Types of data processed:** Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses), event data (Facebook) ("event data" is data that may be transmitted, e.g. via Facebook Pixel (via apps or in other ways), by us to Facebook and relates to individuals or their actions; the data includes, e.g., information about visits to websites, interactions with content, functions, installations of apps, purchases of products, etc.; Event data is processed for the purpose of forming target groups for content and advertising information (Custom Audiences); Event data does not include the actual content (such as written comments), no

login information and no contact information (i.e. no names, email addresses and phone numbers). Event data is deleted by Facebook after a maximum of two years, the target groups formed from them with the deletion of our Facebook account), inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. entries in online forms).

- **Data subjects:** Users (e.g., website visitors, users of online services).
- **Purposes of processing:** provision of our online offer and user-friendliness, provision of contractual services and customer service.
- **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f. GDPR).

#### Services used and service providers:

- **Facebook plugins and content:** Facebook Social Plugins and Content - This may include, for example, content such as images, videos or text and buttons that allow users to share content from this online offering within Facebook. The list and appearance of Facebook social plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>; **Service provider:** Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland; parent company: Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA; **Website:** <https://www.facebook.com>; **Privacy policy:** <https://www.facebook.com/about/privacy>; **Opt-out:** Ads settings: [https://www.facebook.com/adpreferences/ad\\_settings](https://www.facebook.com/adpreferences/ad_settings) (login to Facebook is required).
- **Google Fonts:** We integrate the fonts ("Google Fonts") of the provider Google, whereby the user data is used solely for the purpose of displaying the fonts in the user's browser. The integration is based on our legitimate interests in a technically secure, maintenance-free, and efficient use of fonts, their uniform display and considering possible licensing restrictions for their integration. **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://fonts.google.com/>; **Privacy policy:** <https://policies.google.com/privacy>
- **Google Maps:** We integrate the maps of the service "Google Maps" of the provider Google. The data processed may include, in particular, IP addresses and location data of the users, which, however, are not collected without their consent (usually executed in the context of the settings of their mobile devices); **service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://cloud.google.com/maps-platform>; **Privacy policy:** <https://policies.google.com/privacy>; **Opt-out:** Opt-Out-Plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>, Settings for the display of advertisements: <https://adssettings.google.com/authenticated>.
- **YouTube videos:** Video content; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; **Legal basis:** Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); **Website:** <https://www.youtube.com>; **Privacy policy:** <https://policies.google.com/privacy>; **Opt-out:** Opt-Out-Plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>, settings for the display of advertisements: <https://adssettings.google.com/authenticated>.

#### Change and update of the privacy policy.

We ask you to regularly inform yourself about the content of our privacy policy. We adapt the data protection declaration as soon as the changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

If we provide addresses and contact information of companies and organizations in this privacy policy, please note that the addresses may change over time and please check the information before contacting us.

#### Rights of data subjects

As a data subject, you are entitled to various rights under the GDPR, which arise from Art. 15 to 21 GDPR:

- **Right to object:** You have the right to object at any time, on grounds relating to your situation, to the processing of personal data concerning you which is carried out based on Article 6(1)(e) or (f) GDPR; this also applies to profiling based on these provisions. If the personal data concerning you is

processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling, insofar as it is related to such direct marketing.

- **Right of revocation for consents:** You have the right to revoke given consents at any time.
- **Right of access:** You have the right to request confirmation as to whether data in question is being processed and to obtain information about this data, as well as further information and a copy of the data in accordance with the legal requirements.
- **Right to rectification:** you have the right, in accordance with the law, to request that the data concerning you be completed or that the inaccurate data concerning you be rectified.
- **Right to erasure and restriction of processing:** You have the right, in accordance with the law, to request that data relating to you be erased immediately or, alternatively, to request restriction of the processing of the data in accordance with the law.
- **Right to data portability:** You have the right to receive data relating to you that you have provided to us in a structured, common, and machine-readable format, or to request that it be transferred to another controller, in accordance with the law.
- **Complaint to supervisory authority:** without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in the Member State of your habitual residence, place of work or the place of the alleged infringement, if you consider that the processing of personal data relating to you infringes the requirements of the GDPR.

Supervisory authority responsible for us:

LAV - State Office for Consumer Protection, Department 3.1 Official Medical Service, Food Monitoring  
Konrad-Zuse-Straße 11  
66115 Saarbrücken  
Tel.: 0681 – 9978 – 0

## Definition of terms

This section provides you with an overview of the terms used in this privacy statement. Many of the terms are taken from the law and defined primarily in Art. 4 GDPR. The legal definitions are binding. The following explanations, on the other hand, are primarily intended to aid understanding. The terms are sorted alphabetically.

- **Affiliate tracking:** Affiliate tracking logs links that the linking websites use to direct users to websites with product or other offers. The operators of the respective linking websites may receive a commission if users follow these so-called affiliate links and subsequently take advantage of the offers (e.g. buy goods or use services). For this purpose, it is necessary for the providers to be able to track whether users who are interested in certain offers subsequently take advantage of them at the instigation of the affiliate links. It is therefore necessary for the functionality of affiliate links that they are supplemented with certain values that become part of the link or are stored elsewhere, e.g. in a cookie. The values include the source website (referrer), the time, an online identifier of the operator of the website on which the affiliate link was located, an online identifier of the respective offer, an online identifier of the user as well as tracking-specific values, such as, for example, advertising material ID, affiliate ID and categorizations.
- **Firewall:** A firewall is a security system that protects a computer network or a single computer from unwanted network accesses.
- **IP masking:** "IP masking" refers to a method in which the last octet, i.e., the last two numbers of an IP address, is deleted so that the IP address can no longer be used to uniquely identify a person. Therefore, IP masking is a means of pseudonymizing processing procedures, especially in online marketing.
- **Conversion measurement:** Conversion measurement (also known as "visit action evaluation") is a method used to determine the effectiveness of marketing measures. For this purpose, a cookie is usually stored on the users' devices within the websites on which the marketing measures take place and then retrieved again on the target website. For example, this allows us to track whether the ads we have placed on other websites have been successful.
- **Personal data:** "Personal data" means any information relating to an identified or identifiable natural person (hereinafter "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification

number, location data, an online identifier (e.g. cookie) or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

- **Profiles with user-related information:** The processing of "profiles with user-related information", or "profiles" for short, includes any type of automated processing of personal data that consists of using such personal data to analyze, evaluate or to predict certain personal aspects relating to a natural person (depending on the type of profiling, this may include different information concerning demographics, behavior and interests, such as interaction with websites and their content, etc.) (e.g., interests in certain content or products, click behavior on a website or location). Cookies and web beacons are often used for profiling purposes.
- **Reach measurement:** Reach measurement (also known as web analytics) is used to evaluate the flow of visitors to an online offering and can include visitors' behavior or interests in certain information, such as website content. With the help of reach analysis, website owners can see, for example, at what time visitors visit their website and what content they are interested in. This enables them, for example, to better adapt the content of the website to the needs of their visitors. For the purposes of reach analysis, pseudonymous cookies and web beacons are often used to recognize returning visitors and thus obtain more precise analyses of the use of an online offer.
- **Location data:** Location data is generated when a mobile device (or another device with the technical requirements of location determination) connects to a radio cell, a WLAN or similar technical means and functions of location determination. Location data is used to indicate the geographically determinable position on earth at which the respective device is located. Location data can be used, for example, to display map functions or other information dependent on a location.
- **Tracking:** Tracking is when the behavior of users can be traced across several online services. As a rule, behavioral and interest information is stored in cookies or on servers of the providers of the tracking technologies regarding the online offers used (so-called profiling). This information can then be used, for example, to display advertisements to users that are likely to correspond to their interests.
- **Responsible person:** the term "responsible person" means the natural or legal person, public authority, agency, or other body which alone or jointly with others determines the purposes and means of the processing of personal data.
- **Processing:** "Processing" means any operation or set of operations which is performed upon personal data, whether by automatic means. The term is broad and includes virtually any handling of data, be it collection, analysis, storage, transmission, or erasure.

