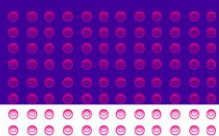
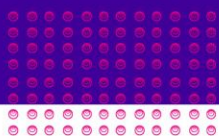


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Privacy Policy

1. General

We have written this privacy policy in order to explain to you, in accordance with the provisions of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller – and the processors commissioned by us (e.g. providers) – process, will process in the future and what legal options you have. The terms used are to be considered as gender-neutral.

In short: We provide you with comprehensive information about any personal data we process about you.

Privacy policies usually sound very technical and use legal terminology. However, this privacy policy is intended to describe the most important things to you as simply and transparently as possible. So long as it aids transparency, technical **terms are explained in a reader-friendly manner, links** to further information are provided.. We are thus informing in clear and simple language that we only process personal data in the context of our business activities if there is a legal basis for it. This is certainly not possible with brief, unclear and legal-technical statements, as is often standard on the Internet when it comes to data protection.

If you still have questions, we would like to ask you to contact the responsible body named below or in the imprint, to follow the existing links and to look at further information on third-party sites. You can of course also find our contact details in the imprint.

2. Legal bases

In the following privacy policy, we provide you with transparent information on the legal principles and regulations, i.e. the legal bases of the General Data Protection Regulation, which enable us to process personal data.

Whenever EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27, 2016. You can of course access the General Data Protection Regulation of the EU online at EUR-Lex, the gateway to EU law, at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32016R0679>.

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

- **Consent** (Article 6 Paragraph 1 lit. a GDPR): You have given us your consent to process data for a specific purpose. An example would be the storage of data you entered into a contact form.
- **Contract** (Article 6 Paragraph 1 lit. b GDPR): We process your data in order to fulfill a contract or pre-contractual obligations with you. For example, if we conclude a sales contract with you, we need personal information in advance.

- **Legal obligation** (Article 6 Paragraph 1 lit. c GDPR): If we are subject to a legal obligation, we will process your data. For example, we are legally required to keep invoices for our bookkeeping. These usually contain personal data.
- **Legitimate interests** (Article 6 Paragraph 1 lit. f GDPR): In the case of legitimate interests that do not restrict your basic rights, we reserve the right to process personal data. For example, we have to process certain data in order to be able to operate our website securely and economically. Therefore, the processing is a legitimate interest.

Other conditions such as making recordings in the interest of the public, the exercise of official authority as well as the protection of vital interests do not usually occur with us. Should such a legal basis be relevant, it will be disclosed in the appropriate place.

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

In **Austria** this is the Austrian Data Protection Act (**Datenschutzgesetz**), in short **DSG**.

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

2.1 Contact details of the data protection controller

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

enspired GmbH
Meischlgasse 13
1230 Wien

E-Mail: privacy@enspired-trading.com

3. Storage Period

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

If you want your data to be deleted or if you want to revoke your consent to data processing, the data will be deleted as soon as possible, provided there is no obligation to continue its storage.

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

4. Rights in accordance with the General Data Protection Regulation

In accordance with Articles 13, 14 of the GDPR, we inform you about the following rights you have to ensure fair and transparent processing of data:

- According to Article 15 GDPR, you have the right to information about whether we are processing data about you. If this is the case, you have the right to receive a copy of the data and to know the following information:
 - for what purpose we are processing;
 - the categories, i.e. the types of data that are processed;
 - who receives this data and if the data is transferred to third countries, how security can be guaranteed;
 - how long the data will be stored;
 - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
 - that you can lodge a complaint with a supervisory authority (links to these authorities can be found below);
 - the origin of the data if we have not collected it from you;
 - Whether profiling is carried out, i.e. whether data is automatically evaluated to arrive at a personal profile of you.
- You have a right to rectification of data according to Article 16 GDPR, which means that we must correct data if you find errors.
- You have the right to erasure (“right to be forgotten”) according to Article 17 GDPR, which specifically means that you may request the deletion of your data.
- According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it further.
- According to Article 20 of the GDPR, you have the right to data portability, which means that we will provide you with your data in a standard format upon request.
- According to Article 21 GDPR, you have the right to object, which entails a change in processing after enforcement.
 - If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.
 - If data is used to conduct direct advertising, you may object to this type of data processing at any time. We may then no longer use your data for direct marketing.
 - If data is used to conduct profiling, you may object to this type of data processing at any time. We may no longer use your data for profiling thereafter.
- According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example, profiling).
- You have the right to lodge a complaint under Article 77 of the GDPR. This means that you can complain to the data protection authority at any time if you believe that the data processing of personal data violates the GDPR.

If you believe that the processing of your data violates data protection law or your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>. The following local data protection authority is responsible for our company:

4.1 Austria Data Protection Authority

Manager: Mag. Dr. Andrea Jelinek

Address: Barichgasse 40-42, 1030 Wien

Phone number.: +43 1 52 152-0

E-mail address: dsb@dsb.gv.at

Website: <https://www.dsb.gv.at/>

5. Security of data processing operations

In order to protect personal data, we have implemented both technical and organisational measures. We encrypt or pseudonymise personal data wherever this is possible. Thus, we make it as difficult as we can for third parties to extract personal information from our data.

Article 25 of the GDPR refers to “data protection by technical design and by data protection-friendly default” which means that both software (e.g. forms) and hardware (e.g. access to server rooms) appropriate safeguards and security measures shall always be placed. If applicable, we will outline the specific measures below.

5.1 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, as well as by the display of the letters https (instead of http) as a part of our web address.

6. Communications

Communications Overview

-  Affected parties: Anyone who communicates with us via phone, email or online form
-  Processed data: e. g. telephone number, name, email address or data entered in forms. You can find more details on this under the respective form of contact
-  Purpose: handling communication with customers, business partners, etc.
-  Storage duration: for the duration of the business case and the legal requirements
-  Legal basis: Article 6 (1) (a) GDPR (consent), Article 6 (1) (b) GDPR (contract), Article 6 (1) (f) GDPR (legitimate interests)

If you contact us and communicate with us via phone, email or online form, your personal data may be processed.

The data will be processed for handling and processing your request and for the related business transaction. The data is stored for this period of time or for as long as is legally required.

6.1 Affected persons

The above-mentioned processes affect all those who seek contact with us via the communication channels we provide.

6.2 Telephone

When you call us, the call data is stored in a pseudonymised form on the respective terminal device, as well as by the telecommunications provider that is being used. In addition, data such as your name and telephone number may be sent via email and stored for answering your inquiries. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

6.3 Email

If you communicate with us via email, your data is stored on the respective terminal device (computer, laptop, smartphone, ...) as well as on the email server. The data will be deleted as soon as the business case has ended and the legal requirements allow for its erasure.

6.4 Online forms

We use HubSpot, a digital marketing tool, to manage the online forms. Therefore, the data you provide in the online forms is stored by Hubspot. The data will be erased as soon as the business case has ended and the legal requirements allow for its erasure.

Hubspot is a service by the American company HubSpot Inc.. The responsible entity for the European region is the Irish company HubSpot (1 Sir John Rogerson's Quay, Dublin 2, Ireland).

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

HubSpot uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige HubSpot to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about HubSpot's data processing in their privacy policy at <https://legal.hubspot.com/de/privacy-policy>.

You can also find further information on Hubspot in the [Online Marketing section](#).

6.5 Legal bases

Data processing is based on the following legal bases:

- Art. 6 para. 1 lit. a GDPR (consent): You give us your consent to store your data and to continue to use it for the purposes of the business case;
- Art. 6 para. 1 lit. b GDPR (contract): For the performance of a contract with you or a processor such as a telephone provider, or if we have to process the data for pre-contractual activities, such as preparing an offer;
- Art. 6 para. 1 lit. f GDPR (legitimate interests): We want to conduct our customer inquiries and business communication in a professional manner. Thus, certain technical facilities such email programs, Exchange servers and mobile network operators are necessary to efficiently operate our communications.

7. Data Processing Agreement (DPA)

In this section, we would like to explain what a Data Processing Agreement is and why it is needed. As the term "Data Processing Agreement" is quite lengthy, we will often only use the acronym DPA here in this text. Like most companies, we do not work alone, but also use the services of other companies or individuals. By involving different companies or service providers, we may pass on personal data for processing. These partners then act

as processors with whom we conclude a contract, the so-called Data Processing Agreement (DPA). Most importantly for you to know is that any processing of your personal data takes place exclusively according to our instructions and must be regulated by the DPA.

7.1 Who are the processors?

As a company and website owner, we are responsible for any of your data that is processed by us. In addition to the controller, there may also be so-called processors involved. This includes any company or person who processes your personal data. More precisely and according to the GDPR's definition, this means: Any natural or legal person, authority, institution or other entity that processes your personal data is considered a processor. Processors can therefore be service providers such as hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

To make the terminology easier to comprehend, here is an overview of the GDPR's three roles:

Data subject (you as a interested party or website visitor) → **Controller** (we as a company and contracting entity) → **Processors** (service providers such as web hosts or cloud providers)

7.2 Contents of a Data Processing Agreement

As mentioned above, we have concluded a DPA with our partners who act as processors. First and foremost, it states that the processor processes the data exclusively in accordance with the GDPR. The contract must be concluded in writing, although an electronic contract completion is also considered a "written contract". Any processing of personal data only takes place after this contract is concluded. The contract must contain the following:

- indication to us as the controller
- obligations and rights of the controller
- categories of data subjects
- type of personal data
- type and purpose of data processing
- subject and duration of data processing
- location of data processing

Furthermore, the contract contains all obligations of the processor. The most important obligations are:






- ensuring data security measures
- taking possible technical and organisational measures to protect the rights of the data subject
- maintaining a data processing record

- cooperation with the data protection authority upon request
- performing a risk analysis for any received personal data
- subprocessors may only be appointed with the written consent of the controller

You can see an example of what a DPA looks like at <https://gdpr.eu/data-processing-agreement/>. This link shows a sample contract.

8. Cookies

Cookies Overview

-  Affected parties: visitors to the website
-  Purpose: depending on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.
-  Processed data: Depending on the cookie used. More details can be found below or from the manufacturer of the software that sets the cookie.
-  Storage duration: can vary from hours to years, depending on the respective cookie
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

8.1 What are cookies?

Our website uses HTTP-cookies to store user-specific data.

In the following we explain what cookies are and why they are used, so that you can better understand the following privacy policy.

Whenever you surf the Internet, you are using 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.

It is important to note that cookies are very useful little helpers. Almost every website uses cookies. More precisely, these are HTTP cookies, as there are also other cookies for other uses. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed into the cookie-folder, which is 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 store certain user data about you, such as language or personal page settings. When you re-open our website to visit again, your browser submits these “user-related” 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, each cookie has its own file, while 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). Each cookie must be evaluated individually, as each cookie stores

different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, trojans or other malware. Cookies also cannot access your PC's information.

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

Name: _ga

Value: GA1.2.1326744211.152112024533-9

Purpose: Differentiation between website visitors

Expiry 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

8.2 Which types of cookies are there?

The exact cookies that we use, depend on the used services, which will be outlined in the following sections of this privacy policy. 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 functions 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. These cookies ensure the shopping cart does not get deleted, even if the user closes their browser window.

Purposive cookies

These cookies collect information about user behaviour and whether the user receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour in different browsers.

Target-orientated cookies

These cookies ensure better user-friendliness. Thus, information such as previously entered locations, fonts sizes or data in forms stay stored.

Advertising cookies

These cookies are also known as targeting cookies. They serve the purpose of delivering customized advertisements to the user.

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 stored in a cookie

8.3 Purpose of processing via cookies

The purpose ultimately depends on the respective cookie. You can find out more details below or from the software manufacturer that sets the cookie.

8.4 Which data are processed?

Cookies are little helpers for a wide variety of tasks. Unfortunately, it is not possible to tell which data is generally stored in cookies, but in the privacy policy below we will inform you on what data is processed or stored.

8.5 Storage period of cookies

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

You can also influence the storage duration yourself. You can manually erase all cookies at any time in your browser (also see “Right of objection” below). Furthermore, the latest instance cookies based on consent will be erased is after you withdraw your consent. The legality of storage will remain unaffected until then.

8.6 Right of objection – how can I erase cookies?

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

If you want to find out which cookies have been stored in your browser, or if you want to change or erase cookie settings, you can find this option 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 cookies, you can set up your browser in a way to notify you whenever a 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. This procedure varies depending on the 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 term “delete cookies Chrome” or “deactivate cookies Chrome” into Google.



8.7 Legal basis

The so-called “cookie directive” has existed since 2009. It states that the storage of cookies requires your **consent** (Article 6 Paragraph 1 lit. a GDPR). Within countries of the EU, however, the reactions to these guidelines still vary greatly. In Austria, however, this directive was implemented in Section 165 of the Telecommunications Act (TKG).






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

This is exclusively done with your consent, unless absolutely necessary cookies are used. The legal basis for this is Article 6 (1) (a) of the GDPR.

In the following sections you will find more detail on the use of cookies, provided the used service does use cookies.

9. Web hosting

Web hosting Overview

-  Affected parties: visitors to the website
-  Purpose: professional hosting of the website and security of operations
-  Processed data: IP address, time of website visit, browser used and other data. You can find more details on this below or at the respective web hosting provider.
-  Storage period: dependent on the respective provider, but usually 2 weeks
-  Legal basis: Art. 6 para. 1 lit. f GDPR (legitimate interests)

9.1 What is web hosting?

Every time you visit a website nowadays, certain information – including personal data – is automatically created and stored, including on this website. This data should be processed as sparingly as possible, and only with 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 examplepage.com.

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

The web browser has to connect to another computer which stores the website’s code: the web server. Operating a web server is complicated and time-consuming, which is why this is usually done by professional providers. They offer web hosting and thus ensure the reliable and flawless storage of website data.

Whenever the browser on your computer establishes a connection (desktop, laptop, smartphone) and whenever data is being transferred to and from the web server, personal data may be processed. After all, your computer stores data, and the web

server also has to retain the data for a period of time in order to ensure it can operate properly.

9.2 Why do we process personal data?

The purposes of data processing are:

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

9.3 Which data are processed?

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

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html?tid=112024533>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e. g. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the pseudonymised IP address of the device from the website is being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- the system the visitor uses
- date and time

in so-called web server log files.

9.4 How long is the data stored?

Generally, the data mentioned above are stored for 14 days and are then automatically deleted. We do not pass these data on to others, but we cannot rule out the possibility that this data may be viewed by the authorities in the event of illegal conduct.

In short: Your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not pass on your data without your consent.

9.5 Legal basis

The lawfulness of processing personal data in the context of web hosting is justified in Art. 6 para. 1 lit. f GDPR (safeguarding of legitimate interests), as the use of professional hosting with a provider is necessary to present the company in a safe and user-friendly

manner on the internet, as well as to have the ability to track any attacks and claims, if necessary.

9.6 Webhosting Other






Contact data for our Webhosting:

EOR Digital GmbH
Herminengasse 8/2B
1020 Wien

You can learn more about the data processing at this provider in their [Privacy Policy](#).

10. Web Analytics

Web Analytics Privacy Policy Overview

-  Affected parties: visitors to the website
-  Purpose: Evaluation of visitor information to optimise the website.
-  Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this from the respective web analytics tool directly.
-  Storage period: depending on the respective web analytics tool used
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

10.1 What is web analytics?

We use web analytics software on our website, in order to evaluate website visitor behavior. Thus, data is collected, which the analytic tool provider (also called tracking tool) stores, manages and processes. Analyses of user behavior on our website are created with this data, which we as the website operator receive. For such analyses, user profiles are created and the respective data is stored in cookies.

10.2 Why do we run web analytics?

We have a clear goal in mind when it comes to our website: we want to offer our industry's best website on the market. Therefore, we want to give you both, the best and most interesting offer as well as comfort when you visit our website. With web analysis tools, we can observe the behavior of our website visitors, and then improve our website accordingly for you and for us. For example, we can see, where visitors come from, the times our website gets visited the most, and which content or products are particularly popular. All this information helps us to optimise our website and adapt it to your needs, interests and wishes.

10.3 Which data are processed?

The exact data that is stored depends on the analysis tools that are being used. But generally, data such as the content you view on our website are stored, as well as e. g. which buttons or links you click, when you open a page, which browser you use, which device (PC, tablet, smartphone, etc.) you visit the website with, or which computer system you use. If you have agreed that location data may also be collected, this data may also be processed by the provider of the web analysis tool.

Moreover, your IP address is also stored. According to the General Data Protection Regulation (GDPR), IP addresses are personal data. However, your IP address is usually stored in a pseudonymised form (i.e. in an unrecognisable and abbreviated form). No directly linkable data such as your name, age, address or email address are stored for testing purposes, web analyses and web optimisations. If this data is collected, it is retained in a pseudonymised form. Therefore, it cannot be used to identify you as a person.

The storage period of the respective data always depends on the provider. Some cookies only retain data for a few minutes or until you leave the website, while other cookies can store data for several years.

10.4 Duration of data processing

If we have any further information on the duration of data processing, you will find it below. We generally only process personal data for as long as is absolutely necessary to provide products and services. The storage period may be extended if it is required by law, such as for accounting purposes for example for accounting.

10.5 Right to object

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

10.6 Legal basis

The use of Web Analytics requires your consent, which we obtained with our cookie popup. According to **Art. 6 para. 1 lit. a of the GDPR (consent)**, this consent represents the legal basis for the processing of personal data, such as by collection through Web Analytics tools.






In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors, which enables us to technically and economically improve our offer. With Web Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f of the GDPR (legitimate interests)**. Nevertheless, we only use these tools if you have given your consent.

Since Web Analytics tools use cookies, we recommend you to read our privacy policy on cookies. If you want to find out which of your data are stored and processed, you should read the privacy policies of the respective tools.

If available, information on special Web Analytics tools can be found in the following sections.

10.7 Google Analytics Privacy Policy

Google Analytics Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Evaluation of visitor information to optimise the website.
-  Processed data: Access statistics that contain data such as the location of access, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. You can find more details on this in the privacy policy below.
-  Storage period: depending on the properties used
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

10.7.1 What is Google Analytics?

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.

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.

10.7.2 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.

10.7.3 What data is 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 user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

To analyse our website with Google Analytics, a property ID must be inserted into the tracking code. The data is then stored in the corresponding property. Google Analytics 4-property is standard for every newly created property. An alternative however, is the Universal Analytics Property. Depending on the property that is being used, data are stored for different periods of time.

Your interactions on our website are measured 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: 2.1326744211.152112024533-5

Purpose: By default, analytics.js uses the cookie _ga, to save the user ID. It generally serves the purpose of differentiating between website visitors.

Expiration date: After 2 years

Name: _gid

Value: 2.1687193234.152112024533-1

Purpose: This cookie also serves the purpose of differentiating between website users

Expiration date: After 24 hours

Name: _gat_gtag_UA_<property-id>

Value: 1

Verwendungszweck: It is used for decreasing the demand rate. If Google Analytics is provided via Google Tag Manager, this cookie gets the name _dc_gtm_ <property-id>.

Expiration date: After 1 minute

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_<property-id> this cookie is used for keeping the requirement rate in check.

Expiration date: After 10 minutes

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.

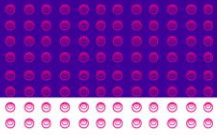
Expiration date: After 30 minutes

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 stored 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 the number of visitors to our website. This means, that the cookie stored 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 on. 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.

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 include 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. To see the full list visit:

<https://support.google.com/analytics/answer/11593727?hl=en>



10.7.4 How long and where is the data stored?

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.

The data retention period depends on the properties used. When using the newer Google Analytics 4-properties, the retention period of your user data is set to 14 months. For so-called event data, we have the option of choosing a retention period of either 2 months or 14 months.

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. We chose a deletion after **14 months**.

Additionally, we choose the option that data to be deleted only if you no longer visit our website within a period determined by us. The retention period will be reset every time you revisit our website within the specified period.

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.

10.7.5 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.

If 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](#)



10.7.6 Legal basis

The use of Google Analytics requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a of the GDPR (consent)**, this is the legal basis for the processing of personal data when collected via web analytics tools.

In addition to consent, we have legitimate interest in analysing the behaviour of website visitors, in order to technically and economically improve our offer. With Google Analytics, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f of the GDPR (legitimate interests)**. Nevertheless, we only use Google Analytics if you have given your consent.

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

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We hope we could provide you with the most important information about data processing by Google Analytics. If you want to find out more on the tracking service, we recommend these two links:

<https://marketingplatform.google.com/about/analytics/terms/gb/> and <https://support.google.com/analytics/answer/6004245?hl=en>.

10.7.7 Data Processing Agreement (DPA) Google Analytics

In accordance with Article 28 of the General Data Protection Regulation (GDPR), we have entered into a Data Processing Agreement (DPA) with Google Analytics. What exactly a DPA is and especially what must be included in a DPA, you can read in our section "Data Processing Agreement (DPA)".

This contract is required by law because Google Analytics processes personal data on our behalf. It clarifies that Google Analytics may only process data they receive from us according to our instructions and must comply with the GDPR. You can find the link to the Data Processing Agreement (DPA) under <https://business.safety.google/intl/en/adsprocessor/terms/>.

10.7.8 Google Analytics in Consent Mode

Depending on your consent, Google Analytics will progress your personal data in the so-called "consent mode". You can choose whether or not you want to accept Google Analytics cookies, and thus which of your data Google Analytics may process. The retained data is mainly used to measure user behaviour on the website, to serve targeted advertising and to provide us with web analysis reports. Usually, you would consent to



Google's data processing via a cookie consent tool. If you do not consent to data processing, only aggregated data will be collected and processed. This means that data cannot be assigned to individual users and therefore no user profile will be created for you. You also have the option to only agree to statistical measurement, meaning that none of your personal data will be processed and used for advertising or advertising measurement sequences.

10.7.9 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>.

10.8 Google Tag Manager Privacy Policy

Google Tag Manager Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: Organisation of individual tracking tools
-  Processed data: Google Tag Manager itself does not store any data. The data record tags of the web analytics tools used.
-  Storage period: depending on the web analytics tool used
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

10.8.1 What is Google Tag Manager?

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.

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.

10.8.2 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.

10.8.3 What data is stored 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.

10.8.4 How long and where is the data stored?

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.

10.8.5 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.

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

10.8.6 Legal basis

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

In addition to consent, we have a legitimate interest in analysing the behaviour of website visitors and thus technically and economically improving our offer. With the help of Google Tag Managers we can also improve profitability. The legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. We only use Google Tag Manager if you have given us your consent.






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

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

If you want to learn more about Google Tag Manager, we recommend their FAQs at <https://support.google.com/tagmanager/?hl=en#topic=3441530>.

10.9 Hotjar Privacy Policy

Hotjar Privacy Policy Overview

-  Affected parties: website visitors
-  Purpose: To evaluate visitor information for optimising user experience.
-  Processed data: Access statistics that contain data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses.
-  Storage period: the data will be deleted after one year
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

10.9.1 What is Hotjar?

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.

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.

10.9.2 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 to see on which section of the page you click, and where you scroll to.



10.9.3 What data is stored 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%22112024533-5

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.

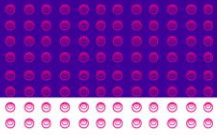
Expiry date: after one year

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-4bf8-483f-bde1-22cfa0b59c6c1

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: 462568112024533-8 1

Purpose: 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 across 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

10.9.4 How long and where is the data stored?

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.

10.9.5 How can I erase my data or prevent data retention?

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.

10.9.6 Legal basis






The use of Hotjar requires your consent, which we obtained via our cookie popup. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent represents the legal basis for personal data processing, such as when it is collected by web analytics tools.

In addition to consent, we have legitimate interest in analysing the behaviour of website visitors, and thus technically and economically improving our offer. With the help of Hotjar, we can recognise website errors, identify attacks and improve profitability. The legal basis for this is **Art. 6 para. 1 lit.f GDPR (legitimate interests)**. Nevertheless, we only use Hotjar if you have given us your consent.

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=112024533>.

11. Email-Marketing

Email Marketing Overview

-  Affected parties: newsletter subscribers
-  Purpose: direct marketing via email, notification of events that are relevant to the system
-  Processed data: data entered during registration, but at least the email address. You can find more details on this in the respective email marketing tool used.
-  Storage duration: for the duration of the subscription
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

11.1 What is Email-Marketing?

We use email marketing to keep you up to date. If you have agreed to receive our emails or newsletters, your data will be processed and stored. Email marketing is a part of online marketing. In this type of marketing, news or general information about a company, product or service are emailed to a specific group of people who are interested in it.

If you want to participate in our email marketing (e.g. newsletter), you usually just have to register with your email address. To do this, you have to fill in and submit an online form. However, we may also ask you for your title and name, so we can address you personally in our emails.

The registration for newsletters generally works with the help of the so-called “double opt-in procedure”. After you have registered for our newsletter on our website, you will receive an email, via which you can confirm the newsletter registration. This ensures that you own the email address you signed up with, and prevents anyone to register with a third-party email address. We or a notification tool we use, will log every single registration. This is necessary so we can ensure and prove, that registration processes are done legally and correctly. In general, the time of registration and registration confirmation are stored, as well as your IP address. Moreover, any change you make to your data that we have on file is also logged.

11.2 Why do we use Email-Marketing?

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing – often just referred to as “newsletters” – as an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you newsletters, system emails or other notifications via email. Whenever the term “newsletter” is used in the following text, it mainly refers to emails that are sent regularly. We of course don’t want to bother you with our newsletter in any way. Thus, we genuinely strive to offer only relevant and interesting content. In our emails you can e.g. find out more about our company and our services or products. Should we commission a service provider for our email marketing,

who offers a professional mailing tool, we do this in order to offer you fast and secure newsletters. The purpose of our email marketing is to inform you about new offers and also to get closer to our business goals.

11.3 Which data are processed?

If you subscribe to our newsletter via our website, you then have to confirm your membership in our email list via an email that we will send to you. In addition to your IP and email address, your name, address and telephone number may also be stored. However, this will only be done if you agree to this data retention. Any data marked as such are necessary so you can participate in the offered service. Giving this information is voluntary, but failure to provide it will prevent you from using this service. Moreover, information about your device or the type of content you prefer on our website may also be stored. In the section Web-Hosting you can find out more about how your data is stored when you visit a website. We record your informed consent, so we can always prove that it complies with our laws.

11.4 Duration of data processing

If you unsubscribe from our e-mail/newsletter distribution list, we may store your address for up to three years on the basis of our legitimate interests, so we can keep proof your consent at the time. We are only allowed to process this data if we have to defend ourselves against any claims.

However, if you confirm that you have given us your consent to subscribe to the newsletter, you can submit an individual request for erasure at any time by e-mailing us at privacy@enspired-trading.com. Furthermore, if you permanently object to your consent, we reserve the right to store your email address in a blacklist. But as long as you have voluntarily subscribed to our newsletter, we will of course keep your email address on file.

11.5 Withdrawal – how can I cancel my subscription?

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few seconds or a few clicks. Most of the time you will find a link at the end of every email, via which you will be able to cancel the subscription. Should you not be able to find the link in the newsletter, you can contact us by email and we will immediately cancel your newsletter subscription for you.

11.6 Legal basis

Our newsletter is sent on the basis of your **consent** (Article 6 (1) (a) GDPR). This means that we are only allowed to send you a newsletter if you have actively registered for it beforehand. Moreover, we may also send you advertising messages on the basis of

Section 175 of the Telecommunications Act (TKG) provided you have become our customer and have not objected to the use of your email address for direct mail.

11.7 Newsletter – Tool Hubspot

To manage the newsletter registration we use HubSpot, which is a tool for digital marketing. The provider of this service is the American company HubSpot Inc.. The responsible entity for the European region is the Irish company HubSpot (1 Sir John Rogerson’s Quay, Dublin 2, Ireland).

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






HubSpot uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige HubSpot to comply with the EU’s level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about HubSpot’s data processing in their privacy policy at <https://legal.hubspot.com/de/privacy-policy>.

You can also find further information on Hubspot in the [Online Marketing section](#).

12. Social Media Platforms

Social Media Privacy Policy Overview

-  Affected parties: platform website visitors
-  Purpose: Service presentation and optimisation, staying in contact with visitors, interested parties, etc. as well as advertising
-  Processed data: data such as telephone numbers, email addresses, contact data, data on user behaviour, information about your device and your IP address. You can find more details on this directly at the respective social media tool used.
-  Storage period: depending on the social media platforms used
-  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

12.1 What is Social Media?

In addition to our website, we are also active on various social media platforms. For us to be able to target interested users via social networks, user data may be processed. Additionally, elements of social media platforms may be embedded directly in our

website. This is e.g. the case if you click a so-called social button on our website and are forwarded directly to our social media presence. So-called social media are websites and apps on which registered members can produce and exchange content with other members, be it openly or in certain groups and networks.

12.2 Why do we use Social Media?

For years, social media platforms have been the place where people communicate and get into contact online. The social media elements shown on our website help you switch to our social media content quickly and hassle free.

The data that is retained and processed when you use a social media platform is primarily used to conduct web analyses. The aim of these analyses is to be able to develop more precise and personal marketing and advertising strategies. The evaluated data on your behaviour on any social media platform can help to draw appropriate conclusions about your interests. Moreover, so-called user profiles can be created. Thus, the platforms may also present you with customised advertisements. For this, cookies are usually placed in your browser, which store data on your user behaviour.

We generally assume that we will continue to be responsible under Data Protection Law, even when using the services of a social media platform. However, the European Court of Justice has ruled that, within the meaning of Art. 26 GDPR, in certain cases the operator of the social media platform can be jointly responsible with us. Should this be the case, we will point it out separately and work on the basis of a related agreement. You will then find the essence of the agreement for the concerned platform below.

Please note that when you use social media platforms your data may also be processed outside the European Union, as many social media platforms, such as Facebook or Twitter, are American companies. As a result, you may no longer be able to easily claim or enforce your rights regarding your personal data.

12.3 Which data are processed?

Exactly which data are stored and processed depends on the respective provider of the social media platform. But usually it is data such as telephone numbers, email addresses, data you enter in contact forms, user data such as which buttons you click, what you like or who you follow, when you visited which pages, as well as information about your device and IP address. Most of this data is stored in cookies. Should you have a profile on the social media channel you are visiting and are logged in, data may be linked to your profile.

All data that are collected via social media platforms are also stored on the providers' servers. This means that only the providers have access to the data and can provide you with appropriate information or make changes for you.

If you want to know exactly which data is stored and processed by social media providers and how you can object to the data processing, we recommend you to carefully read the privacy policy of the respective company. We also recommend you to

contact the provider directly if you have any questions about data storage and data processing or if you want to assert any corresponding rights.

12.4 Legal basis

Your data is stored and processed on the basis of our legitimate interest (Art. 6 para. 1 lit. f GDPR) in fast and good communication with you and other customers and business partners via social media platforms.

Any processing operations beyond this, such as the analysis of behavior on the social media portals with or without a personal login, are the responsibility of the providers of the social media portals themselves. Please inform yourself about the types of data being processed, the legal basis for these processes, and their purposes from the providers themselves. Most social media platforms also set cookies on your browser to store data. We therefore recommend you to read our privacy policy on cookies carefully and to take a look at the privacy policy or cookie policy of the respective service provider.

12.5 Facebook

We use the social media platform Facebook (Facebook fan page). The provider of this service is the American company Meta Platforms Inc. The responsible entity for the European area is the company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).

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

Facebook uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, Facebook commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=en

Our joint commitments were also set out in a publicly available agreement at https://www.facebook.com/legal/controller_addendum

Facebook's data processing terms, which correspond to the Standard Contractual Clauses, can be found at <https://www.facebook.com/legal/terms/dataprocessing>.

You can find out more about the data that is processed by using Facebook in their Privacy Policy at <https://www.facebook.com/about/privacy> and their cookie guidelines at <https://www.facebook.com/policy/cookies/>.

12.6 Instagram

We use the social media platform Instagram. 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.

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

As a basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfers there, Facebook uses standard contractual clauses approved by the EU Commission (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige Facebook to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We have tried to give you the most important information about data processing by Instagram. On <https://help.instagram.com/519522125107875> you can take a closer look at Instagram's data guidelines. The cookie guideline is the same as for Facebook, visit <https://www.facebook.com/policy/cookies/> for further information.

12.7 LinkedIn

We use the social media platform LinkedIn, of the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Moreover, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

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

LinkedIn uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraph 2 and 3 of the GDPR). These clauses oblige LinkedIn to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

We have tried to provide you with the most important information about data processing by LinkedIn. On <https://www.linkedin.com/legal/privacy-policy> you can find out more on data processing by this social media network. For further information on the cookies used by LinkedIn please see <https://www.linkedin.com/legal/cookie-policy>.

12.8 Twitter

We use Twitter, a short message service and social media platform from the firm Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

In their Privacy Policy, Twitter repeatedly emphasizes 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.

Twitter processes data in the USA, among other countries. We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfers to the USA. This can be associated with various risks to the legality and security of data processing.






Twitter uses standard contractual clauses, which are approved by the EU Commission, as the basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfers there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige ShareThis to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

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 you to read Twitter's privacy statement at <https://twitter.com/en/privacy> and their cookie policy <https://help.twitter.com/en/rules-and-policies/twitter-cookies>.

13. Online Marketing

Online Marketing Privacy Policy Overview

-  Affected parties: visitors to the website
-  Purpose: Evaluation of visitor information for website optimisation
-  Processed data: Access statistics containing data such as access location, device data, access duration and time, navigation behaviour, click behaviour and IP addresses. Personal data such as name or email address may also be processed. You can find more details on this from the respective Online Marketing tool.
-  Storage period: depending on the Online Marketing tools used
-  Legal basis: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

13.1 What is Online Marketing?

Online Marketing refers to all measures that are carried out online to achieve marketing goals, such as increasing brand awareness or doing business transactions. Furthermore, our Online Marketing measures aim to draw people's attention to our website. In order to be able to show our offer to many interested people, we do Online Marketing. It mostly is about online advertising, content marketing or search engine optimisation. For this, personal data is also stored and processed, to enable us to use Online Marketing efficiently and targeted. On the one hand, the data help us to only show our content to people who are interested in it. On the other hand, it helps us to measure the advertising success of our Online Marketing measures.

13.2 Why do we use Online Marketing tools?

We want to show our website to everyone who is interested in our offer. We are aware that this is not possible without conscious measures being taken. That is why we do Online Marketing. There are various tools that make working on our Online Marketing measures easier for us. These also provide suggestions for improvement via data. Thus, we can target our campaigns more precisely to our target group. The ultimate purpose of these Online Marketing tools is to optimise our offer.

13.3 Which data are processed?

For our Online Marketing to work and to measure its success, user profiles are created and data are e.g. stored in cookies (small text files). With the help of this data, we can not only advertise in the traditional way, but also present our content directly on our website in the way you prefer. There are various third-party tools that offer these functions and thus collect and store your data accordingly. The aforementioned cookies e.g. store the pages you visit on our website, how long you view these pages, which links or buttons you click or which website you came from. What is more, technical information may also

be stored. This may include e.g. your IP address, the browser and device you use to visit our website or the time you accessed our website as well as the time you left. If you have agreed for us to determine your location, we can also store and process it.

Your IP address is stored in pseudonymised form (i.e. shortened). What is more, distinct data that directly identify you as a person, such as your name, address or email address, are only stored in pseudonymised for advertising and Online Marketing purposes. With this data we cannot identify you as a person and only retain the pseudonymised information that is stored in your user profile.

Under certain circumstances, cookies may also be utilised, analysed and used for advertising purposes on other websites that use the same advertising tools. Thus, your data may then also be stored on the servers of the respective provider of the advertising tool.

In rare exceptions, unique data (name, email address, etc.) may also be stored in the user profiles. This can happen, if you are for example a member of a social media channel that we use for our Online Marketing measures and if the network connects previously received data with the user profile.

We only ever receive summarised information from the advertising tools we use that do store data on their servers. We never receive data that can be used to identify you as an individual. What is more, the data only shows how well-placed advertising measures have worked. For example, we can see what measures have caused you or other users to visit our website and purchase a service or product. Based on these analyses we can improve our advertising offer in the future and adapt it more precisely to the needs and wishes of people who are interested.

13.4 Duration of data processing

Below we will inform you on the duration of data processing, provided we have this information. In general, we only process personal data for as long as is absolutely necessary to provide our services and products. Data stored in cookies are retained for different lengths of time. Some cookies are deleted after you leave a website, while others may be stored in your browser for a number of years. However, in the respective privacy policies of the respective provider, you will usually find detailed information on the individual cookies this provider uses.

13.5 Right of withdrawal

You also retain the right and the option to revoke your consent to the use of cookies or third-party providers at any time. This can be done either via our cookie management tool or via other opt-out functions. You can for example also prevent data collection by cookies if you manage, deactivate or erase cookies in your browser. The legality of the processing remains unaffected to the point of revocation.

Since Online Marketing tools usually use cookies, we also recommend you to read our privacy policy on cookies. If you want to find out which of your data is stored and processed, you should read the privacy policies of the respective tools.

13.6 Legal basis

If you have consented to the use of third-party providers, then this consent is the legal basis for the corresponding data processing. According to **Art. 6 para. 1 lit. a GDPR (consent)**, this consent is the legal basis for personal data processing, as may be done when data is collected by online marketing tools.

Moreover, we have a legitimate interest in measuring our online marketing activities in anonymised form, in order to use this data for optimising our offer and our Marketing. The corresponding legal basis for this is **Art. 6 para. 1 lit. f GDPR (legitimate interests)**. Nevertheless, we only use these tools if you have given your consent.

Information on special online marketing tools can be found in the following sections, provided this information is available.

13.7 HubSpot privacy policy

On our website, we use HubSpot, which is a tool for digital marketing. The provider of this service is the American company HubSpot Inc.. The responsible entity for the European region is the Irish company HubSpot (1 Sir John Rogerson's Quay, Dublin 2, Ireland).

We use HubSpot to understand the behavior of our website visitors better. Therefore Hubspot sets a number of tracking cookies when a visitor lands on our website. In the following we will show you the cookies, which are set by Hubspot.

Necessary cookies - These are essential cookies that do not require consent.

Name: `_hs_opt_out`

Value: "yes" or "no"

Purpose: This cookie is used by the opt-in privacy policy to remember not to ask the visitor to accept cookies again.

Expiration date: It expires in 6 months.

Name: `__hs_do_not_track`

Value: "yes"

Purpose: This cookie can be set to prevent the tracking code from sending any information to HubSpot.

Expiration date: It expires in 6 months.

Name: `__hs_initial_opt_in`

Value: "yes" or "no"

Purpose: This cookie is used to prevent the banner from always displaying when visitors are browsing in strict mode.

Expiration date: It expires in seven days.

Name: `__hs_cookie_cat_pref`

Value: It contains data on the consented categories.



Purpose: This cookie is used to record the categories a visitor consented to.

Expiration date: It expires in 6 months.

Name: `hs_ab_test`

Value: It contains the id of the A/B test page and the id of the variation that was chosen for the visitor.

Purpose: This cookie is used to consistently serve visitors the same version of an A/B test page they've seen before.

Expiration date: It expires at the end of the session.

Name: `<id>_key`

Value: The cookie name is unique for each password-protected page. It contains an encrypted version of the password so future visits to the page will not require the password again.

Purpose: When visiting a password-protected page, this cookie is set so future visits to the page from the same browser do not require login again

Expiration date: It expires in 14 days.

Name: `hs-messages-is-open`

Value: It contains a boolean value of True if present

Purpose: This cookie is used to determine and save whether the chat widget is open for future visits. It is set in your visitor's browser when they start a new chat, and resets to re-close the widget after 30 minutes of inactivity. If your visitor manually closes the chat widget, it will prevent the widget from re-opening on subsequent page loads in that browser session for 30 minutes.

Expiration date: It expires in 30 minutes

Name: `hs-messages-hide-welcome-message`

Value: It contains a boolean value of True or False.

Purpose: This cookie is used to prevent the chat widget welcome message from appearing again for one day after it is dismissed.

Expiration date: It expires in one day.

Name: `__hsmem`

Value: It contains encrypted data that identifies the membership user when they are currently logged in.

Purpose: This cookie is set when visitors log in to a HubSpot-hosted site.

Expiration date: It expires in one year.

Name: `hs-membership-csrf`

Value: It contains a random string of letters and numbers used to verify that a membership login is authentic.

Purpose: This cookie is used to ensure that content membership logins cannot be forged.

Expiration date: It expires at the end of the session.

Name: `hs_langswitcher_choice`

Value: It contains a colon delimited string with the ISO639 language code choice on the



left and the top level private domain it applies to on the right. An example will be "EN-US:hubspot.com".

Purpose: This cookie is used to save a visitor's selected language choice when viewing pages in multiple languages. It is set when a visitor selects a language from the language switcher and is used as a language preference to redirect them to sites in their chosen language in the future if they are available.

Expiration date: It expires in two years.

Name: `__cfuid`

Purpose: This cookie is set by HubSpot's Content Delivery Network provider because of their rate limiting policies. Learn more about [Cloudflare cookies](#).

Expiration date: It expires at the end of the session.

Name: `__cf_bm`

Purpose: This cookie is set by HubSpot's CDN provider and is a necessary cookie for bot protection. Learn more about [Cloudflare cookies](#).

Expiration date: It expires in 30 minutes.

Analytics cookies - These are non-essential cookies controlled by the cookie banner. If you're a visitor to a site supported by HubSpot, you can opt out of these cookies by not giving consent.

Name: `__hstc`

Value: It contains the domain, utk, initial timestamp (first visit), last timestamp (last visit), current timestamp (this visit), and session number (increments for each subsequent session).

Purpose: The main cookie for tracking visitors.

Expiration date: It expires in 6 months:

Name: `hubspotutk`

Value: It contains an opaque GUID to represent the current visitor.

Purpose: This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.

Expiration date: It expires in 6 months.

Name: `__hssc`

Value: It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.

Purpose: This cookie keeps track of sessions. This is used to determine if HubSpot should increment the session number and timestamps in the `_hstc` cookie

Expiration date: It expires in 30 minutes.

Name: `__hssrc`

Value: It contains the value "1" when present.

Purpose: Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when

HubSpot manages cookies, it is considered a new session.

Expiration date: It expires at the end of the session.

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

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

HubSpot uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway, and especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). These clauses oblige HubSpot to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847

You can find out more about HubSpot's data processing in their privacy policy at <https://legal.hubspot.com/de/privacy-policy>.

13.8 Facebook Pixel Privacy Policy

We use Meta's Facebook pixel on our website. The provider of this service is the American company Meta Platforms Inc. The responsible entity for the European area is the company Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland).

For that, we have implemented a code on our website. The Facebook pixel is a segment of a JavaScript code, which, in case you came to our website via Facebook ads, loads an array or functions that enable Facebook to track your user actions 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 with the Facebook pixel integrated to it. 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.1.1568287647279.257405483-6112024533-7

Purpose: Facebook uses this cookie to display advertising products.

Expiration date: after 3 months

Name: fr

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

Purpose: This cookie is used for Facebook pixels to function properly.

Expiration date: after 3 months

Name: comment_author_50ae8267e2bdf1253ec1a5769f48e062112024533-3

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 on Facebook, you can change the settings for advertisements yourself at <https://www.facebook.com/privacy/center>.

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.

We would like to note, that according to the European Court of Justice, there is currently no adequate level of protection for data transfer to the USA. Data processing is done mainly through Facebook Pixel. This may lead to data not being anonymously processed and stored. Furthermore, US government authorities may get access to individual data. The data may also get linked to data from other Facebook services you have a user account with.

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>.

13.9 LinkedIn Insight-Tag Privacy Policy

On our website, we use the LinkedIn Insight Tag conversion tracking tool. The provider of this service is the American company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The responsible entity for the European Economic Area (EEA), the EU and Switzerland is LinkedIn Ireland Unlimited (Wilton Place, Dublin 2, Ireland) when it comes to any data protection and privacy relevant aspects.

The LinkedIn Insight Tag collects the following data of the website visitor:

URL, referrer, IP address, Device, browser characteristics (User Agent), and timestamp.

Note: We do not claim for this list to be extensive, as LinkedIn may change the choice of data collected.

The IP addresses and members' direct identifiers are removed within seven days in order to make the data pseudonymous. The pseudonymized data is then deleted within 180 days.

We do not receive any personal data. We only receive aggregate reports on the demographics of our target audience and the performance of our ads.

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

LinkedIn uses standard contractual clauses approved by the EU Commission as the basis for data processing by recipients based in third countries (i. e. outside the European Union, Iceland, Liechtenstein, Norway, and thus especially in the USA) or data transfer there (= Art. 46, paragraphs 2 and 3 of the GDPR). Standard Contractual Clauses (SCC) are legal templates provided by the EU Commission. Their purpose is to ensure that your data complies with European data privacy standards, even if your data is transferred to and stored in third countries (such as the USA). With these clauses, LinkedIn commits to comply with the EU's level of data protection when processing relevant data, even if it is stored, processed and managed in the USA. These clauses are based on an implementing order by the EU Commission. You can find the order and the standard contractual clauses here:

https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.






You can find more information about the standard contractual clauses at LinkedIn at <https://de.linkedin.com/legal/l/dpa> or <https://www.linkedin.com/legal/l/eu-sccs>

You can find out more about LinkedIn Insight Tag at <https://www.linkedin.com/help/linkedin/answer/a427660>. You can also find out more about the data that is processed through the use of the LinkedIn Insight Tag in their Privacy Policy at <https://de.linkedin.com/legal/privacy-policy>.

14. Security & Anti-spam

14.1 Google reCAPTCHA

Google reCAPTCHA Privacy Policy Overview

-  Affected parties: website visitors
 -  Purpose: Service optimisation and protection against cyber attacks
 -  Processed data: data such as IP address, browser information, operating system, limited location and usage data
- You can find more details on this in the Privacy Policy below.
-  Storage duration: depending on the retained data
 -  Legal bases: Art. 6 para. 1 lit. a GDPR (consent), Art. 6 para. 1 lit. f GDPR (legitimate interests)

14.1.1 What is reCAPTCHA?

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.

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. If Google determines that a visitor is suspicious, they must solve a CAPTCHA challenge before they can submit the form.

14.1.2 Why do we use reCAPTCHA on our website?

We only want to welcome humans 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.

14.1.3 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-112024533-8

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: U7j1v3dZa1120245330xgZFmiqWppRWKOr

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: 0WmuWqy112024533zlLzqV_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: gEAABBCjJMXcl0dSAAAANbqc112024533-4

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.

14.1.4 How long and where are the data stored?

Due to the integration of reCAPTCHA, your data will be transferred to the Google server. 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.

14.1.5 How can I erase my data or prevent data retention?

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=112024533>.

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

Please note that when using this tool, your data can also be stored and processed outside the EU. Most third countries (including the USA) are not considered secure under current European data protection law. Data to insecure third countries must not simply be transferred to, stored and processed there unless there are suitable guarantees (such as EU's Standard Contractual Clauses) between us and the non-European service provider.

14.1.6 Legal basis

If you have consented to the use of Google reCAPTCHA, your consent is the legal basis for the corresponding data processing. According to **Art. 6 Paragraph 1 lit. a GDPR (consent)** your consent is the legal basis for the processing of personal data, as can occur when processed by Google reCAPTCHA.

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

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

Google uses standard contractual clauses approved by the EU Commission as basis for data processing by recipients based in third countries (outside the European Union, Iceland, Liechtenstein, Norway and especially in the USA) or data transfer there (= Art. 46,

paragraphs 2 and 3 of the GDPR). These clauses oblige Google to comply with the EU's level of data protection when processing relevant data outside the EU. These clauses are based on an implementing order by the EU Commission. You can find the order and the clauses here: https://ec.europa.eu/commission/presscorner/detail/en/ip_21_2847.

The Google Ads Data Processing Terms, which reference the standard contractual clauses, can be found at <https://business.safety.google/intl/en/adsprocessorterms/>.

A good overview of the basic use of data by Google can be found in the in-house data protection declaration at <https://policies.google.com/privacy?hl=en-GB>.

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