

PRIVACY POLICY

1. AN OVERVIEW OF DATA PROTECTION

GENERAL

The following gives a simple overview of what happens to your personal information when you visit our website. Personal information is any data with which you could be personally identified. Detailed information on the subject of data protection can be found in our privacy policy found below.

DATA COLLECTION ON OUR WEBSITE

WHO IS RESPONSIBLE FOR THE DATA COLLECTION ON THIS WEBSITE?

The data collected on this website are processed by the website operator. The operator's contact details can be found in the website's required legal notice.

HOW DO WE COLLECT YOUR DATA?

Some data are collected when you provide it to us. This could, for example, be data you enter on a contact form. Other data are collected automatically by our IT systems when you visit the website. These data are primarily technical data such as the browser and operating system you are using or when you accessed the page. These data are collected automatically as soon as you enter our website.

WHAT DO WE USE YOUR DATA FOR?

Part of the data is collected to ensure the proper functioning of the website. Other data can be used to analyze how visitors use the site.

WHAT RIGHTS DO YOU HAVE REGARDING YOUR DATA?

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using the address given in the legal notice if you have further questions about the issue of privacy and data protection. You may also, of course, file a complaint with the competent regulatory authorities.

ANALYTICS AND THIRD-PARTY TOOLS

When visiting our website, statistical analyses may be made of your surfing behavior. This happens primarily using cookies and analytics. The analysis of your surfing behavior is usually anonymous, i.e. we will not be able to identify you from this data. You can object to this analysis or prevent it by not using certain tools. Detailed information can be found in the following privacy policy. You can object to this analysis. We will inform you below about how to exercise your options in this regard.

2. GENERAL INFORMATION AND MANDATORY INFORMATION

DATA PROTECTION

The operators of this website take the protection of your personal data very seriously. We treat your personal data as confidential and in accordance with the statutory data protection regulations and this privacy policy. If you use this website, various pieces of personal data will be collected. Personal information is any data with which you could be personally identified. This privacy policy explains what information we collect and what we use it for. It also explains how and for what purpose this happens. Please note that data transmitted via the internet (e.g. via email communication) may be subject to security breaches. Complete protection of your data from third-party access is not possible.

NOTICE CONCERNING THE PARTY RESPONSIBLE FOR THIS WEBSITE

The party responsible for processing data on this website is:

BITBUSINESS® e.V.
Nürtinger Strasse 3/3
72555 Metzingen
Telefon: +49 7123 9499715
Telefax: +49 7123 9499716
E-Mail: info@bitbusiness.de

The responsible party is the natural or legal person who alone or jointly with others decides on the purposes and means of processing personal data (names, email addresses, etc.).

REVOCAION OF YOUR CONSENT TO THE PROCESSING OF YOUR DATA

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

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RIGHT TO FILE COMPLAINTS WITH REGULATORY AUTHORITIES

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities. The competent regulatory authority for matters related to data protection legislation is the data protection officer of the German state in which our company is headquartered. A list of data protection officers and their contact details can be found at the following link:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

RIGHT TO DATA PORTABILITY

You have the right to have data which we process based on your consent or in fulfillment of a contract automatically delivered to yourself or to a third party in a standard, machine-readable format. If you require the direct transfer of data to another responsible party, this will only be done to the extent technically feasible.

SSL- OR TLS- ENCRYPTION

This site uses SSL or TLS encryption for security reasons and for the protection of the transmission of confidential content, such as the inquiries you send to us as the site operator. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon is displayed in your browser's address bar.

If SSL or TLS encryption is activated, the data you transfer to us cannot be read by third parties.

ENCRYPTED PAYMENTS ON THIS WEBSITE

If you enter into a contract which requires you to send us your payment information (e.g. account number for direct debits), we will require this data to process your payment. Payment transactions using common means of payment (Visa/MasterCard, direct debit) are only made via encrypted SSL or TLS connections. You can recognize an encrypted connection in your browser's address line when it changes from "http://" to "https://" and the lock icon in your browser line is visible.

In the case of encrypted communication, any payment details you submit to us cannot be read by third parties.

INFORMATION, BLOCKING, DELETION

As permitted by law, you have the right to be provided at any time with information free of charge about any of your personal data that is stored as well as its origin, the recipient and the purpose for which it has been processed. You also have the right to have this data corrected, blocked or deleted. You can contact us at any time using the address given in our legal notice if you have further questions on the topic of personal data.

OPPOSITION TO PROMOTIONAL EMAILS

We hereby expressly prohibit the use of contact data published in the context of website legal notice requirements with regard to sending promotional and informational materials not expressly requested. The website operator reserves the right to take specific legal action if unsolicited advertising material, such as email spam, is received.

3. DATA COLLECTION ON OUR WEBSITE

COOKIES

Some of our web pages use cookies. Cookies do not harm your computer and do not contain any viruses. Cookies help make our website more user-friendly, efficient, and secure. Cookies are small text files that are stored on your computer and saved by your browser. Most of the cookies we use are so-called "session cookies." They are automatically deleted after your visit. Other cookies remain in your device's memory until you delete them. These cookies make it possible to recognize your browser when you next visit the site. You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website. Cookies which are necessary to allow electronic communications or to provide certain functions you wish to use (such as the shopping cart) are stored pursuant to Art. 6 paragraph 1, letter f of DSGVO. The website operator has a legitimate interest in the storage of cookies to ensure an optimized service provided free of technical errors. If other cookies (such as those used to analyze your surfing behavior) are also stored, they will be treated separately in this privacy policy.

Server log files

The website provider automatically collects and stores information that your browser automatically transmits to us in "server log files". These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request

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- IP address

These data will not be combined with data from other sources. The basis for data processing is Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract.

CONTACT FORM

Should you send us questions via the contact form, we will collect the data entered on the form, including the contact details you provide, to answer your question and any follow-up questions. We do not share this information without your permission. We will, therefore, process any data you enter onto the contact form only with your consent per Art. 6 (1)(a) DSGVO. You may revoke your consent at any time. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Any mandatory statutory provisions, especially those regarding mandatory data retention periods, remain unaffected by this provision.

REGISTRATION ON THIS WEBSITE

You can register on our website in order to access additional functions offered here. The input data will only be used for the purpose of using the respective site or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise, we will reject your registration.

To inform you about important changes such as those within the scope of our site or technical changes, we will use the email address specified during registration.

We will process the data provided during registration only based on your consent per Art. 6 (1)(a) DSGVO. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed. We will continue to store the data collected during registration for as long as you remain registered on our website. Statutory retention periods remain unaffected.

REGISTRATION WITH FACEBOOK CONNECT

Instead of registering directly on our website, you may also register using Facebook Connect. This service is provided by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

If you decide to register with Facebook Connect and click on the "Login with Facebook" or "Connect with Facebook" buttons, you will be automatically redirected to the Facebook platform. There you can log in with your Facebook username and password. This will link your Facebook profile to our website or services. This link gives us access to your data stored on Facebook. Including especially your:

- Facebook name
- Facebook profile picture
- Facebook cover picture
- Email address provided to Facebook
- Facebook ID
- Facebook friends
- Facebook Likes
- Birthday
- Gender
- Country
- Language

This data will be used to set up, provide, and personalize your account. For more information, see Facebook's Terms of Use and Privacy Policy. These can be found at

<https://de-de.facebook.com/about/privacy/> and <https://www.facebook.com/legal/terms/>

LEAVING COMMENTS ON THIS WEBSITE

If you use the comment function on this site, the time at which you created the comment and your email address will be stored along with your comment, as well as your username, unless you are posting anonymously.

STORAGE OF THE IP ADDRESS

Our comment function stores the IP addresses of those users who post comments. Since we do not check comments on our site before they go live, we need this information to be able to pursue action for illegal or slanderous content.

SUBSCRIBING TO THE COMMENT FEED

As a user of this site, you can sign up to receive the comment feed after registering. Your email address will be checked with a confirmation email. You can unsubscribe from this function at any time by clicking the link in the emails. The data provided when you subscribed to the comments feed will then be deleted, but if you have submitted this data to us for other purposes or elsewhere (such as subscribing to a newsletter), it will be retained.

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HOW LONG COMMENTS ARE STORED

The comments and the associated data (e.g. IP address) are stored and remain on our website until the content commented upon has been completely deleted or the comments are required to be removed for legal reasons (slander, etc.).

LEGAL BASIS

The comments are stored based on your consent per Art. 6 (1) (a) DSGVO. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

PROCESSING OF DATA (CUSTOMER AND CONTRACT DATA)

We collect, process, and use personal data only insofar as it is necessary to establish, or modify legal relationships with us (master data). This is done based on Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract. We collect, process and use your personal data when accessing our website (usage data) only to the extent required to enable you to access our service or to bill you for the same. Collected customer data shall be deleted after completion of the order or termination of the business relationship. Legal retention periods remain unaffected.

DATA TRANSMITTED WHEN ENTERING INTO A CONTRACT WITH ONLINE SHOPS, RETAILERS, AND MAIL ORDER

We transmit personally identifiable data to third parties only to the extent required to fulfill the terms of your contract, for example, to companies entrusted to deliver goods to your location or banks entrusted to process your payments. Your data will not be transmitted for any other purpose unless you have given your express permission to do so. Your data will not be disclosed to third parties for advertising purposes without your express consent. The basis for data processing is Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract.

DATA TRANSFERRED WHEN SIGNING UP FOR SERVICES AND DIGITAL CONTENT

We transmit personally identifiable data to third parties only to the extent required to fulfill the terms of your contract with us, for example, to banks entrusted to process your payments. Your data will not be transmitted for any other purpose unless you have given your express permission to do so. Your data will not be disclosed to third parties for advertising purposes without your express consent. The basis for data processing is Art. 6 (1) (b) DSGVO, which allows the processing of data to fulfill a contract or for measures preliminary to a contract.

4. SOCIAL MEDIA

FACEBOOK PLUGINS (LIKE & SHARE-BUTTONS)

Our website includes plugins for the social network Facebook, Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. The Facebook plugins can be recognized by the Facebook logo or the Like button on our site. For an overview of Facebook plugins, see: <https://developers.facebook.com/docs/plugins/>.

When you visit our site, a direct connection between your browser and the Facebook server is established via the plugin. This enables Facebook to receive information that you have visited our site from your IP address. If you click on the Facebook "Like button" while you are logged into your Facebook account, you can link the content of our site to your Facebook profile. This allows Facebook to associate visits to our site with your user account. Please note that, as the operator of this site, we have no knowledge of the content of the data transmitted to Facebook or of how Facebook uses these data. For more information, please see Facebook's privacy policy at: <https://de-de.facebook.com/policy.php>. Wenn Sie nicht wünschen, dass Facebook den Besuch unserer Seiten Ihrem Facebook-Nutzerkonto zuordnen kann, loggen Sie sich bitte aus Ihrem Facebook-Benutzerkonto aus.

TWITTER PLUGIN

Functions of the Twitter service have been integrated into our website and app. These features are offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. When you use Twitter and the "Retweet" function, the websites you visit are connected to your Twitter account and made known to other users. In doing so, data will also be transferred to Twitter. We would like to point out that, as the provider of these pages, we have no knowledge of the content of the data transmitted or how it will be used by Twitter. For more information on Twitter's privacy policy, please go to: <https://twitter.com/privacy>. Your privacy preferences with Twitter can be modified in your account settings at: <https://twitter.com/account/settings>.

GOOGLE+ PLUGIN

Our pages use Google+ functions. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Collection and disclosure of information: Using the Google +1 button allows you to publish information worldwide. By means of the Google+ button, you and other users can receive custom content from Google and our partners. Google stores both the fact that you have +1'd a piece of content and information about the page you were viewing when you clicked +1. Your +1 can be displayed together with your profile name and photo in Google services, for example in search results or in your Google profile, or in other places on websites and advertisements on the Internet. Google records information about your +1 activities to

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improve Google services for you and others. To use the Google + button, you need a globally visible, public Google profile that must contain at least the name chosen for the profile. This name is used by all Google services. In some cases, this name may also replace a different name that you have used to share content via your Google account. The identity of your Google profile can be shown to users who know your email address or other information that can identify you. Use of collected data: In addition to the uses mentioned above, the information you provide is used in accordance with the applicable Google data protection policies. Google may publish summary statistics about users' +1 activity or share it with users and partners, such as publishers, advertisers, or affiliate websites.

INSTAGRAM PLUGIN

Our website contains functions of the Instagram service. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. If you are logged into your Instagram account, you can click the Instagram button to link the content of our pages with your Instagram profile. This means that Instagram can associate visits to our pages with your user account. As the provider of this website, we expressly point out that we receive no information on the content of the transmitted data or its use by Instagram.

For more information, see the Instagram Privacy Policy: <https://instagram.com/about/legal/privacy/>.

TUMBLR PLUGIN

Our pages use the buttons of the Tumblr service. It is operated by Tumblr, Inc., 35 East 21st St., 10th Floor, New York, NY 10010, USA. These functions allow you to share a post or a page on Tumblr or to follow the provider on Tumblr. When you visit one of our websites using the Tumblr button, the browser establishes a direct connection to the Tumblr servers. We have no influence on the amount of data that Tumblr gathers and transmits with the plugin. Based on our current knowledge, we believe that the user's IP address and the URL of the respective website are transmitted. Further information can be found in Tumblr's privacy policy at: <https://www.tumblr.com/policy/de/privacy>.

LINKEDIN PLUGIN

Our site uses functions from the LinkedIn network. The service is provided by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time one of our pages containing LinkedIn features is accessed, your browser establishes a direct connection to the LinkedIn servers. LinkedIn is informed that you have visited our web pages from your IP address. If you use the LinkedIn "Recommend" button and are logged into your LinkedIn account, it is possible for LinkedIn to associate your visit to our website to your user account. We would like to point out that, as the provider of these pages, we have no knowledge of the content of the data transmitted or how it will be used by LinkedIn. More information can be found in the LinkedIn privacy policy at: <https://www.linkedin.com/legal/privacy-policy>.

XING PLUGIN

Our website uses features provided by the XING network. The provider is XING AG, Dammtorstraße 29- 32, 20354 Hamburg, Germany. Each time one of our pages containing XING features is accessed, your browser establishes a direct connection to the XING servers. To the best of our knowledge, no personal data is stored in the process. In particular, no IP addresses are stored nor is usage behavior evaluated. For more information about data protection and the XING Share button, please see the XING privacy policy at: https://www.xing.com/app/share?op=data_protection.

PINTEREST PLUGIN

Our website contains functions of the Pinterest social network, operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA. When you visit a page containing the Pinterest social plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits this log data to Pinterest servers in the United States. This log data may include your IP address, the address of the websites visited, which also includes Pinterest features, browser type and settings, the date and time of the request, how you use Pinterest, and cookies. More information about the purpose, scope and further processing and use of data by Pinterest, as well as your rights and options to protect your privacy, can be found in the privacy notices of Pinterest: <https://about.pinterest.com/de/privacy-policy>.

5. ANALYTICS AND ADVERTISING

GOOGLE ANALYTICS

This website uses Google Analytics, a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. Google Analytics cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

IP- ANONYMIZATION

We have activated the IP anonymization feature on this website. Your IP address will be shortened by Google within the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States.

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Only in exceptional cases is the full IP address sent to a Google server in the US and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity, and to provide other services regarding website activity and Internet usage for the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

BROWSER PLUGIN

You can prevent these cookies being stored by selecting the appropriate settings in your browser. However, we wish to point out that doing so may mean you will not be able to enjoy the full functionality of this website. You can also prevent the data generated by cookies about your use of the website (incl. your IP address) from being passed to Google, and the processing of these data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>.

OBJECTING TO THE COLLECTION OF DATA

You can prevent the collection of your data by Google Analytics by clicking on the following link. An optout cookie will be set to prevent your data from being collected on future visits to this site: Disable Google Analytics. For more information about how Google Analytics handles user data, see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

OUTSOURCED DATA PROCESSING

We have entered into an agreement with Google for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

DEMOGRAPHIC DATA COLLECTION BY GOOGLE ANALYTICS

This website uses Google Analytics' demographic features. This allows reports to be generated containing statements about the age, gender, and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This collected data cannot be attributed to any specific individual person. You can disable this feature at any time by adjusting the ads settings in your Google account or you can forbid the collection of your data by Google Analytics as described in the section "Refusal of data collection".

ETRACKER

Our website uses the etracker analytics service. The service is provided by etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany. This data can be used to create pseudonymous usage profiles. Cookies may be used for this purpose. Cookies are small text files stored in your local browser cache. These cookies enable the recognition of your browser. The data collected by the etracker technologies are not used to determine the personal identity of website visitors and are not compiled together with personal data related to the person referred to by the pseudonym unless expressly agreed to by the person concerned. etracker cookies remain on your device until you delete them.

The storage of etracker cookies is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising. You can object to the collection and storage of your data at any time with future effect. To refuse the collection and storage of your visitor data for the future, you can use the etracker opt-out cookie at the following link. This means that in the future no visitor information will be collected and stored by etracker in your browser: <https://www.etracker.de/privacy?et=V23Jbb>.

Using this will set an opt-out-cookie called "cntcookie" from etracker. Please do not delete this cookie if you wish your refusal to consent to remain valid. For more information, see the etracker privacy policy: <https://www.etracker.com/de/datenschutz.html>.

Completion of an outsourced data processing contract

We have entered into an agreement with etracker for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using etracker.

WORDPRESS STATS

This website uses the WordPress Stats tool to perform statistical analyses of visitor traffic. This service is provided by Automattic Inc., 60 29th Street # 343, San Francisco, CA 94110-4929, USA. WordPress Stats uses cookies that are stored on your computer and allow an analysis of the use of the website. The information generated by the cookies about the use of our website is stored on servers in the USA. Your IP address will be anonymized after processing and before storage. WordPress Stats cookies remain on your device until you delete them. The storage of "WordPress Stats" cookies is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. The functionality of our services may be limited when cookies are disabled. You can object to the collection and use of your data at any time with future effect by clicking on this link and setting an opt-out cookie in your browser: <https://www.quantcast.com/opt-out/>. If you delete the cookies on your computer, you will have to set the opt-out cookie again.

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GOOGLE ADSENSE

This website uses Google AdSense, a service for including advertisements from Google Inc. ("Google"). It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google AdSense uses so-called "cookies", which are text files stored in your computer that enable an analysis of the way you use the website. Google AdSense also uses so-called web beacons (invisible graphics). Through these web beacons, information such as the visitor traffic on these pages can be evaluated. The information generated by cookies and web beacons relating to your use of this website (including your IP address), and delivery of advertising formats, is transmitted to a Google server in the US and stored there. This information can be passed on from Google to contracting parties of Google. However, Google will not merge your IP address with other data you have stored.

AdSense cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising. You can prevent the installation of cookies by setting your browser software accordingly. Please be aware that in this case, you may not be able to make full use of all the features of this website. By using this website, you agree to the processing of data relating to you and collected by Google as described and for the purposes set out above.

GOOGLE ANALYTICS REMARKETING

Our websites use the features of Google Analytics Remarketing combined with the cross-device capabilities of Google AdWords and DoubleClick. This service is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. This feature makes it possible to link target audiences for promotional marketing created with Google Analytics Remarketing to the cross-device capabilities of Google AdWords and Google DoubleClick. This allows advertising to be displayed based on your personal interests, identified based on your previous usage and surfing behavior on one device (e.g. your mobile phone), on other devices (such as a tablet or computer).

Once you have given your consent, Google will associate your web and app browsing history with your Google Account for this purpose. That way, any device that signs in to your Google Account can use the same personalized promotional messaging. To support this feature, Google Analytics collects Google-authenticated IDs of users that are temporarily linked to our Google Analytics data to define and create audiences for cross-device ad promotion.

You can permanently opt out of cross-device remarketing/targeting by turning off personalized advertising in your Google Account; follow this link: <https://www.google.com/settings/ads/onweb/>.

The aggregation of the data collected in your Google Account data is based solely on your consent, which you may give or withdraw from Google per Art. 6 (1) (a) DSGVO. For data collection operations not merged into your Google Account (for example, because you do not have a Google Account or have objected to the merge), the collection of data is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing anonymous user behavior for promotional purposes. For more information and the Google Privacy Policy, go to: <https://www.google.com/policies/technologies/ads/>.

GOOGLE ADWORDS UND GOOGLE CONVERSION-TRACKING

This website uses Google AdWords. AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google"). As part of Google AdWords, we use so-called conversion tracking. When you click on an ad served by Google, a conversion tracking cookie is set. Cookies are small text files that your internet browser stores on your computer. These cookies expire after 30 days and are not used for personal identification of the user. Should the user visit certain pages of the website and the cookie has not yet expired, Google and the website can tell that the user clicked on the ad and proceeded to that page. Each Google AdWords advertiser has a different cookie. Thus, cookies cannot be tracked using the website of an AdWords advertiser. The information obtained using the conversion cookie is used to create conversion statistics for the AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, advertisers do not obtain any information that can be used to personally identify users. If you do not want to participate in tracking, you can opt-out of this by easily disabling the Google Conversion Tracking cookie by changing your browser settings. In doing so, you will not be included in the conversion tracking statistics. Conversion cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising. For more information about Google AdWords and Google Conversion Tracking, see the Google Privacy Policy: <https://www.google.de/policies/privacy/>.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

GOOGLE RECAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on our websites. This service is provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). reCAPTCHA is used to check whether the data entered on our website (such as on a contact form) has been entered by a human or by an automated program. To do this, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis starts automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, how long the visitor has been on the website, or mouse movements made by the user). The data collected during the analysis will be forwarded to Google. The reCAPTCHA analyses take place completely in the background. Website visitors are not advised that such an analysis is taking place. Data processing is based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest

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in protecting its site from abusive automated crawling and spam. For more information about Google reCAPTCHA and Google's privacy policy, please visit the following links:

<https://www.google.com/intl/de/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

FACEBOOK PIXEL

Our website uses the visitor action pixel of Facebook, Facebook Inc. 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") to measure conversion. This allows us to track the behavior of site visitors after they have clicked on a Facebook ad to be directed to the provider's website. This allows the effectiveness of the Facebook Ads to be evaluated for statistical and market research purposes and to optimize future advertising efforts. The collected data is anonymous to us as the operator of this website, we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, according to the Facebook Data Usage Policy. This allows Facebook to allow ads to be served on pages within Facebook and outside of Facebook. This use of data cannot be influenced by us as a site operator.

You will find further information on the protection of your privacy in Facebook's data protection notices:

<https://www.facebook.com/about/privacy/>.

You can also disable the "Custom Audiences" remarketing feature in the Advertising Settings section at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

You must be logged in to Facebook to do this. If you do not have a Facebook account, you can disable usage-based advertising from Facebook on the European Interactive Digital Advertising Alliance website:

<http://www.youronlinechoices.com/de/prferenzmanagement/>.

6. NEWSLETTER

NEWSLETTER DATA

If you would like to receive the newsletter offered on the website, we need an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter. Further data will not be collected or only on a voluntary basis. We use these data exclusively for sending the requested information and do not pass them on to third parties. The processing of the data entered in the newsletter registration form is based exclusively on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent to the storage of the data, the e-mail address as well as its use for sending the newsletter at any time, for example by using the "unsubscribe" link in the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data you have provided us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you have cancelled your subscription. Data that has been stored by us for other purposes (e.g. e-mail addresses for the member area) remains unaffected by this.

MAILCHIMP

This website uses the services of MailChimp for sending newsletters. Provider is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA. MailChimp is a service to organize and analyze the sending of newsletters. If you enter data for the purpose of receiving newsletters (e.g. e-mail address), this data is stored on the servers of MailChimp in the USA. MailChimp is certified according to the "EU-US-Privacy-Shield". The "Privacy-Shield" is an agreement between the European Union (EU) and the USA, which is intended to ensure compliance with European data protection standards in the USA.

With the help of MailChimp we can analyse our newsletter campaigns. When you open an e-mail sent with MailChimp, a file contained in the e-mail (so-called web-beacon) connects to the servers of MailChimp in the USA. This allows us to determine whether a newsletter message has been opened and which links have been clicked on, if any. Technical information is also collected (e.g. time of retrieval, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. It is used exclusively for statistical analysis of newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients. If you do not want to receive any analysis by MailChimp, you have to unsubscribe the newsletter. For this purpose we provide a corresponding link in every newsletter message. Furthermore you can unsubscribe the newsletter directly on the website. The data processing is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke this consent at any time by unsubscribing the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data that you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of MailChimp after the cancellation of the newsletter. Data, which were stored for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this. You can find more details in the privacy policy of MailChimp under:

<https://mailchimp.com/legal/terms/>.

Conclusion of a Data-Processing-Agreement

We have a so-called "Data-Processing-Agreement" with MailChimp, in which we commit MailChimp to protect the data of our customers and not to pass them on to third parties. This agreement can be viewed under the following link:

<https://mailchimp.com/legal/forms/data-processingagreement/sample-agreement/>.

PRIVACY POLICY

7. PLUGIN UND TOOLS

YOUTUBE

Our website uses plugins from the YouTube page operated by Google. The operator of the pages is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit one of our sites equipped with a YouTube plugin, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you are visiting. If you are logged in to your YouTube account, you allow YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used in the interest of an attractive presentation of our online offers. This represents a legitimate interest in the sense of Art. 6 para. 1 lit. f DSGVO. Further information on the handling of user data can be found in the YouTube privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

GOOGLE WEB FONTS

This site uses so-called web fonts, which are provided by Google, for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly. To do this, the browser you are using must connect to Google's servers. This enables Google to know that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and attractive presentation of our online offers. This represents a legitimate interest in the sense of Art. 6 para. 1 lit. f DSGVO.

If your browser does not support Web Fonts, a standard font from your computer will be used. Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in the Google data protection declaration: <https://www.google.com/policies/privacy/>.

GOOGLE MAPS

This site uses the map service Google Maps via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. To use the functions of Google Maps it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer. The use of Google Maps is in the interest of an attractive presentation of our online offers and to make it easy to find the places we have indicated on the website. This represents a legitimate interest in the sense of Art. 6 Para. 1 lit. f DSGVO. More information on the handling of user data can be found in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

8. PAYMENT PROVIDER

PAYPAL

On our website we offer payment via PayPal among other things. The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal"). If you choose to pay via PayPal, the payment data you enter will be transmitted to PayPal. The transmission of your data to PayPal is based on art. 6 para. 1 lit. a DSGVO (consent) and art. 6 para. 1 lit. b DSGVO (processing for the performance of a contract). You have the possibility to revoke your consent to data processing at any time. A revocation does not affect the effectiveness of data processing operations carried out in the past.