

# Cookie Policy

## GENERAL

Cookies are small text files which are saved on your computer hard drive when you visit our website. In case you access this website another time, your browser sends the cookies' content back to the respective seller and, thus, allows the re-identification of the terminal device. Reading the cookies allows us to design our website optimally for you and makes it easier for you to use it.

## DEACTIVATION AND DELETION OF COOKIES

Your browser allows you to delete any cookies at all times. To do so, please consult your browser' help functions. This might, however, lead to individual functions no longer being available.

OVERVIEW OF COOKIES used by us

In this section, please find an overview of the cookies we use.

## STRICTLY NECESSARY COOKIES

Certain cookies are necessary so we can securely render our services via the website. This category includes, for example:

- Cookies that identify or authenticate our users;
- Cookies that temporarily save certain user input (e.g., content of an online form);
- Cookies that store certain user preferences (e.g., search or language settings);
- Cookies that store data to ensure a trouble-free playback of video or audio content.

## ANALYTICAL COOKIES

We use analytical cookies to record the usage behavior (e.g., search queries put in) of our users and to evaluate it statistically. ad banners clicked on

## ADVERTISING COOKIES

We also use cookies for advertising purposes. The usage behavior profiles created with such cookies (e.g. ad banners clicked on, visited subpages, search queries entered) are used to show you advertisements or offers that are tailored to your interests ("interest-based advertisement").

## THIRD-PARTY ADVERTISING COOKIES

We also allow other companies to assess data of our users through advertising cookies. This allows us and third parties to show the users of our website interest-based advertisements which are based on the analysis of their usage behavior (e.g. ad banners clicked on, visited subpages, entered queries), thus, not restricted to our Online Offers.

## **CONVERSION COOKIES**

Our conversion tracking partners set a cookie on your computer ("conversion cookie") in case you entered our website through an advertisement of the respective partner. These cookies generally lose their validity after 30 days. In case you visit certain pages we host and the cookie has not yet expired, we and the respective conversion tracking partner can see that a particular user clicked the ad and was forwarded to our page. Information gathered through the conversion cookie is used to create conversion statistics and to determine the total number of users who clicked the respective ad and were referred to a page provided with a conversion tracking tag.

## **WEB ANALYSIS**

We need statistical information about the usage of our website to design it to be more user-friendly, to perform range measurements and market research.

For this purpose, we use the web analysis tools described in this section.

The usage profiles created by these tools using analysis cookies or by evaluating log files are not brought together with personal data. The tools either do not use user IP addresses at all or shorten them immediately after gathering them.

The tool sellers process data only as processors subject to our directives and not for their own purposes.

In the following please find information on each tool seller and how you are able to object to the collection and processing of data by the tool.

Be advised that with regard to tools which use opt out cookies, the opt out function is related to that individual device or browser. In case you use several terminal devices or browsers you must opt out on every device and with every browser used.

Beyond this, you can avoid the forming of usage profiles by generally deactivating cookie usage. Please refer to the section Deactivate and delete cookies.

### **Google Analytics**

Google Analytics is a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use Google Analytics with the additional function offered by Google for anonymizing the IP addresses. Google abbreviates the IP address within the EU and only in exceptional cases in the USA, and in both cases records only abbreviated IP addresses.

You can object to the collection and processing of your data by downloading and installing the browser plug-in available at the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>

### **Other web analysis tools**

In addition to the aforementioned, we can use other web analysis instruments, such as Facebook, Facebook Pixel, Google ads, Google Tag Manager, etc.

## **THIRD-PARTY COOKIES WE USE**

### **Google Ads**

As an Ads client, we utilize the conversion tracking in Google. This is a web analysis service provided by Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA; "Google"). If you open the website through a Google advertisement, Google Ads will set a cookie on your device ("conversion cookie" – a performance cookie). This cookie expires in 30 days. It is not used for personal identification. If the cookie has not expired when you visit certain pages, Google and we can understand someone clicked on the ad and was transferred to our site. Each advertiser receives a different cookie. That is why cookies cannot be tracked through the advertisers' websites. Information collected through the conversion cookie is used to generate statistical data about the conversion for the Ads clients who selected conversion tracking. Advertisers will see the total number of users who clicked on the ad and were transferred to a conversion tracking tag website. They, however, do not receive any information which could identify the users personally. If you do not want to participate in the tracking process, you can refuse the setting up of the cookie – e.g., through the browser setting that normally deactivates automatic cookies. You can also deactivate the conversion tracking cookies by setting up your browser to block the cookies from the domain [googleadservices.com](http://googleadservices.com).

### **Google Analytics**

We also use Google Analytics. This is a web analysis service provided by Google Inc. (1600 Amphitheater Parkway, Mountain View, CA 94043, USA, "Google"). The information generated by the Google Analytics cookie for the usage of our website is normally transmitted and stored by Google on a server in the USA. IP anonymity is activated on our websites, so the IP address of Google users in the EU member countries or other member states to the Agreement on the European Economic Area is abbreviated in advance. Only in exceptional cases, the full IP address will be transmitted to a server in the US, where it is abbreviated. Google will use this information on our behalf in order to evaluate the use of the website to compile reports on website activities and to provide further services connected to the website use and the internet use for the benefit of the website operator. The IP address submitted to Google Analytics in the context of Google Analytics will not be combined with other data by Google. You can prevent the storage of the cookies by making the respective settings in the browser software; however, we should point out that in that case you might not be able to use the full functionality of this website.

It is also possible to prevent the collection and processing of the data generated by the cookie and those related to the use of the website by Google (including your IP address) by installing the browser plugin available at the following address:

<http://tools.google.com/dlpage/gaoptout?hl=en>

**Facebook pixels**

We use a Tool for tracking custom audiences of websites developed by Facebook Inc. (1601 S. California Ave., Palo Alto, CA 94304, USA; “Facebook”). In case you have a Facebook user account and this is recognizable for the tool based on existing Facebook cookies, this tool will generate a non-personal checksum, which will be submitted to Facebook for analytical and marketing purposes. On the other hand, we encrypt your email address and send it to Facebook in an encrypted form. By recognizing the cookies and submitting encrypted information, Facebook can offer you targeted product recommendations as tailored advertising banners in Facebook. You can object to the use of a custom audience in Facebook at [https://www.facebook.com/ads/website\\_custom\\_audiences/](https://www.facebook.com/ads/website_custom_audiences/).