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**CATEGORIES**

**Marketing**

These technologies allow us to analyze the use of the website in order to measure and improve performance. Google Analytics requires the use of the Google Tag Manager. In addition, a cause-based billing to our service providers is made possible.

**Functional**

These technologies enable the use of special functions on our website (e.g. playing embedded YouTube videos, using our contact forms).

**Essential**

These technologies are necessary to activate the core functionality of the website

**Services**

**Usercentrics Consent Management Platform**

Essential

**Appcast Pixel**

Marketing

**Google Analytics**

Marketing

**Google Tag Manager**

Marketing

**Microsoft Clarity**

Marketing

**reCAPTCHA**

Functional

**YouTube Video**

Functional

**ID for requesting consent data**

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