

# Privacy Policy

With this privacy notice, we would like to inform you that on this web application the protection of your data is in compliance with the EU General Data Protection Regulation (GDPR) and the German data protection laws, in particular the Federal Data Protection Act (BDSG).

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## 1. Supervisory authority

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## 2. Overview of the processing operations

The following overview summarizes the types of personally identifiable data about you we collect, their purpose of processing, and use when you visit this website.

### Types of data processed

- Inventory data.
- Contact data.
- Content data.
- Usage data.

- Meta, communication, and process data.

#### **Categories of persons concerned**

- Communication partner.
- Users.

#### **Purposes of processing**

- Contact requests and communication.
- Management and response to requests.
- Feedback.
- Provision of our online services and user experience.

### **3. Relevant legal basis**

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

- Legitimate interests (Art. 6 (1) p. 1 lit. f) GDPR) - This legal basis is used for processing necessary to protect the legitimate interests of the supervisory authority or a third party unless such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require the protection of personal data.

In addition to the data protection provisions of the GDPR, the respective national data protection provisions may also apply in the case of national points of reference, which we also comply with.

### **4. Security measures**

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

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

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

## 5. Contact and inquiry management

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

- Types of data processed: contact data (e.g. e-mail, telephone numbers); content data (e.g. entries in online forms); usage data (e.g. websites visited, interest in content, access times); meta, communication and procedural data (e.g. IP addresses, time data, identification numbers, consent status).
- Data subjects: Communication partners.
- Purposes of processing: contact inquiries and communication; managing and responding to inquiries; feedback (e.g. collecting feedback via online form); providing our online offer and user experience.
- Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR).

## 6. Plugins and embedded functions and content

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

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

- Types of data processed: Usage data (e.g. websites visited, interest in content, access times); meta, communication and procedural data (e.g. IP addresses, timestamps, identification numbers, consent status); inventory data (e.g. names, addresses); contact data (e.g. e-mail, telephone numbers); content data (e.g. entries in online forms).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of processing: provision of our online offer and user-friendliness.
- Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR).

Further guidance on processing operations, procedures and services:

- YouTube videos: Video content; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); Website: <https://www.youtube.com>; Privacy policy: <https://policies.google.com/privacy>; Opt-out: Opt-out plugin:

<https://tools.google.com/dlpage/gaoptout?hl=de>; Ad display settings:  
<https://adssettings.google.com/authenticated>.

- YouTube videos: Video content; YouTube videos are integrated via a special domain (recognizable by the component "youtube-nocookie") in the so-called "extended data protection mode", whereby no cookies on user activities are collected in order to personalize video playback. Nevertheless, information on user interaction with the video (e.g. remembering the last playback point), may be stored; service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; Legal basis: Legitimate interests (Art. 6 para. 1 p. 1 lit. f) GDPR); Website: <https://www.youtube.com>; Privacy policy: <https://policies.google.com/privacy>.

## 7. Rights of the Data Subject

As a data subject, you have the following rights:

- pursuant to Art. 15 GDPR the right to request information about your personal data processed by us to the extent specified therein.
- pursuant to Art. 16 GDPR, the right to demand the correction of inaccurate or incomplete personal data stored by us without undue delay.
- in accordance with Art. 17 GDPR, the right to request the erasure of your personal data stored by us, unless further processing is necessary.
  - for the exercise of the right to freedom of expression and information.
  - for the fulfillment of a legal obligation.
  - for reasons of public interest; or
  - for the assertion, exercise, or defense of legal claims; or is necessary.
- in accordance with Art. 18 GDPR, the right to request the restriction of the processing of your personal data, insofar as
  - the accuracy of the data is disputed by you.
  - the processing is unlawful, but you object to its erasure.
  - we no longer require the data, but you need it to assert, exercise or defend legal claims; or
  - you have objected to the processing in accordance with Art. 21 GDPR.
- pursuant to Art. 20 GDPR, the right to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format.
- pursuant to Art. 77 GDPR, the right to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our company headquarters for this purpose.