

## Privacy policy

### § 1 Information on the collection of personal data

(1) In the following, we provide information about the collection of personal data when using our website. Personal data is all data that can be related to you personally, e.g. name, address, e-mail addresses, user behavior.

(2) Controller pursuant to Art. 4 (7) EU General Data Protection Regulation Mr. Daniel Beyerle, Hans-thoma-Straße 100, 68163 Mannheim.

(3) When you contact us by e-mail or via a contact form, the data you provide (your e-mail address, your name and telephone number if applicable) will be stored by us in order to answer your questions. We delete the data arising in this context after storage is no longer required, or restrict processing if there are statutory retention obligations.

(4) If we use contracted service providers for individual functions of our offer or would like to use your data for advertising purposes, we will inform you in detail below about the respective processes. We will also state the specified criteria for the storage period.

### § 2 Your rights

(1) You have the following rights vis-à-vis us with regard to your personal data:

- Right of access,
- Right to rectification or erasure,
- Right to restriction of processing,
- Right to object to processing,
- Right to data portability.

(2) You also have the right to complain to a data protection supervisory authority about the processing of your personal data by us.

### § 3 Collection of personal data when visiting our website

(1) When using the website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data, which is technically necessary for us to display

our website to you and to ensure stability and security (legal basis is Art. 6 para. 1 sentence 1 lit. f GDPR):

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- Amount of data transferred in each case
- Website from which the request originates
- Browser
- Operating system and its interface
- Language and version of the browser software.

(2) In addition to the aforementioned data, cookies are stored on your computer when you use our website. Cookies are small text files that are stored on your hard disk and assigned to the browser you are using and through which certain information flows to the body that sets the cookie (in this case us). Cookies cannot execute programs or transfer viruses to your computer. They are used to make the website more user-friendly and effective overall.

(3) Use of cookies:

a) This website uses the following types of cookies, the scope and function of which are explained below:

- Transient cookies (see b)
- Persistent cookies (see c).

b) Transient cookies are automatically deleted when you close the browser. These include session cookies in particular. These store a so-called session ID, with which various requests from your browser can be assigned to the joint session. This allows your computer to be recognized when you return to our website. The session cookies are deleted when you log out or close the browser.

c) Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. You can delete the cookies at any time in the security settings of your browser.

d) You can configure your browser settings according to your wishes and, for example, refuse to accept third-party cookies or all cookies. We would like to point out that you may not be able to use all the functions of this website.

## §4 Use of Google Analytics

(1) This website uses Google Analytics, a web analysis service of Google Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. 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. However, if IP anonymization is activated on this website, your IP address will first be truncated by Google within member states of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

(2) The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

(3) You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

(4) You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link:

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

(5) This website uses Google Analytics with the extension "\_anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, so that direct personal references can be excluded.

(6) Google Analytics is used in accordance with the conditions agreed between the German data protection authorities and Google. Information from the third-party provider: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User conditions: [www.google.com/analytics/terms/de.html](http://www.google.com/analytics/terms/de.html), overview of data protection: [www.google.com/intl/de/analytics/learn/privacy.html](http://www.google.com/intl/de/analytics/learn/privacy.html), as well as the privacy policy: <http://www.google.de/intl/de/policies/privacy>.

## §5 Statistical anonymous evaluation of usage data

We are entitled to create user profiles using pseudonyms for the purposes of advertising, market research or the needs-based design of the website, unless you object to this. In particular, we evaluate the usage data anonymously for statistical purposes in order to tailor the website to your needs. You can object to this use of your personal data by notifying us. (For contact details, see section 1)

## §6 Social media plugins and third-party services

a) Use of social media plug-ins

(1) We currently use the following social media plug-ins: Facebook, Google+, Twitter, LinkedIn. We use the so-called 2-click solution. This means that when you visit our website, no personal data is initially passed on to the providers of these plug-ins. You can recognize the provider of the plug-in by the marking on the greyed-out box using the initial letter. Personal data will only be transmitted if you click on one of the plug-ins: By activating the plug-in, data is automatically transmitted to the respective provider and stored there (for US providers in the USA). We have no influence on the data collected and data processing operations, nor are we aware of the full extent of the data collection, the purposes and the storage periods. As the provider collects data in particular via cookies, we recommend that you delete all cookies via your browser's security settings before clicking on the grayed-out box.

(2) When you activate a plug-in, the provider of the plug-in receives the information that you have accessed the corresponding sub-page of our online offering. In addition, the data mentioned under 1.(1) of this declaration is transmitted, whereby in the case of Facebook and Xing, according to the respective providers in Germany, only an anonymized IP is collected. This takes place regardless of whether you have an account with this provider and are logged in there. If you are logged in with the provider, this data is assigned directly to your account. If you click the activated button and, for example, link the page, the provider also saves this information in your user account and shares this publicly with your contacts. If you do not wish to be associated with your profile with the provider, you must log out before activating the button.

(3) The provider stores this data as user profiles and uses it for the purposes of advertising, market research and/or the needs-based design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to display needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to

object to the creation of these user profiles, whereby you must contact the respective provider to exercise this right.

(4) Further information on the purpose and scope of data collection and its processing by the respective provider can be found in the data protection declarations of these providers provided below. There you will also find further information on your rights in this regard and setting options to protect your privacy.

(5) Addresses of the respective providers and URL with their data protection notices:

a) Facebook Inc, 1601 S California Ave, Palo Alto, California 94304, USA;  
<http://www.facebook.com/policy.php>; further information on data collection: <http://www.facebook.com/help/186325668085084>,  
<http://www.facebook.com/about/privacy/your-info-on-other-applications> and [www.facebook.com/about/privacy/your-info-everyoneinfo](http://www.facebook.com/about/privacy/your-info-everyoneinfo).

b) Google Inc, 1600 Amphitheater Parkway, Mountainview, California 94043, USA; <https://www.google.com/policies/privacy/partners/?hl=de>.

c) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; <http://www.linkedin.com/legal/privacy-policy>.

d) Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA;  
<https://de-de.facebook.com/help/instagram/519522125107875>

b) Integration of third-party services

(1) We have integrated YouTube videos into our online offering, which are stored on [www.YouTube.com](http://www.YouTube.com) and can be played directly from our website. These are all integrated in "extended data protection mode", i.e. no data about you as a user is transferred to YouTube if you do not play the videos. Only when you play the videos will the data mentioned in paragraph 2 be transmitted. We have no influence on this data transfer. We have also integrated content from the following third-party providers on this website: Google Maps.

(2) By visiting the website, the third-party provider receives the information that you have accessed the corresponding subpage of our website. In addition, the data mentioned under 1.(1) of this declaration will be transmitted. This occurs regardless of whether this third-party provider provides a user account through which you are logged in or whether no user account exists. If you are logged in with the plug-in provider, this data will be assigned directly to your account. If you do not wish to be associated with your profile with the third-party provider, you must log out before activating the button.

(3) The third-party provider stores this data as user profiles and uses it for the purposes of advertising, market research and/or the needs-based design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising. You have the right to

object to the creation of these user profiles, whereby you must contact the respective third-party provider to exercise this right.

(4) Further information on the purpose and scope of data collection and its processing by the third-party provider can be found in the data protection declarations of these third-party providers provided below. There you will also find further information on your rights in this regard and setting options to protect your privacy.

(5) Addresses of the respective providers and URL with their data protection notices: Google Inc, 1600 Amphitheater Parkway, Mountainview, California 94043, USA; <https://www.google.com/policies/privacy/partners/?hl=de>.

## §7 Subcontractors

We use subcontractors for the processing of personal data and conclude a contract with these data processors in accordance with the requirements of Section 11 BDSG / Art. 28 GDPR. Strato AG is used as the subcontractor for hosting the website.