

# Privacy Policy BlogBar

## 1. GENERAL

BlogBar takes the protection and security of personal and company data very seriously and therefore processes these data exclusively within the framework of the following provisions and in compliance with the applicable provisions of the Data Protection Basic Regulation of the EU (DS-GVO) and the Federal Data Protection Act (BDSG). In order for you to have the best possible control over your data, we would like to inform you below which personal and company-related data we collect when using our online network "BlogBar" (hereinafter referred to as "online network") and the services offered, how we use this data, who has access to this data and which rights and design options you have.

## 2. NAME AND CONTACT DETAILS OF THE PARTY RESPONSIBLE FOR DATA PROCESSING

Responsible for the collection, processing and use of your personal data within the meaning of the Basic Data Protection Regulation of the EU (DS-GVO) and the Federal Data Protection Act (BDSG) is

BlogBar Digital Network UG (limited liability)  
Krausstr. 1  
D-63897 Miltenberg  
phone 0049 176-8747 9127  
E-mail: [datenschutz@blogbar.eu](mailto:datenschutz@blogbar.eu)

## 3. COLLECTION AND STORAGE OF PERSONAL DATA AND THE NATURE AND PURPOSE OF ITS USE

BlogBar offers an online network whose websites can be viewed with and without prior registration. What information we collect from you depends on whether you register with us and what information you submit to the online network itself. We will therefore inform you in the following how your data will be processed for the type of use you have chosen.

### 3.1. VISIT TO OUR WEBSITE

Every time you visit our website, your browser automatically sends information to the server of our website and temporarily saves it in a so-called log file. The server is operated by our web host, Hetzner Online GmbH, in a member state of the European Union or in another state party to the Agreement on the European Economic Area. Hetzner Online GmbH has undertaken to comply with all applicable data protection regulations and to adequately protect the data accessed by third parties.

Specifically, the following data will be collected without your intervention and stored until automated deletion:

- Domain name or IP address of the requesting computer,
- the date and time of the access,
- the name and URL of the retrieved file,
- http response code.

The above data will be processed for the following purposes:

- Ensuring a smooth connection of the website,
- Ensuring the comfortable use and optimization of our online network as well as the services offered and their technical administration.
- Evaluation and guarantee of system security and stability.

The legal basis for data processing is Article 6 (1) sentence 1 lit. f DSGVO, according to which processing is lawful if "processing is necessary to safeguard the legitimate interests of the data controller or of a third party, unless the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, prevail, in particular if the data subject is a child". Our legitimate interest in data collection arises from the purposes listed above. We will not draw any conclusions about your person from the collected data.

### 3.2 SESSION COOKIES

In order to extend the functional range of our online network and to make its use more comfortable for you, we use so-called session cookies. These are small text files that are automatically stored by our web server in the memory of the device you are using. A randomly generated unique identification number (so-called session ID) is stored in the session cookie. The session cookie also contains information about its origin and storage period. Session cookies cannot store any other data. The session cookies used are deleted when you end the browser session.

Cookies are automatically accepted by most browsers or operating systems. If you do not wish this functionality to work, you can set your browser to prevent cookies from being set. Please note that this may limit the functionality of our online network so that you may not be able to use all the functions of our online network. Cookies are not used or evaluated by us in any way.

### 3.3. GOOGLE ANALYTICS

If you have consented, our web site uses Google Analytics, a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (hereinafter "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 the website will generally be transmitted to and stored by Google on servers in the United States. However, due to the activation of IP anonymisation on these web pages, your IP address will be shortened by Google in advance within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to and truncated by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services to website operators in connection with website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics is not combined with other data from Google. Data processing serves to improve the searchability of our website. The legal basis for this is your consent pursuant to Art. 6 Para. 1 lit. a) DSGVO. You can revoke your consent at any time by proceeding as follows:

You can prevent the storage of cookies by setting your browser software accordingly. However, this may result in you not being able to use all the functions of this website to their full extent.

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

[Browser Add On for deactivating Google Analytics.](#)

In addition or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our pages by clicking this [link](#). This will install an opt-out cookie on your device.

This will prevent Google Analytics from collecting cookies for this website and for this browser in the future as long as the cookie remains installed in your browser.

You can find more information on data processing by Google at

<https://policies.google.com/privacy?hl=de>

The recorded data is stored by Google together with the randomly generated user ID, which enables the evaluation of pseudonymous user profiles. These user-related data are automatically deleted after 6 months. Other data remain stored in aggregated form indefinitely.

### 3.4 REGISTRATION AS AN INFLUENCER

Influencers can only use the BlogBar network after prior registration. The following mandatory data must be entered:

- Email address,
- Password,
- First name,
- Name,
- Year of birth.

This mandatory data is collected,

- to identify you,
- to exchange information with you,
- to ensure mutual performance of the contract.

In order to receive offers from companies, influencers must also provide performance data in their profile (e.g. number of followers, click rate, impressions, etc.). In addition, you can voluntarily add additional data to our online network.

The legal basis for the collection of this data is Art. 6 Para. 1 S. 1 lit. b DSGVO (collection of data which is necessary for the fulfilment of a contract) and - as far as voluntarily provided data is concerned - Art. 6 Para. 1 S. 1 lit. a DSGVO (collection of data based on consent). If you do not provide us with the mandatory data, the contract cannot be concluded.

The data you enter will be deleted as soon as your user account is deleted. Any further storage will only take place if there is a legal obligation to store individual data. In this case, the data concerned will be stored until the end of the legal storage obligation and then deleted. For the storage period, the tax and commercial storage and documentation obligations (from HGB or AO) are decisive. The storage obligation for business letters is currently 6 years from the end of the calendar year in which the order was ended (§ 147 AO). Invoices and accounting documents

### 3.5. REGISTRATION AS A COMPANY

Companies can use our free search engine without prior registration. In order to use the additional options of the PRO or PRIME paid packages or to be able to place offers for influencers, they must register with the following mandatory data:

- Company,
- E-mail address and name of the contact person,
- Address,
- Password,
- Sales tax identification number.

This mandatory data is collected,

- to identify the company,
- to exchange information with the company,
- to ensure mutual performance of the contract.

The legal basis for the collection of this data is Art. 6 Para. 1 S. 1 lit. b DSGVO (collection of data necessary for the performance of a contract). If you do not provide us with this data, the contract cannot be concluded.

This data will be stored until the end of the statutory retention period and deleted thereafter. For the storage period, the tax and commercial storage and documentation obligations (from HGB or AO) are decisive. The storage obligation for business letters is currently 6 years from the end of the calendar year in which the order was terminated (§ 147 AO). Invoices and accounting vouchers must currently be kept for 10 years from the end of the calendar year in which they arose (§ 147 AO).

### 3.6. CONTACT BY E-MAIL OR TELEPHONE

You can contact us by e-mail or telephone. If you contact us by e-mail, a valid e-mail address must be provided so that we can answer your enquiry. You can provide further information voluntarily.

The processing of the data provided to us within the scope of establishing contact is done solely for the purpose of answering your enquiry on the basis of your voluntary consent (Art. 6 Para. 1 S. 1 lit. a DSGVO).

The personal data collected by us to answer your enquiry will be deleted after your enquiry has been dealt with, unless there is a legal obligation to retain them (cf. 3.3 and 3.4).

### 4. PUBLICATION / DISCLOSURE OF DATA

The data entered by influencers and intended for publication (performance data, advertisements, names and contact details) are publicly accessible in our network and can be viewed by anyone and found using our free search engine. Any further transmission of personal data to third parties does not take place. However, data can be passed on in exceptional cases if:

- you have expressly consented in accordance with Art. 6 Para. 1 S. 1 lit. a DSGVO,
- the disclosure pursuant to Art. 6 para. 1 sentence 1 lit. f DSGVO is necessary for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding legitimate interest in not disclosing your data,
- there is a legal obligation to pass on data pursuant to Art. 6 para. 1 sentence 1 lit. c DSGVO, and
- this is legally permissible and required for the execution of contractual relationships with you pursuant to Art. 6 para. 1 sentence 1 lit. b DSGVO.

### 5. AFFECTED RIGHTS

You have the right,

- pursuant to Art. 7 para. 3 DS-GVO to revoke your consent once given to us at any time. The revocation does not affect the legality of the processing carried out on the basis of your prior consent. The revocation only has the consequence that we may not continue the data processing based on this consent for the future.

- Pursuant to Art. 15 DS-GVO to request information about your personal data processed by us. In particular, you may request information about:

- the processing purposes,
- the categories of personal data that are or have been processed,
- the recipients or categories of recipients to whom your information is or has been disclosed,
- the planned storage period,
- the existence of a right to rectification, cancellation or limitation of processing or of a right to object,
- the existence of a right of appeal to a supervisory authority,
- the origin of your data, if these were not raised with us,
- the existence of automated decision making, including profiling and, where appropriate, meaningful information about the logic involved and the scope and intended impact of such processing for you.

- In accordance with Art. 16 DS-GVO, you may immediately request the correction of incorrect personal data concerning you or the completion of your personal data stored by us, if incomplete. You can also view, change and correct the data stored during registration at any time using the "Profile" function in your user account.

- Pursuant to Art. 17 DS-GVO, you may request the deletion of your personal data stored by us. This does not apply if the processing of your data is necessary:

- on the exercise of freedom of expression and information,
- to fulfill a legal obligation,
- for reasons of public interest in the field of public health,
- for archival, scientific or historical research purposes in the public interest or for statistical purposes,
- to assert, exercise or defend legal claims.

- to demand the restriction of the processing of your personal data in accordance with Art. 18 DS-GVO. This applies insofar as:

- the correctness of the data is denied by you,
- the processing is unlawful, but you refuse to delete the data and instead demand that the use of the data be restricted,
- I no longer need the data, but you need the data to assert, exercise or defend legal claims,
- you have filed an objection to the processing pursuant to Art. 21 (1) DS-GVO.

- in accordance with Art. 20 DS-GVO to receive your personal data, which you have provided to us, in a structured, common and machine-readable format or to demand that it be passed on to another responsible party.

- to complain to a supervisory authority pursuant to Art. 77 DS-GVO. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or in the area of our headquarters.

## 6. RIGHT OF OBJECTION AND CONTACT DATA

If your personal data is processed on the basis of legitimate interests pursuant to Art. 6 para. 1 sentence 1 lit. f DS-GVO, you have the right to object to the processing pursuant to Art. 21 DS-GVO if there are reasons for doing so which arise from your particular situation. If you

wish to make use of your right of objection, have any questions about our handling of your data or wish to assert any other rights of data subjects, please contact us:

Company data protection officer  
BlogBar Digital Network UG (limited liability)  
Krausstr. 1  
D-63897 Miltenberg  
phone 0049 176-63713453  
E-mail: [datenschutz@blogbar.eu](mailto:datenschutz@blogbar.eu)

## 7. UPDATE

Technical or organizational changes in our company may require occasional adjustments to our privacy policy. BlogBar therefore reserves the right to change this privacy statement from time to time. If BlogBar makes changes to this Privacy Policy that are likely to be of interest to registered users, we will notify them by email.

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