

## privacy statement

Thank you very much for your interest in our company. Data protection is particularly important to the management of Sandra Thomas und Marcel Rödiger GbR. A use of the Internet pages of Sandra Thomas und Marcel Rödiger GbR is basically possible without any indication of personal data. However, if a person concerned wishes to make use of special services of our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned.

The processing of personal data, such as the name, address, e-mail address or telephone number of a person concerned, is always carried out in accordance with the basic data protection regulation and in accordance with the country-specific data protection regulations applicable to Sandra Thomas und Marcel Rödiger GbR. By means of this data protection declaration, our company wishes to inform the public about the nature, scope and purpose of the personal data we collect, use and process. In addition, this privacy statement will inform individuals about their rights.

Sandra Thomas und Marcel Rödiger GbR has implemented numerous technical and organisational measures to ensure the most complete possible protection of the personal data processed via this website. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be guaranteed. For this reason, each person concerned is free to transmit personal data to us by alternative means, such as telephone.

### 1. definitions

The privacy policy of Sandra Thomas und Marcel Rödiger GbR is based on the terminology used by the European Directive and Regulation Gover in the adoption of the Data Protection Basic Regulation (GDPR). Our data protection declaration should be easy to read and understand for the public as well as for our customers and business partners. In order to guarantee this, we would like to explain the terms used in advance.

We use the following terms in this privacy statement, among others:

#### (a) personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter "data subject"). A natural person shall be considered identifiable if he can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more specific characteristics expressing the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

#### (b) data subject

Data subject means any identified or identifiable natural person whose personal data are processed by the controller.

#### (c) Processing

Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which relates to personal data, such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or association, qualification, erasure or destruction.

#### (d) Limitation of processing

Limitation of processing is the marking of stored personal data with the aim of limiting their future processing.

#### e) Profiling

Profiling is any automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to the work performance, economic situation, health, personal preferences, interests, reliability, conduct, whereabouts or movement of that natural person.

#### (f) Pseudonymisation

Pseudonymisation means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the provision of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures ensuring that the personal data are not attributed to an identified or identifiable natural person.

#### (g) controller or data controller

The controller or data controller is the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are laid down by Union law or by the law of the Member States, the controller or controllers may be designated in accordance with Union law or with the law of the Member States on the basis of specific criteria.

#### (h) Processor

Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

#### (i) Recipient

The recipient is a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not that person is a third party. However, authorities which may receive personal data in the course of a specific investigation task under Union law or the law of the Member States shall not be considered as recipients.

(j) Third parties

Third party means any natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and the persons authorised to process the personal data under the direct responsibility of the controller or processor.

(k) consent

Consent shall mean any voluntary, informed and unambiguous expression by the data subject of his or her will in the particular case, in the form of a statement or other unequivocal confirmatory act, indicating that he or she consents to the processing of his or her personal data.

2. the name and address of the controller

The person responsible within the meaning of the Basic Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is the Data Protection Commissioner:

Sandra Thomas und Marcel Rödiger GbR  
Apenrader Str. 37  
30165 Hannover  
Niedersachsen  
Germany

Tel.: +4915122301610

E-Mail: [info@network-levelup.com](mailto:info@network-levelup.com)

Website: [www.network-levelup.com](http://www.network-levelup.com)

3. cookies

The Internet pages of Sandra Thomas and Marcel Rödiger GbR use cookies. Cookies are text files which are stored on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This enables the visited Internet pages and servers to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A particular Internet browser can be recognized and identified by its unique cookie ID.

The use of cookies enables Sandra Thomas und Marcel Rödiger GbR to provide users of this website with more user-friendly services that would not be possible without the setting of cookies.

By means of a cookie, the information and offers on our website can be optimised in the interests of the user. Cookies enable us, as already mentioned, to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter his access data each time he visits the website because this is taken over by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping basket in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping basket via a cookie.

The person concerned can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the person concerned deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable under certain circumstances.

#### 4. collection of general data and information

The website of Sandra Thomas und Marcel Rödiger GbR collects a series of general data and information each time the website is accessed by a data subject or an automated system. These general data and information are stored in the log files of the server. The types and versions of browsers used may be recorded: (1) the operating system used by the accessing system, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-sites accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information used to avert dangers in the event of attacks on our information technology systems.

Sandra Thomas und Marcel Rödiger GbR does not draw any conclusions about the person concerned when using this general data and information. Rather, this information is required to (1) correctly deliver the content of our website, (2) optimise the content of our website and the advertising for it, (3) guarantee the long-term functionality of our information technology systems and the technology of our website and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. This anonymously collected data and information is therefore evaluated by Sandra Thomas und Marcel Rödiger GbR both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data processed by us. The anonymous data of the server log files are stored separately from all personal data provided by the person concerned.

#### 5. registration on our website

The data subject shall have the possibility to register on the website of the controller by providing personal data. The personal data transmitted to the data controller in this process is determined by the respective input mask used for registration. The personal data entered by the data subject shall be collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be disclosed to one or more processors, such as a parcel service, who will also use the personal data solely for internal purposes attributable to the controller.

By registering on the controller's website, the IP address assigned to the data subject by the Internet service provider (ISP), the date and time of registration are also stored. This data is stored in order to prevent misuse of our services and, if necessary, to enable us to investigate criminal offences. In this respect, the storage of this data is necessary to safeguard the data controller. These data will not be passed on to third parties unless there is a legal obligation to do so or the data is used for criminal prosecution.

The registration of the data subject with voluntary disclosure of personal data serves the purpose of the data controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have them completely deleted from the database of the data controller.

The data controller shall provide any data subject with information on the personal data stored on the data subject at any time upon request. Furthermore, the data controller shall correct or delete personal data at the request or notice of the data subject, unless this is contrary to any legal obligation to retain such data. The entire staff of the data controller shall be available to the data subject as contact persons in this context.

#### 6. subscription to our newsletter

On the website of Sandra Thomas und Marcel Rödiger GbR users have the possibility to subscribe to the newsletter of our company. The personal data transmitted to the data controller when ordering the newsletter is determined by the input mask used for this purpose.

Sandra Thomas und Marcel Rödiger GbR informs its customers and business partners about offers of the company in regular intervals by means of a newsletter. The newsletter of our company can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers to receive the newsletter. For legal reasons, a confirmation e-mail in the double opt-in procedure will be sent to the e-mail address entered for the first time by the person concerned for the purpose of sending the newsletter. This confirmation e-mail is used to check whether the owner of the e-mail address as the person concerned has authorised receipt of the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) to the computer system used by the person concerned at the time of registration as well as the date and time of registration. The collection of this data is necessary in order to be able to trace

the (possible) misuse of the e-mail address of a data subject at a later point in time and therefore serves to legally safeguard the data controller.

The personal data collected in the course of registering for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or registration in this respect, as might be the case in the event of changes to the newsletter offering or changes to the technical conditions. The personal data collected as part of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data, which the person concerned has given us for the newsletter dispatch, can be revoked at any time. For the purpose of the revocation of the consent an appropriate left is in each new type character. It is also possible at any time to unsubscribe from the newsletter dispatch directly on the website of the data controller or to inform the data controller of this in any other way.

#### 7. Newsletter Tracking

The newsletters of Sandra Thomas and Marcel Rödiger GbR contain so-called Zählpixel. A pixel-code is a miniature graphic that is embedded in e-mails that are sent in HTML format to enable log file recording and analysis. This allows statistical evaluation of the success or failure of online marketing campaigns. Using the embedded pixel-code, Sandra Thomas und Marcel Rödiger GbR can recognize if and when an e-mail was opened by an affected person and which links in the e-mail were accessed by the affected person.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the data controller in order to optimise the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the person concerned. This personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent submitted via the double opt-in procedure. After a revocation these personal data will be deleted by the person responsible for the processing. Unsubscribing from receiving the newsletter will automatically be interpreted by Sandra Thomas und Marcel Rödiger GbR as a revocation.

#### 8. routine deletion and blocking of personal data

The controller shall process and store the personal data of the data subject only for the period of time necessary to achieve the storage purpose or where provided for by the European directive and regulation maker or another legislator in laws or regulations to which the controller is subject.

If the storage purpose no longer applies or if a storage period prescribed by the European directive and regulation giver or another competent legislator expires, the personal data shall be blocked or deleted routinely and in accordance with the statutory provisions.

#### 9. rights of the data subject

#### a) Right to confirmation

Every data subject shall have the right, granted by the European directive and regulation maker, to obtain from the controller confirmation as to whether personal data relating to him or her are being processed. If a data subject wishes to exercise this right of confirmation, he or she may at any time contact an employee of the controller.

#### b) Right of access

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to obtain at any time, free of charge, from the controller, information on the personal data relating to him which have been stored and a copy of that information. Furthermore, the European Data Protection Supervisor has granted the data subject access to the following information:

the processing purposes

the categories of personal data processed

the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations

if possible, the planned duration for which the personal data will be stored or, if that is not possible, the criteria for determining that duration

the existence of a right to the rectification or erasure of personal data concerning him or her or to the limitation of the processing carried out by the controller or of a right to object to such processing

the existence of a right of appeal to a supervisory authority

if the personal data are not collected from the data subject: All available information on the origin of the data

the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) of the DS Block Exemption Regulation and, at least in these cases, meaningful information on the logic involved, the scope and the intended effects of such processing on the data subject

The data subject also has the right to know whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject shall also have the right to obtain information on the appropriate safeguards in connection with the transfer.

If a data subject wishes to exercise this right of access, he or she may at any time contact a member of staff of the controller.

#### (c) Right to rectification

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to request the rectification without delay of inaccurate personal data concerning him or her. Furthermore, the data subject shall have the right, having regard to the purposes of the processing, to request the completion of incomplete personal data, including by means of a supplementary statement.

If a data subject wishes to exercise this right of rectification, he or she may at any time contact a member of staff of the controller.

#### d) Right to deletion (right to be forgotten)

Any person data subject to the processing of personal data shall have the right, granted by the European directive and regulation, to require the controller to erase without delay personal data concerning him which are subject to one of the following conditions and to the extent that the processing is not necessary:

The personal data have been collected for such purposes or processed in any other way for which they are no longer necessary.

The data subject withdraws his consent on which the processing was based pursuant to Art. 6 para. 1 letter a GDPR or Art. 9 para. 2 letter a GPDR and there is no other legal basis for the processing.

The data subject objects to the processing under Article 21(1) DS Block Exemption Regulation and there are no overriding legitimate reasons for the processing or the data subject objects to the processing under Article 21(2) DS Block Exemption Regulation.

The personal data have been processed unlawfully.

The deletion of the personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.

The personal data were collected in relation to information society services offered pursuant to Art. 8 para. 1 GDPR.

If one of the above reasons applies and a data subject wishes to have personal data stored by Sandra Thomas und Marcel Rödiger GbR deleted, he may at any time contact an employee of the data controller. The employee of Sandra Thomas und Marcel Rödiger GbR will ensure that the request for deletion is complied with immediately.

If the personal data have been made public by Sandra Thomas und Marcel Rödiger GbR and our company is responsible in accordance with Art. 17 Par. 1 GDPR, Sandra Thomas und Marcel Rödiger GbR, taking into account the available technology and the implementation costs, shall take appropriate measures, also of a technical nature, to inform other persons responsible for data processing who process the published personal data that the data subject has requested the deletion of all links to this personal data or copies or replications of this personal data from these other persons responsible for



data processing, insofar as the processing is not necessary. The employee of Sandra Thomas und Marcel Rödiger GbR will take the necessary steps in individual cases.

#### (e) Right to limitation of processing

Any person data subject to the processing of personal data has the right, granted by the European directive and regulation, to request the controller to limit the processing if one of the following conditions is met:

The accuracy of the personal data shall be contested by the data subject for a period of time which allows the controller to verify the accuracy of the personal data.

The processing is unlawful and the data subject refuses to erase the personal data and instead requests that the use of the personal data be restricted.

The controller no longer needs the personal data for the purposes of processing, but the data subject needs them for the assertion, exercise or defence of legal rights.

The data subject has lodged an objection to the processing pursuant to Art. 21 para. 1 GDPR and it is not yet clear whether the legitimate reasons of the data controller outweigh those of the data subject.

If one of the above conditions is met and a data subject wishes to request the restriction of personal data stored at Sandra Thomas und Marcel Rödiger GbR, he can contact an employee of the data controller at any time. The employee of Sandra Thomas und Marcel Rödiger GbR will arrange for the processing to be restricted.

#### f) Right to data transferability

Any data subject involved in the processing of personal data has the right, granted by the European directive and regulation, to obtain personal data concerning him or her which have been provided by the data subject to a controller in a structured, common and machine-readable format. It also has the right to communicate these data to another controller without being hindered by the controller to whom the personal data have been provided, provided that the processing is based on the consent pursuant to Art. 6 para. 1 letter a GDPR or Art. 9 para. 2 letter a GDPR or on a contract pursuant to Art. 6 para. 1 letter b GDPR and the processing is carried out by automated means, provided that the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority entrusted to the controller.

Furthermore, when exercising his right to data transferability pursuant to Art. 20 (1) DS Block Exemption Regulation, the data subject shall have the right to obtain that the personal data be transferred directly from one data controller to another data controller insofar as this is technically feasible and insofar as this does not impair the rights and freedoms of other persons.

In order to assert the right to data transfer, the person concerned can contact an employee of Sandra Thomas und Marcel Rödiger GbR at any time.

#### g) Right of objection

Any person data subject to the processing of personal data has the right, granted by the European directive and regulation maker, to object at any time, for reasons related to his/her particular situation, to the processing of personal data concerning him/her on the basis of Article 6(1)(e) or (f) of the DS Block Exemption Regulation. This also applies to profiling based on these provisions.

Sandra Thomas und Marcel Rödiger GbR will no longer process the personal data in the event of an objection, unless we can prove compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If Sandra Thomas und Marcel Rödiger GbR processes personal data in order to carry out direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling as far as it is connected with such direct advertising. If the person concerned objects to Sandra Thomas und Marcel Rödiger GbR processing the data for direct marketing purposes, Sandra Thomas und Marcel Rödiger GbR will no longer process the personal data for these purposes.

Furthermore, the data subject has the right to object to the processing of personal data concerning him/her by Sandra Thomas und Marcel Rödiger GbR for scientific or historical research purposes or for statistical purposes in accordance with Art. 89 para. 1 GDPR for reasons arising from his particular situation, unless such processing is necessary for the performance of a task in the public interest.

In order to exercise the right to object, the data subject may contact any employee of Sandra Thomas und Marcel Rödiger GbR or another employee directly. The data subject is also free to exercise his or her right of objection in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures in which technical specifications are used.

#### (h) Automated case-by-case decisions including profiling

Any person data subject to the processing of personal data has the right under the European Directive and Regulation not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects upon him or her or significantly affects him or her in a similar manner, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the data controller, or (2) is authorised by Union or national law or by the Member States to which the data controller is subject and which provides for adequate measures to safeguard the rights and freedoms and the legitimate interests of the data subject, or (3) is taken with the express consent of the data subject.

Where the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the data controller or (2) is taken with the express consent of the data subject, Sandra Thomas und Marcel Rödiger GbR shall take appropriate measures to safeguard the rights, freedoms

and legitimate interests of the data subject, including at least the right to obtain the intervention of a data subject from the data controller, to present his or her point of view and to contest the decision.

If the data subject wishes to exercise rights relating to automated decisions, he or she may at any time do so by contacting an employee of the controller.

#### i) Right to revoke consent under data protection law

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise his or her right to withdraw consent, he or she may at any time do so by contacting an employee of the controller.

#### 10. data protection for applications and in the application procedure

The data controller collects and processes the personal data of applicants for the purpose of processing the application procedure. Processing may also be carried out electronically. This is particularly the case if an applicant submits the relevant application documents electronically, for example by e-mail or via a web form on the website, to the data controller. If the data controller concludes an employment contract with an applicant, the data transmitted shall be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the controller does not conclude a contract of employment with the applicant, the application documents shall be automatically deleted two months after notification of the rejection decision, unless deletion conflicts with any other legitimate interests of the controller. Other legitimate interests in this sense include, for example, the duty to provide evidence in proceedings under the General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz - AGG).

#### 11. privacy policy regarding the use and enjoyment of Facebook

The data controller has integrated Facebook components on this website. Facebook is a social network.

A social network is a social meeting point operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to provide personal or company-related information. Facebook enables users of the social network to create private profiles, upload photos and network via friend requests.

The operating company of Facebook is Facebook, Inc. 1 Hacker Way, Menlo Park, CA 94025, USA. The person responsible for processing personal data is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland if a person concerned lives outside the USA or Canada.

Each time one of the individual pages of this website is accessed, operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the

information technology system of the data subject is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE) As part of this technical process, Facebook obtains information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into Facebook at the same time, Facebook recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of the person's stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the person concerned. If the person concerned clicks one of the Facebook buttons integrated on our website, for example the "Like" button, or if the person concerned makes a comment, Facebook assigns this information to the personal Facebook user account of the person concerned and stores this personal data.

Facebook receives information through the Facebook component that the individual concerned has visited our website whenever the individual concerned is logged into Facebook at the same time as accessing our website, whether or not the individual clicks on the Facebook component. If the data subject does not want this information to be transferred to Facebook in this way, he or she can prevent the transfer by logging out of his or her Facebook account before accessing our website.

Facebook's published privacy policy, available at <https://de-de.facebook.com/about/privacy/>, discloses Facebook's collection, processing and use of personal information. It also explains what settings Facebook offers to protect the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

## 12. privacy policy regarding the use and enjoyment of Google AdSense

The person responsible for the processing has integrated Google AdSense on this website. Google AdSense is an online service that enables the placement of advertisements on third-party sites. Google AdSense is based on an algorithm that selects the advertisements displayed on third party sites according to the content of the respective third party sites. Google AdSense allows an interest-related targeting of the Internet user, which is implemented by generating individual user profiles.

The operating company of the Google AdSense component is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of the Google AdSense component is to include advertisements on our website. Google AdSense places a cookie on the data subject's information technology system. What cookies are has been explained above. The setting of cookies enables Alphabet Inc. to analyse the use of our website. Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Google AdSense component has been integrated, the Internet browser on

the information technology system of the person concerned is automatically prompted by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and the billing of commissions. As part of this technical process, Alphabet Inc. obtains knowledge of personal data, such as the IP address of the person concerned, which Alphabet Inc. uses, among other things, to track the origin of visitors and clicks and subsequently to enable it to bill commissions.

The person concerned can prevent the setting of cookies by our website at any time, as described above, by means of an appropriate setting of the Internet browser used and thus permanently oppose the setting of cookies. Such a setting of the Internet browser used would also prevent Alphabet Inc. from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Alphabet Inc. can be deleted at any time via the Internet browser or other software programs.

Google AdSense also uses so-called tracking pixels. A pixel-code is a miniature graphic that is embedded in Internet pages to enable a log file recording and a log file analysis, whereby a statistical evaluation can be carried out. Based on the embedded pixel-code, Alphabet Inc. can recognize if and when a website was opened by an affected person and which links were clicked by the affected person. Counting pixels are used, among other things, to evaluate the visitor flow of a website.

Through Google AdSense, personal data and information, including the IP address and necessary for the collection and billing of the advertisements displayed, is transferred to Alphabet Inc. in the United States of America. This personal data is stored and processed in the United States of America. Alphabet Inc. may share this personal information collected through the technical process with third parties.

Google AdSense is explained in more detail under this link <https://www.google.de/intl/de/adsense/start/>

### 13. privacy policy for the use of Google Analytics (with anonymization function)

The data controller has integrated the Google Analytics component (with anonymisation function) on this website. Google Analytics is a web analysis service. Web analysis is the collection, collection and evaluation of data on the behaviour of visitors to Internet pages. A web analysis service collects data on, among other things, from which website a person concerned came to a website (so-called referrers), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of Internet advertising.

The operating company of the Google Analytics component is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The data controller uses the addition "\_gat.\_anonymizelp" for the web analysis via Google Analytics. This addition is used by Google to shorten and anonymise the IP address of the Internet connection of

the person concerned if access to our Internet pages is from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us showing the activities on our website and to provide other services in connection with the use of our website.

Google Analytics places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. When the cookie is set, Google is able to analyse the use of our website. Each time you access one of the individual pages of this website, which is operated by the data controller and on which a Google Analytics component has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the person concerned, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission statements.

The cookie is used to store personal information such as the access time, the location from which the access originated and the frequency of visits to our website by the person concerned. Each time you visit our website, this personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal data collected through the technical process with third parties.

The person concerned can prevent the setting of cookies by our website, as described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, it is possible for the person concerned to object to and prevent the collection of data generated by Google Analytics and relating to the use of this website and the processing of this data by Google. For this purpose, the person concerned must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> . This browser add-on informs Google Analytics via JavaScript that no data and information on visits to Internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered a contradiction by Google. If the data subject's information technology system is later deleted, formatted or reinstalled, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the person concerned or by another person within his/her sphere of control, the browser add-on may be reinstalled or reactivated.

For more information and to review Google's current privacy policies, please visit

<https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>

Google Analytics is explained in more detail at this link, [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/)

#### 14. privacy policy regarding the use and application of Google Remarketing

The data controller has integrated Google Remarketing services into this website. Google Remarketing is a Google AdWords feature that enables a company to display advertisements to Internet users who have previously been on the company's website. The integration of Google Remarketing therefore allows a company to create user-related advertisements and consequently to display advertisements of interest to the Internet user.

Google Remarketing services are operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google Remarketing is to display advertisements of interest. Google Remarketing allows us to display advertisements through the Google advertising network or on other websites that are tailored to the individual needs and interests of Internet users.

Google Remarketing places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. When cookies are set, Google is able to recognize visitors to our website who subsequently visit websites that are also members of the Google advertising network. Each time a website is accessed on which the Google Remarketing service has been integrated, the Internet browser of the person concerned automatically identifies itself to Google. As part of this technical process, Google obtains knowledge of personal data, such as the IP address or surfing behaviour of the user, which Google uses, among other things, to display advertisements relevant to the interests of the user.

The cookie is used to store personal information, such as the Internet pages visited by the person concerned. Accordingly, each time you visit our website, personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may disclose personal data collected through this technical process to third parties.

The person concerned can prevent the setting of cookies by our website, as described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the person concerned has the opportunity to object to the interest-related advertising by Google. To do this, the person concerned must access the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from any of the Internet browsers he or she uses and make the desired settings there.



Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/>

#### 15. privacy policy regarding the use of Google AdWords

The person responsible for the processing has integrated Google AdWords on this website. Google AdWords is an Internet advertising service that allows advertisers to place ads both in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to pre-define keywords that will be used to display an ad in Google's search engine results only when the user uses the search engine to retrieve a keyword relevant search result. In the Google advertising network, the ads are distributed to topic-relevant Internet pages using an automatic algorithm and taking into account the previously defined keywords.

The company operating the Google AdWords services is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google AdWords is to promote our website by displaying advertisements of interest on the websites of third parties and in the search engine results of Google and by displaying third-party advertisements on our website.

If a data subject reaches our website via a Google advertisement, a so-called conversion cookie is stored by Google on the data subject's information technology system. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and does not serve to identify the person concerned. If the cookie has not yet expired, the conversion cookie is used to track whether certain subpages, such as the shopping cart of an online shop system, have been accessed on our website. The conversion cookie enables both we and Google to track whether a person who came to our website via an AdWords ad generated a turnover, i.e. completed or cancelled a purchase.

The data and information collected through the use of the conversion cookie is used by Google to compile visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimise our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could be used to identify the person concerned.

The conversion cookie is used to store personal information, such as the Internet pages visited by the person concerned. Accordingly, each time you visit our website, personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may disclose personal data collected through this technical process to third parties.

The person concerned can prevent the setting of cookies by our website, as described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from



setting a conversion cookie on the information technology system of the person concerned. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the person concerned has the opportunity to object to the interest-related advertising by Google. To do this, the person concerned must access the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from any of the Internet browsers he or she uses and make the desired settings there.

Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/>

#### 16. privacy policy regarding the use and application of Instagram

The data controller has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform that allows users to share photos and videos and also to distribute such data on other social networks.

Instagram's services are operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

Each time one of the individual pages of this website is accessed by the data controller and an Instagram component (Insta button) has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by that Instagram component to download a representation of that Instagram component. As part of this technical process, Instagram is informed of which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into Instagram at the same time, Instagram recognizes which specific page the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Instagram component and assigned by Instagram to the Instagram account of the person concerned. If the data subject clicks on one of the Instagram buttons integrated on our website, the data and information transmitted is assigned to the personal Instagram user account of the data subject and stored and processed by Instagram.

Instagram receives information from the Instagram component that the person concerned has visited our site whenever they are logged into Instagram at the same time as they visit our site, regardless of whether or not they click on the Instagram component. If the data subject does not want Instagram to receive this information, they can prevent the transmission by logging out of their Instagram account before accessing our website.

For more information and to review Instagram's current privacy policies, please visit <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>

#### 17. privacy policy on the use and application of LinkedIn

The data controller has integrated LinkedIn Corporation components into this website. LinkedIn is an Internet-based social network that allows users to connect to existing business contacts and make new business contacts. Over 400 million registered users use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For privacy matters outside the United States, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

Each time a LinkedIn component (LinkedIn plug-in) is installed on our website, the LinkedIn component causes the browser used by the individual to download an appropriate representation of the LinkedIn component. More information about LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn receives information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged in to LinkedIn at the same time, LinkedIn recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the person concerned. If the person concerned clicks on an integrated LinkedIn button on our website, LinkedIn assigns this information to the personal LinkedIn user account of the person concerned and saves this personal data.

LinkedIn always receives information through the LinkedIn component that the person concerned has visited our website if the person concerned is logged in to LinkedIn at the same time as accessing our website; this occurs regardless of whether the person concerned clicks on the LinkedIn component or not. If the data subject does not want LinkedIn to receive such information, he or she can prevent the transmission by logging out of his or her LinkedIn account before accessing our website.

At <https://www.linkedin.com/psettings/guest-controls> LinkedIn offers the possibility to unsubscribe from e-mail messages, SMS messages and targeted ads as well as to manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame who can set cookies. Such cookies may be declined at <https://www.linkedin.com/legal/cookie-policy> LinkedIn's current privacy policy can be found at <https://www.linkedin.com/legal/privacy-policy> LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>

#### 18. privacy policy regarding the use and application of Xing

The data controller has integrated Xing components into this website. Xing is an Internet-based social network that allows users to connect to existing business contacts and make new business contacts.

Individual users can create a personal profile of themselves at Xing. Companies can, for example, create company profiles or publish job offers on Xing.

Xing's operating company is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time one of the individual pages of this Internet site is accessed, which is operated by the data controller and on which an Xing component (Xing plug-in) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Xing component to download a representation of the corresponding Xing component from Xing. Further information on the Xing plug-ins can be found at <https://dev.xing.com/plugins>. As part of this technical process, Xing obtains information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged in to Xing at the same time, Xing recognizes which specific page of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's stay on our website. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the person concerned. If the person concerned activates one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the personal Xing user account of the person concerned and saves this personal data.

Xing always receives information via the Xing component that the person concerned has visited our website if the person concerned is logged in to Xing at the same time as accessing our website; this takes place regardless of whether the person concerned clicks on the Xing component or not. If the data subject does not wish to transmit this information to Xing in this way, he or she can prevent the transmission by logging out of his or her Xing account before accessing our website.

The data protection regulations published by Xing, which can be accessed at <https://www.xing.com/privacy>, provide information about the collection, processing and use of personal data by Xing. In addition, Xing has published data protection information for the XING Share button at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

#### 19. data protection provisions on the use and application of YouTube

The data controller has integrated YouTube components into this website. YouTube is an Internet video portal that enables video publishers to post video clips and other users to view, rate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programmes, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal.

YouTube is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

Each time a YouTube component (YouTube video) has been integrated into one of the individual pages of this website, which is operated by the data controller, the YouTube component automatically prompts the Internet browser on the data subject's information technology system to download a display of the corresponding YouTube component from YouTube. Further information on YouTube can be found at <https://www.youtube.com/yt/about/de/>. As part of this technical process, YouTube and Google obtain information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into YouTube at the same time, YouTube recognizes which specific subpage of our website the person concerned is visiting by calling up a subpage containing a YouTube video. This information is collected by YouTube and Google and assigned to the respective YouTube account of the person concerned.

YouTube and Google always receive information via the YouTube component that the person concerned has visited our website if the person concerned is logged on to YouTube at the same time as accessing our website; this occurs regardless of whether the person concerned clicks on a YouTube video or not. If the data subject does not want YouTube and Google to receive such information, they may prevent the transmission by logging out of their YouTube account before visiting our website.

The data protection regulations published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.

#### 20. payment method: Privacy policy of PayPal as payment method

The data controller has integrated PayPal components into this website. PayPal is an online payment service provider. Payments are processed through so-called PayPal accounts, which are virtual private or business accounts. PayPal also offers the option of processing virtual payments via credit cards if a user does not have a PayPal account. A PayPal account is managed via an e-mail address, which is why there is no classic account number. PayPal makes it possible to initiate online payments to third parties or to receive payments. PayPal also acts as a trustee and offers buyer protection services.

The European operating company of PayPal is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal L-2449, Luxembourg.

If the person concerned selects "PayPal" as the payment option during the ordering process in our online shop, the data of the person concerned is automatically transferred to PayPal. By selecting this payment option, the person concerned consents to the transfer of personal data required for payment processing.

The personal data transmitted to PayPal is usually first name, surname, address, email address, IP address, telephone number, mobile phone number or other data necessary for payment processing.

For the completion of the sales contract such personal data are also necessary, which stand in connection with the respective order.

The transmission of the data is intended for payment processing and fraud prevention. The person responsible for the processing will transfer personal data to PayPal in particular if there is a justified interest in the transfer. The personal data exchanged between PayPal and the data controller may be transferred by PayPal to credit agencies. The purpose of this transfer is to check identity and creditworthiness.

PayPal may transfer the personal data to affiliated companies and service providers or subcontractors if this is necessary to fulfil the contractual obligations or if the data is to be processed on behalf of the customer.

The person concerned has the opportunity to revoke his or her consent to the handling of personal data at PayPal at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

The valid data protection regulations of PayPal can be found at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>

## 21. legal basis for the processing

Art. 6 I lit. a GDPR serves our company as a legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b GDPR. The same shall apply to such processing operations which are necessary for the implementation of pre-contractual measures, for example in cases of inquiries regarding our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our site were injured and his name, age, health insurance information or other vital information would have to be disclosed to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d GDPR. Ultimately, processing operations could be based on Art. 6 I lit. f GDPR. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the data subject do not predominate. Such processing operations are permitted to us in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the data controller (recital 47 sentence 2 GDPR).

## 22. legitimate interests in the processing pursued by the controller or a third party

If the processing of personal data is based on Article 6 I lit. f GDPR, our legitimate interest is the conduct of our business for the benefit of all our employees and shareholders.

## 23. Duration for which personal data is stored

The criterion for the duration of the storage of personal data is the respective legal retention period. After this period has expired, the corresponding data will be routinely deleted unless they are no longer required for the fulfilment or initiation of the contract.

## 24. legal or contractual provisions relating to the provision of personal data; the need to conclude a contract; the obligation of the data subject to provide the personal data; the possible consequences of not providing the personal data

We will inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may result from contractual provisions (e.g. information on the contractual partner). Sometimes it may be necessary for a contract to be concluded that a person concerned makes personal data available to us which must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with him or her. Failure to provide personal data would mean that the contract could not be concluded with the data subject. The data subject must contact one of our employees before providing personal data. Our employee will inform the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of a contract, whether there is an obligation to provide the personal data and the consequences of not providing the personal data.

## 25. existence of automated decision making

As a responsible company, we refrain from automatic decision-making or profiling.