

## Privacy policy

Datango @ PARIS AG



## Table of Contents

1.	Introduction.....	4
2.	Definitions .....	4
3.	Name and adress of the controller .....	6
4.	Cookies .....	6
5.	Collection of general data and information .....	7
6.	Subscription to our newsletter.....	7
7.	Newsletter tracking.....	8
8.	Contact possibility via the website .....	9
9.	Routine deletion and blocking of personal data .....	9
10.	Rights of the data subject .....	9
11.	Data protection provisions on the use of Facebook.....	13
12.	Privacy policy on the use and application of Google Analytics (with anonymisation function) 14	
13.	Privacy policy on the use and application of Google Remarketing .....	16
14.	Privacy policy on the use of Google+ .....	17
15.	Privacy policy on the use and application of Google AdWords .....	18
16.	Privacy policy on the use of LinkedIn .....	19
17.	Privacy policy on the use and application of Shariff .....	21
18.	Privacy policy on the use and application of Twitter .....	21
19.	Privacy policy on the use and application of XING .....	22
20.	Privacy policy on the use of YouTube.....	23
21.	Legal basis on the processing .....	24
22.	Legitimate interests in the processing pursued by the controller or a third party .....	24

23. Duration for which the personal data are stored ..... 25

24. Legal or contractual requirements to provide the personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of non-provision..... 25

25. Existence of automated decision making..... 25

## 1. Introduction

We are very pleased about your interest in our company. Data protection is of a particularly high priority for the management of PARIS AG. The use of the internet pages of the PARIS AG is possible without any indication of personal data. However, if a data subject wants to use special services of our enterprise via our website, processing of personal data could become necessary. If processing of personal data is necessary and if there is no legal basis for such processing, we will generally obtain the consent of the data subject. The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation, and in accordance with the country-specific data protection regulations applicable to the PARIS AG. By means of this data protection declaration, our company would like to inform the public about the type, scope and purpose of the personal data we collect, use and process. Furthermore, affected persons are informed of their rights by means of this data protection declaration. As the controller, the PARIS AG has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. Nevertheless, internet based data transmissions can always be subject to security vulnerabilities, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

## 2. Definitions

The data protection declaration of PARIS AG is based on the terms used by the European Directive and Ordinance when issuing the General Data Protection 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. To ensure this, we would like to explain the terms used in advance.

We use the following terms, among others, in this Privacy Policy:

a. Personal data

Personal data means any information relating to an identified or identifiable natural person (hereinafter "data subject"). An identifiable natural person is one who 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 an alias, to one or more particular characteristics which are an expression of the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b. Person concerned

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

c. Processing

Processing is any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organization, filing, storage, adaption or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d. Restriction of processing

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

e. Profiling

Profiling is any form of automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or change of location.

f. Pseudonymisation

Pseudonymisation is 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 use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures which ensure that the personal data are not attributed to an identified or identifiable natural person.

g. Controller or person responsible for processing

The 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 determined by Union law or Member State law, the controller or controllers may certain criteria for its designation under Union or Member State law.

h. Processor

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

i. Receiver

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

j. Third

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

k. Consent

Consent shall mean any freely given specific and informed indication of the wishes of the data subject, in the form of a declaration or other unambiguous affirmative act, by which the data subject signifies his agreement to the processing of personal data relating to him.

### 3. Name and adress of the controller

The responsible party within the meaning of the General 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:

PARIS AG

Daimlerstr. 15

41564 Kaarst

Germany

Tel.: 02131 / 76201 0

E-mail: [info@datango.de](mailto:info@datango.de)

Website: [www.datango.de](http://www.datango.de)

### 4. Cookies

The internet pages of PARIS AG use cookies. Cookies are text files that are stored on a computer system via an internet browser. Many 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 by 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 specific internet browser can be recognised and identified via the unique cookie ID. Through the use of cookies, the PARIS AG can provide the users of this website with more user friendly services that would not be possible without the cookie setting. By means of a cookie, the information and offers on our website can be optimized in the sense of the user. Cookies allow 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 or her access data each time he or she visits the website, because this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in an online store. The online shop remembers the items that a customer has placed in the virtual shopping cart via a cookie. The data subject 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 data subject deactivates the setting of cookies in the internet browser used, not all functions of our website may be fully usable.

## 5. Collection of general data and information

The website of the PARIS AG collects a series of general data and information every time a data subject or automated system calls up the website. This general data and information is stored in the server log files. The following data may be recorded: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (4) the sub-websites which are accessed via an accessing system on our internet site, (5) the date and time of access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information which serve to avert danger in the event of attacks on our information technology systems. When using these general data and information, the PARIS AG does not draw any conclusions about the data subject. Rather, this information is needed (1) to deliver the contents of our website correctly, (2) to optimize the contents of our website and the advertising for these, (3) to ensure the long term functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack. Therefore, the PARIS AG analyzes anonymously collected data and information on one hand, and on the other hand, with the aim of increasing the data protection and data security of our enterprise, to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data provided by a data subject.

## 6. Subscription to our newsletter

On the website of the PARIS AG, users are given the opportunity to subscribe to our enterprise's newsletter. The personal data transmitted to the controller when the newsletter is ordered is specified in the input mask used for this purpose. The PARIS AG informs its customers and business partners at regular intervals by means of a newsletter about enterprise offers. In principle, the newsletter of our company can only be received by the

data subject if (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter mailing. For legal reasons, a confirmation e-mail will be sent to the e-mail address entered by a data subject for the first time for the newsletter dispatch using the double opt-in procedure. This confirmation e-mail serves to check whether the owner of the e-mail address as the data subject has authorised the receipt of the newsletter. When registering for the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration as well as the date and time of registration, which is assigned by the Internet service provider (ISP). 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 the legal safeguarding of the controller. The personal data collected in the context of a registration 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 a related registration, as could be the case in the event of changes to the newsletter offer or changes in the technical circumstances. No personal data collected as part of the newsletter service will be passed on to third parties. The subscription to our newsletter can be cancelled by the data subject at any time. The consent to the storage of personal data, which the data subject has given us for the newsletter dispatch, can be revoked at any time. For the purpose of revoking consent, a corresponding link can be found in each newsletter. Furthermore, it is also possible to unsubscribe from the newsletter mailing directly on the website of the controller at any time or to inform the controller of this in another way.

## 7. Newsletter tracking

The newsletters of PARIS AG contain so called tracking pixels. A tracking pixel is a miniature graphic that is embedded in such e-mails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, the PARIS AG may see if and when an e-mail was opened by a data subject, and which links in the e-mail were called up by the data subject. Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the controller in order to optimise the newsletter dispatch and to better adapt the content of future newsletters to the interests of the data subject. This personal data will not be disclosed to third parties. Data subjects are entitled to revoke the relevant separate declaration of consent given via the double opt-in procedure at any time. After a revocation, this personal data will be deleted by the data controller. PARIS AG automatically regards a withdrawal from the receipt of the newsletter as a revocation.



## 8. Contact possibility via the website

The website of PARIS AG contains, on the basis of statutory provisions, details that enable us to establish contact with our company electronically and to communicate directly with us, which also includes a general link to our website. Address of the so called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or via a contact form, the personal data transmitted by the data subject will be stored automatically. Such personal data transmitted on a voluntary basis by a data subject to the controller will be stored for the purposes of processing or contacting the data subject. This personal data will not be disclosed to third parties.

## 9. Routine deletion and blocking of personal data

The controller shall process and store personal data of the data subject only for the period necessary to achieve the purpose of storage or where provided for by the European Directive and Regulation or other legislator in laws or regulations to which the controller is subject. If the purpose of storage no longer applies or if a storage period prescribed by the European Directive and Ordinance or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

## 10. Rights of the data subject

### a. Right of confirmation

Every data subject has the right, granted by the European Directive and the Regulation, to obtain confirmation from the controller as to whether personal data concerning him or her are being processed. If a data subject wishes to exercise this right, he or she may, at any time, contact any employee of the controller.

### b. Right to information

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain at any time from the controller, free of charge, information about the personal data concerning him or her that have been stored and a copy of that information. Furthermore, the European Directive and Regulation 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 in the case of recipients in third countries or international organisations
- If possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration

- The existence of the right to obtain the rectification or erasure of personal data concerning him or her, or the restriction of processing by the controller, or the 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, pursuant to Art. 22 (1) and (4) of the GDPR and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject

The data subject shall also have the right to obtain information as to 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 relation to the transfer. If a data subject wishes to exercise this right of access, he or she may, at any time, contact any employee of the controller.

c. Right of rectification

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain the rectification without delay of inaccurate personal data concerning him or her. The data subject shall also have the right to obtain, taking into account the purposes of the processing, the completion of any incomplete personal data, including by means of a supplementary declaration. If a data subject wishes to exercise this right to rectify, he or she may, at any time, contact any employee of the controller.

d. Right to erasure (right to be forgotten)

Any person concerned by the processing of personal data has the right, granted by the European Directive and the Regulation, to obtain from the controller the erasure without delay of personal data concerning him or her, where one of the following reasons applies and insofar as the processing is not necessary:

- The personal data were collected or otherwise processed for purposes for which they are no longer necessary.
- The data subject revokes the consent on which the processing was based pursuant to Art. 6(1)(a) of the GDPR or Art. 9(2)(a) of the GDPR and there is no other legal basis for the processing.
- The data subject objects to the processing pursuant to Art. 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21(2) of the GDPR.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary for compliance with a legal

obligation under Union or Member State law to which the controller is subject.

- The personal data was collected in relation to information society services offered pursuant to Art. 8(1) GDPR.

If one of the aforementioned reasons applies, and a data subject wishes to arrange for the deletion of personal data stored by the PARIS AG, he or she may, at any time, contact any employee of the controller. The employee of the PARIS AG shall arrange for the deletion request to be complied with immediately. If the personal data has been made public by PARIS AG and our company as the responsible party is obliged to delete the personal data pursuant to Art. 17 para. 1 GDPR to erase the personal data, PARIS AG shall implement reasonable measures, including technical measures, taking into account the available technology and the cost of implementation, in order to inform other data controllers which process the published personal data that the data subject has requested from those other data controllers to erase all links to or copies or replications of the personal data, unless the processing is necessary. The employee of the PARIS AG will arrange the necessary in individual cases.

e. Right to restrict processing

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, to obtain from the controller the processing of personal data concerning him or her. Controller to restrict processing if one of the following conditions is met:

- The accuracy of the personal data is contested by the data subject for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject objects to the erasure of the personal data and requests instead the restriction of the use of the personal data.
- The controller no longer needs the personal data for the purposes of processing, but the data subject needs it for the establishment, exercise or defence of legal claims.
- The data subject has objected to the processing pursuant to Art. 21 (1) GDPR and it is not yet clear whether the legitimate grounds of the controller outweigh those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of personal data stored by the PARIS AG, he or she may, at any time, contact any employee of the controller. The employee of the PARIS AG will arrange the restriction of the processing.

f. Right to data portability

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to receive the personal data concerning him

or her, which have been provided by the data subject to a controller, in a structured, commonly used and machine readable format. He or she also has the right to transmit this data to another controller without hindrance from the controller to whom the personal data have been provided, provided that the processing is based on consent pursuant to Art. 6(1)(a) of the GDPR or Art. 9(2)(a) of the GDPR or on a contract pursuant to Art. 6(1)(b) of the GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller. Furthermore, when exercising his or her right to data portability pursuant to Art. 20(1) of the GDPR, the data subject shall have the right to obtain that the personal data be transferred directly from one controller to another controller, where technically feasible and provided that this does not adversely affect the rights and freedoms of other individuals. In order to assert the right to data portability, the data subject may at any time contact any employee of the PARIS AG.

g. Right to object

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to object at any time, on grounds relating to his or her particular situation, to the processing of personal data concerning him or her which is carried out on the basis of Art. 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions.

The PARIS AG shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the assertion, exercise or defence of legal claims.

If the PARIS AG processes personal data for the purpose of direct marketing, the data subject shall have the right to object at any time to processing of personal data processed for such marketing. This also applies to the profiling, insofar as it is related to such direct marketing. If the data subject objects to the PARIS AG to the processing for direct marketing purposes, the PARIS AG will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her which is carried out by the PARIS AG for scientific or historical research purposes, or for statistical purposes pursuant to Art. 89(1) of the Data Protection Regulation (GDPR), unless such processing is necessary for the performance of a task carried out in the public interest.

In order to exercise the right to object, the data subject may directly contact any employee of the PARIS AG or another employee. The data subject shall also be free, in connection with the use of information society services, not with standing Directive 2002/58/EC, to exercise his/her right to object by means of automated procedures using technical specifications.

h. Automated decisions in individual cases including profiling

Any person concerned by the processing of personal data has the right, granted by the European Directive and the Regulation, not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her, unless the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and the controller, or (2) is based on Union or national law. Member States to which the controller is subject and that legislation contains adequate measures to safeguard the rights and freedoms as well as the legitimate interests of the data subject, or (3) with the explicit consent of the data subject. If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and the data controller, or (2) it is made with the data subject's explicit consent, the PARIS AG shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, which include at least the right to obtain the data subject's involvement on the part of the controller, to express his or her point of view and contest the decision. If the data subject wishes to exercise the rights concerning automated decisions, he or she may, at any time, contact any employee of the controller.

i. Right to revoke a data protection consent

Every person affected by the processing of personal data has the right granted by the European Directive and Regulation to withdraw consent to the processing of personal data at any time. If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact any employee of the controller.

## 11. Data protection provisions on the use of Facebook

The controller has integrated components of the company Facebook on this website. Facebook is a social network.

A social network is a social meeting place operated on the internet, an online community that usually allows users to communicate and interact with each other in virtual space. A social network can serve as a platform for sharing opinions and experiences, or allows the internet community to provide personal or business related information. Facebook allows social network users to create private profiles, upload photos and network via friend requests, among other things.

Facebook's operating company is Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. If a data subject lives outside the USA or Canada, the data controller is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. By each call of one of the individual pages of this internet site, which is operated by the 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 procedure, Facebook receives information about which specific sub page of our website is visited by the data subject.

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

Facebook always receives information via the Facebook component that the data subject has visited our website if the data subject is logged into Facebook at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Facebook component or not. If the data subject does not want this information to be transmitted to Facebook, he or she can prevent the transmission by logging out of his or her Facebook account before accessing our website.

The data policy published by Facebook, which can be accessed at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains which setting options Facebook offers to protect the privacy of the data subject. 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 on the use and application of Google Analytics (with anonymisation function)**

The controller has integrated the Google Analytics component (with anonymization function) on this website. Google Analytics is a web analysis service. Web analysis is the collection, compilation and evaluation of data about the behaviour of visitors to websites. A web analysis service collects, among other things, data about the website from which a data subject has accessed a website (so called referrer), which sub pages of the website have been accessed or how often and for how long a sub page has been viewed. A web analysis is mainly used for the optimization of a

website and for the cost benefit analysis of internet advertising.

The operating company of the Google Analytics component is Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The controller uses the addition "\_gat.\_anonymizeIp" for web analysis via Google Analytics. By means of this addition, the IP address of the internet connection of the data subject is shortened and anonymised by Google if access to our internet pages is made 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 that show the activities on our website, and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyse the use of our website. By each call of one of the individual pages of this website, which is operated by the controller and on which a Google Analytics component has been integrated, the internet browser on the information technology system of the data subject is automatically caused 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 data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently enable commission calculations.

By means of the cookie, personal information, for example the access time, the place from which an access originated and the frequency of visits to our website by the data subject, is stored. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, 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 pass on this personal data collected via the technical process to third parties.

The data subject may refuse the use of cookies by our website, as described above, at any time by selecting the appropriate settings on the user's browser. The data subject can prevent Google from setting cookies by setting the internet browser used and thus permanently objecting 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 data subject. 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 data subject has the possibility to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google and to prevent such

processing. For this purpose, the data subject must install a browser add-on at the link <https://tools.google.com/dlpage/gaoptoutherunterladenundinstallieren>. This browser add-on informs Google Analytics via JavaScript that no data and information relating to visits to internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the information technology system of the data subject is deleted, formatted or reinstalled at a later point in time, 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 data subject or another person within his or her sphere of control, there is the option of reinstalling or reactivating the browser add-on.

Further information and the applicable privacy policy of Google can be accessed at <https://www.google.de/intl/de/policies/privacy/> and at <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail under this link [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

### **13. Privacy policy on the use and application of Google Remarketing**

The controller has integrated Google Remarketing services on this website. Google Remarketing is a function of Google AdWords that allows a company to display advertisements to Internet users who have previously visited the company's website. The integration of Google Remarketing thus allows a company to create user-related advertising and consequently to display interest-relevant advertisements to the Internet user.

The operating company of the Google Remarketing services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Remarketing is the display of interest-relevant advertising. Google Remarketing enables us to display advertisements via the Google advertising network or on other websites, which are tailored to the individual needs and interests of Internet users. Google Remarketing sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to recognise the visitor to our website when the visitor subsequently visits 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. Within the scope of this technical procedure, Google obtains knowledge of personal data, such as the IP address or the user's surfing behaviour, which Google uses, among other things, to display interest-relevant advertising.

Personal information, such as the websites visited by the data subject, is stored by means of the cookie. Each time you visit our website, personal data, including the IP



address of the internet connection used by the data subject, 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 pass on this personal data collected via the technical procedure to third parties.

The data subject can prevent the setting of cookies by our website, as already 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 data subject. 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 data subject has the possibility to object to interest-based advertising by Google. To do this, the data subject must call up the link [www.google.de/settings/ads](https://www.google.de/settings/ads) from any of the internet browsers he or she uses and make the desired settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

## 14. Privacy policy on the use of Google+

The controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is a social meeting place operated on the internet, an online community that usually allows users to communicate and interact with each other in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to share personal or company related information. provide. Among other things, Google+ allows users of the social network to create private profiles, upload photos and network via friend requests.

The operating company of Google+ is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

By each call of one of the individual pages of this website, which is operated by the controller and on which a Google+ button has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Google+ button to download a representation of the corresponding Google+ button from Google. Within the scope of this technical procedure, Google receives knowledge of which specific sub-page of our website is visited by the data subject. More detailed information on Google+ is available at <https://developers.google.com/+/>.

If the data subject is logged into Google+ at the same time, Google recognises which specific sub page of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Google+ button and assigned by Google

to the respective Google+ account of the data subject.

If the data subject activates one of the Google+ buttons integrated on our website and thus submits a Google+1 recommendation, Google will associate this information with the data subject's personal Google+ user account and store this personal data. Google stores the Google+1 recommendation of the data subject and makes it publicly available in accordance with the terms and conditions accepted by the data subject in this regard. A Google+1 recommendation made by the data subject on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+1 account used by the data subject and the photo stored in this account, in other Google services, for example the search engine results of the Google search engine, the Google account of the data subject or in other places, for example on websites or in connection with advertisements. Furthermore, Google is able to link the visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimising Google's various services. Google always receives information via the Google+ button that the data subject has visited our website if the data subject is simultaneously logged into Google+ at the time of calling up our website; this takes place regardless of whether the data subject clicks on the Google+ button or not. If the data subject does not want personal data to be transmitted to Google, he or she can prevent such transmission by logging out of his or her Google+ account before accessing our website.

Further information and the applicable Google privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>. Further guidance from Google on the Google+1 button can be found at <https://developers.google.com/+/web/buttons-policy>.

## 15. Privacy policy on the use and application of Google AdWords

The controller 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 certain 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 on topic relevant websites by means of an automatic algorithm and in compliance with the previously defined keywords.

The company operating the Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to advertise our website by displaying interest relevant advertising on the websites of third party companies and in the search engine results of the Google search engine and to display third party advertising on

our website. If a data subject accesses our website via a Google ad, 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 is not used to identify the data subject. The conversion cookie is used to track whether certain sub pages, for example the shopping cart from an online shop system, have been called up on our website, provided that the cookie has not yet expired. Through the conversion cookie, both we and Google can track whether a data subject who has accessed our website via an AdWords ad has generated a turnover, i.e. has completed or cancelled a purchase of goods.

The data and information collected through the use of the conversion cookie are used by Google to create visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who referred to us via AdWords ads. This is 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 advertisers of Google AdWords receive information from Google by means of which the data subject could be identified.

By means of the conversion cookie, personal information, such as the websites visited by the data subject, is stored. Each time the data subject visits our website, personal data, including the IP address of the internet connection used by the data subject, 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 pass on this personal data collected via the technical procedure to third parties.

The data subject can prevent the setting of cookies by our website, as already 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 data subject. 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 data subject has the option to object to interest based advertising by Google. To do this, the data subject must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from any of the internet browsers used by him or her and make the desired settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

## 16. Privacy policy on the use of LinkedIn

The controller has integrated components of the LinkedIn Corporation on this website. LinkedIn is an internet based social network that allows users to connect

with existing business contacts and to make new business contacts. Over 400 million registered individuals 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. The operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For data protection issues outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible. With each individual call-up of our website, which is equipped with a LinkedIn component (LinkedIn plug-in), this component causes the user, who has been registered with LinkedIn, to be sent a LinkedIn message. The LinkedIn plug-in is only available if the browser used by the data subject downloads a corresponding representation of the component from LinkedIn. Further information on the LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. Within the scope of this technical procedure, LinkedIn receives knowledge of which specific sub page of our website is visited by the data subject.

If the data subject is logged in to LinkedIn at the same time, LinkedIn recognises which specific sub page of our website the data subject is visiting with each call-up to our website by the data subject and for the entire duration of the respective stay on our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the data subject. If the data subject activates a LinkedIn button integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores this personal data.

LinkedIn always receives information via the LinkedIn component that the data subject has visited our website if the data subject is logged into LinkedIn at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the LinkedIn component or not. If the data subject does not want this information to be transmitted to LinkedIn, he or she can prevent the transmission by logging out of his or her LinkedIn account before accessing our website. LinkedIn offers the ability to unsubscribe from email messages, SMS messages, and targeted ads, as well as manage ad preferences at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, which may set cookies. Such cookies can be refused at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's applicable privacy policy is available at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

## 17. Privacy policy on the use and application of Shariff

The controller has integrated the Shariff component on this website. The Shariff component provides social media buttons that are privacy compliant. Shariff was developed for the German computer magazine c't and is published via GitHub, Inc. The developer of the component is GitHub, Inc. 88 Colin P. Kelly Junior Street, San Francisco, CA 94107, USA.

Usually, the button solutions provided by the social networks already transmit personal data to the respective social network, when a user visits a website in which a social media button has been integrated. Through the use of the Shariff component, personal data is only transmitted to social networks when the visitor to a website actively clicks on one of the social media buttons. Further information on the Shariff component is provided by the computer magazine c at <http://www.heise.de/newsticker/meldung/Datenschutz-und-Social-Media-Der-c-t-Shariff-ist-im-Einsatz-2470103.html>. The purpose of using the Shariff component is to protect the personal data of visitors to our website and at the same time to enable us to integrate a button solution for social networks on this website.

More information and GitHub's applicable privacy policy can be found at <https://help.github.com/articles/github-privacy-policy/>.

## 18. Privacy policy on the use and application of Twitter

The controller has integrated components of Twitter on this website. Twitter is a multilingual publicly accessible microblogging service on which users can publish and distribute so called tweets, i.e. short messages that are limited to 140 characters. These short messages can be accessed by anyone, including people who are not registered with Twitter. However, the tweets are also displayed to the so called followers of the respective user. Followers are other Twitter users who follow the tweets of a user. Furthermore, Twitter makes it possible to address a broad audience via hashtags, links or retweets. The operating company of Twitter is Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website operated by the controller is called up and on which a Twitter component (Twitter button) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Further information on the Twitter buttons can be found at <https://about.twitter.com/de/resources/buttons>. Within the scope of this technical procedure, Twitter receives information about which specific sub page of our website is visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to

make this website known in the digital world and to increase our visitor numbers. If the data subject is logged into Twitter at the same time, Twitter recognises which specific sub page of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information are collected by the Twitter component and assigned by Twitter to the respective Twitter account of the data subject. If the data subject activates one of the Twitter buttons integrated on our website, the data and information thus transmitted will be assigned to the personal Twitter user account of the data subject and stored and processed by Twitter.

Twitter always receives information via the Twitter component that the data subject has visited our website if the data subject is logged into Twitter at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Twitter component or not. If the data subject does not want this information to be transmitted to Twitter, he or she can prevent the transmission by logging out of his or her Twitter account before accessing our website. The applicable data protection provisions of Twitter are available at <https://twitter.com/privacy?lang=de>.

## 19. Privacy policy on the use and application of XING

The controller has integrated components of Xing on this website. Xing is an internet based social network that allows users to connect with existing business contacts and to make new business contacts. Individual users can create a personal profile of themselves on Xing. Companies can, for example, create company profiles or publish job offers on Xing. The operating company of Xing is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany. Each time one of the individual pages of this website operated by the controller is called up and on which a 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>. Within the scope of this technical procedure, Xing receives information about which specific subpage of our website is visited by the data subject. If the data subject is logged into Xing at the same time, Xing recognizes which specific subpage of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the data subject. If the data subject activates one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the data subject's Xing account. This information to the personal Xing user account of the person concerned and stores this personal data.

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

The data protection provisions published by Xing, which can be accessed at <https://www.xing.com/privacy>, provide information on the collection, processing and use of personal data by Xing. Furthermore, 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).

## 20. Privacy policy on the use of YouTube

The controller has integrated YouTube components on this website. YouTube is an internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them, also 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.

The operating company of YouTube is YouTube LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

By each call of one of the individual pages of this website, which is operated by the controller and on which a YouTube component (YouTube video) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information on YouTube can be found at <https://www.youtube.com/yt/about/en/>. Within the scope of this technical procedure, YouTube and Google receive knowledge of which specific sub page of our website is visited by the data subject. If the data subject is logged in to YouTube at the same time, YouTube recognises which specific sub page of our website the data subject is visiting when a sub page containing a YouTube video is called up. This information are 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 data subject has visited our website if the data subject is logged into YouTube at the same time as calling up our website; this takes place regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, he or she can prevent the

transmission by logging out of his or her YouTube account before accessing our website.

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

## 21. Legal basis of the processing

Art. 6 I lit. a GDPR serves as the legal basis for our company 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 another service or consideration, the processing is based on Art. 6 I lit. b of the GDPR. The same applies to such processing operations that are necessary for the implementation of pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation by which the processing of personal data becomes necessary, 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 might 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 were to be injured on our premises and as a result his or her name, age, health insurance details or other vital information had to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d GDPR. Finally, processing operations could be based on Art. 6 I lit. f GDPR. Processing operations which are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject are not overridden. We are permitted to carry out such processing operations in particular because they are required by the European Legislator were specifically mentioned. In this respect, he considered that a legitimate interest could be assumed if the data subject is a customer of the controller (recital 47, second sentence of the GDPR).

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

If the processing of personal data is based on Art. 6 I lit. f GDPR, our legitimate interest is the performance of our business activities for the benefit of the well being of all our employees and our shareholders.



## **23. Duration for which the personal data are stored**

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of the period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfilment of the contract or the initiation of the contract.

## **24. Legal or contractual requirements to provide the personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of non-provision**

We would like to inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may also result from contractual regulations (e.g. information on the contractual partner). Sometimes, in order to conclude a contract, it may be necessary for a data subject to provide us with personal data that 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 the personal data would mean that the contract with the data subject could not be concluded. Before providing personal data by the data subject, the data subject must contact one of our employees. Our employee will explain to the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data, and what the consequences of not providing the personal data would be.

## **25. Existence of automated decision making**

As a responsible company, we do not use automatic decision making or profiling. This data protection declaration was created by the data protection declaration generator of the Bochum External Data Protection Commissioner in cooperation with RC GmbH, which recycles used notebooks and the file sharing lawyers of WBS- LAW.