

# Privacy Policy g Roundnet Germany

## Introduction

With the following data protection declaration, we would like to inform you about the types of your personal data (hereinafter also referred to as "data") which we process, for what purposes and to what extent. The data protection declaration applies to all processing of personal data carried out by us, both within the scope of providing our services within the online platform "RG Player Zone" and especially on our websites, in mobile applications as well as within external online presences, such as our social media profiles (hereinafter collectively referred to as "online offer").

The terms used are not gender specific.

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## Responsible Company

Grimm & Schmandra GbR  
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**Legal notice:** <https://roundnetgermany.de/impressum/>

## Overview of the processing operations

The following overview summarises the types of data processed and the purposes of their processing and refers to the data subjects.

### Types of data processed

- Inventory data (e.g. names, addresses).
- Content data (e.g. text entries, photographs, videos).

- Contact details (e.g. e-mail, telephone numbers).
- Meta/communication data (e.g. device information, IP addresses).
- Usage data (e.g. websites visited, interest in content, access times).
- Contract data (e.g. subject matter of the contract, duration, customer category).
- Payment data (for example, bank details, invoices, payment history).

### **Categories of data subjects**

- Employees (e.g. employees, applicants, former employees).
- Business and contractual partners.
- Interested parties.
- Users (e.g. website visitors, users of online services).

### **Purposes of the processing**

- Provision of our online offer and user-friendliness.
- Visitor Action Evaluation.
- Content Delivery Network (CDN).
- Direct marketing (e.g. by e-mail or by post).
- Feedback (e.g. collecting feedback via online form).
- Interest based and behavioural marketing.
- Contact requests and communication.
- Profiling (creation of user profiles).
- Range measurement (e.g. access statistics, recognition of returning visitors).
- Security measures.
- Tracking (e.g. interest/behavioural profiling, use of cookies).
- Contractual performance and service.
- Management and response to requests.

## Relevant legal bases

In the following, we provide the legal basis of the basic data protection regulation (DSGVO), on the grounds of which we process personal data. Please note that in addition to the provisions of the DSGVO, national data protection regulations may apply in your or our country of residence and domicile. Furthermore, if more specific legal bases should be decisive in individual cases, we will inform you of these in the data protection declaration.

- **Consent (Art. 6 para. 1 sentence 1 lit. a DPA)** - The data subject has given his or her consent to the processing of personal data concerning him or her for one or more specific purposes.
- **Fulfilment of a contract and pre-contractual requests (Art. 6 para. 1 sentence 1 lit. b. DPA)** - Processing is necessary for the performance of a contract to which the data subject is a party or in order to implement pre-contractual measures taken at the request of the data subject.
- **Legal obligation (Art. 6 para. 1 sentence 1 lit. c. DPA)** - The processing is necessary to fulfil a legal obligation to which the controller is subject.
- **Protection of vital interests (Art. 6 para. 1 sentence 1 lit. d. DPA)** - The processing is necessary to protect the vital interests of the data subject or of another natural person.
- **Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DPA)** - The processing is necessary to protect the legitimate interests of the controller or of a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require the protection of personal data.

**National data protection regulations in Germany:** In addition to the data protection regulations of the Basic Data Protection Regulation, national regulations on data protection apply in Germany. This includes in particular the law on protection against misuse of personal data in data processing (Federal Data Protection Act - BDSG). In particular, the BDSG contains special provisions on the right to information, the right to deletion, the right of objection, the processing of special categories of personal data, processing for other purposes and transmission as well as automated decision-making in individual cases, including profiling. Furthermore, it regulates data processing for purposes of the employment relationship (Section 26 BDSG), in particular with regard to the establishment, implementation or termination of employment relationships and the consent of employees. Furthermore, state data protection laws of the individual federal states may apply.

## Transmission and disclosure of personal data

Within the scope of our processing of personal data, it could happen that the data is transferred to other bodies, companies, legally independent organisational units or persons or that it is disclosed to them. The recipients of this data may include, for example, payment institutions in the context of payment transactions, service providers commissioned with IT tasks or providers of services and content that are integrated into a website. In such a case

we observe the legal requirements and in particular conclude appropriate contracts or agreements with the recipients of your data, which serve to protect your data.

**Transfer of data within the organization:** We may transfer or grant access to personal information to other entities within our organization. If this transfer is for administrative purposes, the transfer of the data is based on our legitimate entrepreneurial and business interests or takes place if it is necessary to fulfil our contractual obligations or if the consent of the persons concerned or a legal permit is available.

## **Use of cookies**

Cookies are text files that contain data from websites or domains visited and are stored by a browser on the user's computer. A cookie is primarily used to store information about a user during or after his visit within an online offer. The stored information can include, for example, the language settings on a website, the login status, a shopping cart or the location where a video was watched. The term "cookies" also includes other technologies that perform the same functions as cookies (e.g., when user information is stored using pseudonymous online identifiers, also referred to as "user IDs")

### **The following cookie types and functions are distinguished:**

- **Temporary cookies (also: session or session cookies):** Temporary cookies are deleted at the latest after a user leaves an online offer and closes his browser.
- **Permanent cookies:** Permanent cookies remain stored even after closing the browser. For example, the login status can be saved, or preferred content can be displayed directly when the user visits a website again. Likewise, the interests of users used for reach measurement or marketing purposes may be stored in such a cookie.
- **First Party Cookies:** First Party Cookies are set by ourselves.
- **Third party cookies (also: third-party cookies):** Third-party cookies are mainly used by advertisers (so-called third parties) to process user information.
- **Necessary (also: essential or absolutely necessary) cookies:** Cookies can be absolutely necessary for the operation of a website (e.g. to store logins or other user entries or for security reasons).
- **Statistical, marketing and personalisation cookies:** Furthermore, cookies are generally also used in the context of measuring reach and when the interests of a user or his behaviour (e.g. viewing certain content, using functions etc.) on individual web pages are stored in a user profile. Such profiles are used to show users, for example, content that matches their potential interests. This process is also known as "tracking", i.e., following up the potential interests of users. If we use cookies or "tracking" technologies, we will inform you separately in our data protection declaration or within the scope of obtaining consent.

**Information on legal bases:** The legal basis on which we process your personal data with the help of cookies depends on whether we ask you for your consent. If this is the case and you consent to the use of cookies, the legal basis for processing your data is the declared consent. Otherwise, the data processed with the help of cookies will be processed on the basis of our legitimate interests (e.g. in a business operation of our online offer and its improvement) or if the use of cookies is necessary to fulfil our contractual obligations.

**General information on revocation and objection (opt-out):** Depending on whether the processing is based on consent or legal permission, you have the possibility at any time to revoke a given consent or to object to the processing of your data by cookie technologies (collectively referred to as "opt-out"). You can initially declare your objection by means of the settings of your browser, e.g. by deactivating the use of cookies (although this may also restrict the functionality of our online offer). An objection to the use of cookies for online marketing purposes can also be declared by means of a variety of services, especially in the case of tracking, via the websites <https://optout.aboutads.info> and <https://www.youronlinechoices.com/>. In addition, you can receive further notices of objection in the context of the information on the service providers and cookies used.

**Processing of cookie data based on consent:** Before we process data within the scope of the use of cookies or have them processed, we ask the users for their consent, which can be revoked at any time. Before consent has not been given, cookies are used if necessary, which are necessary for the operation of our online offer. Their use is based on our interest and the interest of the users in the expected functionality of our online offer.

- **Processed data types:** Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Users (e.g. website visitors, users of online services).
- **Legal bases:** Consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

### **Commercial and business services**

We process data of our contractual and business partners, e.g. customers and interested parties (collectively referred to as "contractual partners") within the scope of contractual and comparable legal relationships and related measures and within the scope of communication with contractual partners (or pre-contractual), e.g. to answer inquiries.

We process these data in order to fulfil our contractual obligations, to safeguard our rights and for the purposes of the administrative tasks associated with these data and for the purposes of business organisation. Within the scope of the applicable law, we only pass on the data of the contractual partners to third parties to the extent that this is necessary for the aforementioned purposes or to fulfil legal obligations or with the consent of the contractual partners (e.g. to involved telecommunications, transport and other auxiliary services as well as subcontractors, banks, tax and legal advisors, payment service providers

or tax authorities). The contractual partners will be informed about other forms of processing, e.g. for marketing purposes, within the scope of this data protection declaration.

We inform our contractual partners which data is required for the above-mentioned purposes before or during the data collection, e.g. in online forms, by special marking (e.g. colours) or symbols (e.g. asterisks or similar), or personally.

We delete the data after expiry of legal warranty and comparable obligations, i.e., in principle after 4 years, unless the data is stored in a customer account, e.g., as long as it must be kept for legal archiving reasons (e.g., for tax purposes usually 10 years). We delete data that has been disclosed to us by the contractual partner within the scope of an order in accordance with the specifications of the order, generally after the end of the order.

If we use third-party providers or platforms to provide our services, the terms and conditions and data protection notices of the respective third-party providers or platforms apply in the relationship between users and providers.

**customer account:** Contracting parties can create an account within our online offer (e.g. customer or user account, in short "customer account"). If the registration of a customer account is required, contractual partners are informed of this as well as of the information required for registration. The customer accounts are not public and cannot be indexed by search engines. Within the scope of registration and subsequent logins and use of the customer account, we store the IP addresses of customers together with the access times in order to be able to prove registration and prevent possible misuse of the customer account.

If customers have cancelled their customer account, the data relating to the customer account will be deleted, subject to their retention being required for legal reasons. It is the customers' responsibility to secure their data when they cancel their customer account.

**Events and functions:** We process the data of the participants of the events, functions and similar activities offered or organized by us (hereinafter referred to uniformly as "participants" and "functions") in order to enable them to participate in the functions and to make use of the services or activities associated with participation.

If we process health-related data, religious, political or other special categories of data in this context, then this is done within the framework of the obvious (e.g. at thematically oriented events or serves the purpose of health care, safety or is done with the consent of the persons concerned).

The required information is identified as such in the context of the conclusion of the order, purchase order or comparable contract and includes the information required for the provision of services and invoicing as well as contact information in order to be able to make any necessary arrangements. Insofar as we gain access to information from end customers, employees or other persons, we process this information in accordance with legal and contractual requirements.

- **Processed data types:** inventory data (e.g. names, addresses), payment data (e.g. bank details, invoices, payment history), contact data (e.g. e-mail, telephone numbers), contract data (e.g. subject matter of the contract, duration, customer category), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Interested parties, business and contractual partners, customers.
- **Purposes of processing:** contractual services and assistance, contact requests and communication, office and organisational procedures, management and response to requests, security measures.
- **Legal bases:** Fulfilment of contract and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO), Legal obligation (Art. 6 para. 1 sentence 1 lit. c. DSGVO), Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

### Registration and login

Users can create a user account. Within the scope of registration, users are provided with the necessary mandatory data and processed for the purpose of providing the user account on the basis of contractual obligation fulfilment. The processed data includes in particular the login information (name, password and an e-mail address). The data entered during registration is used for the purpose of using the user account and its purpose.

Users can be informed by e-mail about processes relevant to their user account, such as technical changes. If users have cancelled their user account, their data with regard to the user account will be deleted, subject to a statutory retention obligation. It is the responsibility of the users to secure their data in case of termination before the end of the contract. We are entitled to irretrievably delete all user data stored during the term of the contract.

Within the scope of the use of our registration and login functions as well as the use of the user account, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests as well as those of the users in protection against misuse and other unauthorized use. As a matter of principle, this data is not passed on to third parties, unless it is necessary to pursue our claims or there is a legal obligation to do so.

**Online forum:** Participation in the Forum requires registration, in which, unless otherwise stated in the registration form, you must provide a name or your name, a password and the e-mail address to which the access data will be sent. For security reasons, the password should be state-of-the-art, i.e. complicated (users are advised of this during registration if necessary) and not used elsewhere. Posts in the forum are visible to the public, unless their visibility is limited to certain members or groups of members. The contributions of the authors are stored with their names, if registered or indicated, the time and the content of the entry. During registration and when writing entries, the IP addresses of the users are also stored if the entries contain illegal content and the IP addresses could be used for legal prosecution. The responsible person reserves the right to delete registrations and entries on the basis of proper consideration.

- **Processed data types:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text entries, photographs, videos), meta/communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times).
- **Persons concerned:** Users (e.g. website visitors, users of online services).
- **Purposes of the processing:** contractual services, security measures, management and response to requests.
- **Legal bases:** Consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), Fulfilment of contract and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO), Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

### **Blogs and publication media**

We use blogs or comparable means of online communication and publication (hereinafter "publication medium"). Readers' data are processed for the purposes of the publication medium only to the extent necessary for its presentation and communication between authors and readers or for security reasons. In addition, we refer to the information on the processing of visitors to our publication medium within the scope of this data protection notice.

**Comments and contributions:** If users leave comments or other contributions, their IP addresses may be stored based on our legitimate interests. This is done for our safety in case someone leaves illegal content in comments and contributions (insults, forbidden political propaganda etc.). In this case we can be prosecuted ourselves for the comment or contribution and are therefore interested in the identity of the author.

Furthermore, we reserve the right to process the information provided by users for the purpose of spam detection on the basis of our legitimate interests.

On the same legal basis, we reserve the right to store the IP addresses of users for the duration of surveys and to use cookies to avoid multiple voting.

The personal information provided in the comments and contributions, any contact and website information as well as the content information will be permanently stored by us until the user's object.

- **Processed data types:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text entries, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Users (e.g. website visitors, users of online services).



- **Purposes of the processing:** contractual performances and services, feedback (e.g. collecting feedback via online form), security measures, management and answering of requests.
- **Legal bases:** Fulfilment of contract and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO), legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO), consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), protection of vital interests (Art. 6 para. 1 sentence 1 lit. d. DSGVO).

### **Provision of the online offer and web hosting**

In order to provide our online services securely and efficiently, we use the services of one or more web hosting providers from whose servers (or servers managed by them) the online services can be accessed. For these purposes, we may use infrastructure and platform services, computing capacity, storage space and database services as well as security and technical maintenance services.

The data processed within the framework of the provision of the hosting offer may include all data concerning the users of our online offer, which are generated within the framework of the use and communication. This regularly includes the IP address, which is necessary to deliver the contents of online offers to browsers, and all entries made within our online offer or from websites.

**Collection of access data and log files:** We ourselves (or our web hosting provider) collect data on every access to the server (so-called server log files). The server log files may include the address and name of the web pages and files called up, date and time of the call-up, transferred data volumes, notification of successful call-up, browser type and version, the user's operating system, referrer URL (the previously visited page) and, as a rule, IP addresses and the requesting provider.

The server log files can be used for security purposes, e.g. to avoid overloading the servers (especially in the case of abusive attacks, so-called DDoS attacks) and to ensure the load of the servers and their stability.

### **Cloudflare:**

- **Processed data types:** Content data (e.g. text entries, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Users (e.g. website visitors, users of online services).
- **Purpose of the processing:** Content Delivery Network (CDN).
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

### **Cloud services**

We use software services accessible via the Internet and running on the servers of their providers (so-called "cloud services", also referred to as "Software as a Service") for the following purposes: document storage and management, calendar management, e-mailing, spreadsheets and presentations, exchanging documents, content and information with specific recipients or publishing web pages, forms or other content and information, and chatting and participating in audio and video conferences.

In this context, personal data may be processed and stored on the servers of the providers, as far as they are part of communication processes with us or otherwise processed by us as described in this privacy policy. This data may include, in particular, master data and contact details of users, data on procedures, contracts, other processes and their contents. Cloud service providers also process usage data and metadata that they use for security and service optimization purposes.

If we use cloud services to provide other users or publicly accessible websites with forms or other documents and content, the providers may store cookies on the users' devices for web analysis purposes or to remember user settings (e.g. in the case of media control).

**Notes on legal bases:** If we ask for consent to use the cloud services, the legal basis for the processing is consent. Furthermore, their use can be a component of our (pre)contractual services, provided that the use of cloud services has been agreed in this context. Otherwise, users' data will be processed on the basis of our legitimate interests (i.e., interest in efficient and secure administration and collaboration processes)

- **Processed data types:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text entries, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Customers, employees (e.g. employees, applicants, former employees), interested parties, communication partners.
- **Purpose of the processing:** office and organisational procedures.
- **Legal bases:** Consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), Fulfilment of contract and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO), Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

## **Newsletter and Broadcasting**

We send newsletters, e-mails and other electronic notifications (hereinafter "newsletters") only with the consent of the recipients or a legal permission. If the contents of the newsletter are specifically described in the context of a registration, they are decisive for the consent of the users. In addition, our newsletters contain information about our services and us.

To subscribe to our newsletters, it is sufficient to provide your e-mail address. However, we may ask you to provide a name for the purpose of personal contact in the newsletter, or other information if this is necessary for the purposes of the newsletter.

**Double opt-in procedure:** The registration for our newsletter is always done in a so-called double opt-in procedure. This means that after registration you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that no one can register with foreign e-mail addresses. Newsletter registrations are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time as well as the IP address. Likewise, any changes to your data stored with the shipping service provider are logged.

**Deletion and restriction of processing:** We may store the deleted e-mail addresses for up to three years on the basis of our legitimate interests before deleting them in order to be able to prove that we have previously given our consent. The processing of this data is limited to the purpose of a possible defence against claims. An individual request for cancellation is possible at any time, provided that the former existence of a consent is confirmed at the same time. In case of obligations to permanently observe contradictions, we reserve the right to store the e-mail address in a blacklist for this purpose alone.

The logging of the registration procedure is carried out on the basis of our legitimate interests for the purpose of proving that it has been carried out properly. If we commission a service provider to send e-mails, this is done on the basis of our legitimate interests in an efficient and secure sending system.

**Information on legal bases:** The dispatch of newsletters is based on the consent of the recipients or, if consent is not required, on our legitimate interests in direct marketing, if and to the extent permitted by law, e.g. in the case of advertising to existing customers. If we commission a service provider to send e-mails, this is done on the basis of our legitimate interests. The registration process is recorded on the basis of our legitimate interests to demonstrate that it has been carried out in accordance with the law.

**contents:** Information about us, our services, actions and offers.

- **Processed data types:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), meta/communication data (e.g. device information, IP addresses), usage data (e.g. websites visited, interest in content, access times).
- **Persons concerned:** communication partner.
- **Purposes of processing:** direct marketing (e.g. by e-mail or by post).
- **Legal bases:** Consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).
- **Opt-out:** You can cancel the receipt of our newsletter at any time, i.e. revoke your consent or object to further receipt. You will find a link to cancel the newsletter either at

the end of each newsletter or you can use one of the above-mentioned contact options, preferably e-mail.

## **Advertising communication via e-mail**

We process personal data for the purpose of advertising communication, which can take place via various channels, such as e-mail, telephone, post or fax, in accordance with legal requirements.

Recipients have the right to revoke their consent at any time or to object to the promotional communication at any time.

After revocation or objection, we may store the data required to prove consent for up to three years on the basis of our legitimate interests before we delete it. The processing of this data is limited to the purpose of a possible defence against claims. An individual request for cancellation is possible at any time, provided that the former existence of a consent is confirmed at the same time.

- **Data types processed:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers).
- **Persons concerned:** communication partner.
- **Purposes of processing:** direct marketing (e.g. by e-mail or by post).
- **Legal bases:** Consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

## **Presence in social networks**

We maintain online presences within social networks in order to communicate with the users active there or to offer information about us there.

Please note that user data may be processed outside the European Union. This may create risks for users, for example by making it more difficult to enforce users' rights. With regard to US providers that are certified under the Privacy Shield or offer comparable guarantees of a secure level of data protection, we would like to point out that they thereby undertake to comply with the data protection standards of the EU.

Furthermore, the data of users within social networks are usually processed for market research and advertising purposes. Thus, for example, user profiles can be created based on the user behaviour and the resulting interests of the users. The user profiles can in turn be used, for example, to place advertisements inside and outside the networks that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the users' computers, in which the usage behaviour and interests of the users are stored. Furthermore, data can also be stored in the user profiles independently of the devices used by the users (especially if the users are members of the respective platforms and are logged in to them).

For a detailed presentation of the respective forms of processing and the possibilities of objection (opt-out), we refer to the data protection declarations and information provided by the operators of the respective networks.

Also, in the case of requests for information and the assertion of rights of affected persons, we would like to point out that these can be most effectively asserted with the providers. Only the providers have access to the data of the users and can directly take appropriate measures and provide information. If you still need help, you can contact us.

- **Processed data types:** inventory data (e.g. names, addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text entries, photographs, videos), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- **Persons concerned:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** contact requests and communication, tracking (e.g. interest/behavioural profiling, use of cookies), remarketing, range measurement (e.g. access statistics, recognition of returning visitors).
- **Legal basis:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).

#### **Services used and service providers:**

- **Instagram :** Social network; Service provider: Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA; website: <https://www.instagram.com>; privacy policy: <https://instagram.com/about/legal/privacy>.
- **Facebook:** Social network; service provider: Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, parent company: Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.facebook.com>; Privacy Statement: <https://www.facebook.com/about/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>; Opt-Out: Settings for advertisements: <https://www.facebook.com/settings?tab=ads>; Additional Privacy Notice: Agreement on joint processing of personal data on Facebook Pages: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum), Privacy Notice for Facebook Pages: [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data).

#### **Plugins and embedded functions and content**

We include in our online offer functional and content elements that are obtained from the servers of their respective providers (hereinafter referred to as "third party providers"). This may include, for example, graphics, videos or social media buttons as well as contributions (hereinafter uniformly referred to as "Content").

The integration always requires that the third-party providers of this content process the IP address of the users, as without the IP address they would not be able to send the content to their browsers. The IP address is therefore required for the display of these contents or functions. We make every effort to use only such content whose respective providers use the IP address only to deliver the content. Third parties may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" allow information such as visitor traffic on the pages of this website to be evaluated. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things, technical information on the browser and the operating system, websites to be referred to, the time of visit and other information on the use of our online offer, as well as being linked to such information from other sources.

**Notes on legal bases:** If we ask users to give their consent to the use of third parties, the legal basis for processing data is consent. Otherwise, user data is processed on the basis of our legitimate interests (i.e. interest in efficient, economical and recipient-friendly services). In this context, we would also like to draw your attention to the information on the use of cookies in this privacy policy.

**Integration of third-party software, scripts or frameworks (e.g. jQuery):** We integrate software into our online offering that we retrieve from servers of other providers (e.g. function libraries that we use for the purpose of displaying or making our online offering more user-friendly). The respective providers collect the IP address of the users and can process it for the purpose of transmitting the software to the user's browser and for security purposes, as well as for the evaluation and optimization of their offer.

- **Processed data types:** Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses), contact data (e.g. e-mail, telephone numbers), content data (e.g. text entries, photographs, videos), inventory data (e.g. names, addresses).
- **Persons concerned:** Users (e.g. website visitors, users of online services), communication partners.
- **Purposes of processing:** Provision of our online offer and user-friendliness, contractual services and service, contact inquiries and communication, direct marketing (e.g. by e-mail or post), tracking (e.g. interest/behavioural profiling, use of cookies), interest-based and behavioural marketing, profiling (creation of user profiles), feedback (e.g. collection of feedback via online form), security measures, administration and answering of inquiries.
- **Legal bases:** Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO), consent (Art. 6 para. 1 sentence 1 lit. a DSGVO), performance of the contract and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO).

#### **Services used and service providers:**

- **Facebook plugins and content:** Facebook social plugins and content - This can include content such as images, videos or text and buttons that allow users to share content from

this online offering within Facebook. The list and appearance of the Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>; service providers: <https://www.facebook.com>, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, parent company: Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA; website: <https://www.facebook.com>; privacy policy: <https://www.facebook.com/about/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAA&tatus=Active>; opt-out: advertising settings: <https://www.facebook.com/settings?tab=ads>.

- **Google Fonts:** We integrate the fonts ("Google Fonts") of the provider Google, whereby the data of the users are used solely for the purpose of displaying the fonts in the users' browser. The integration is based on our legitimate interests in a technically secure, maintenance-free and efficient use of fonts, their uniform representation and taking into account possible licensing restrictions for their integration. Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; website: <https://fonts.google.com/>; privacy policy: <https://policies.google.com/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt000000001L5AA&tatus=Active>.
- **Google Maps:** We integrate the maps of the service "Google Maps" of the provider Google. The processed data may include, in particular, IP addresses and location data of the users, which, however, cannot be collected without their consent (usually in the context of the settings of their mobile devices). Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; website: <https://maps.google.de>; privacy policy: <https://policies.google.com/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt0000000TRkEAAW&tatus=Active>; opt-out: opt-out plug-in: <https://tools.google.com/dlpage/gaoptout?hl=de>, settings for the display of advertising: <https://adssettings.google.com/authenticated>.
- **Instagram plugins and content:** Instagram Plugins and Content - This may include content such as images, videos or text and buttons that allow users to share content from this site within Instagram. Service provider: <https://www.instagram.com>, Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA; website: <https://www.instagram.com>; privacy policy: <https://instagram.com/about/legal/privacy>.
- **ReCaptcha:** We include the function "ReCaptcha" for the detection of bots, e.g. when entering data into online forms. The behavioural data of users (e.g. mouse movements or queries) are evaluated in order to be able to distinguish people from bots. Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; website: <https://www.google.com/recaptcha/>; privacy policy: <https://policies.google.com/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt0000000TRkEAAW&tatus=Active>; opt-



out: opt-out plug-in: <https://tools.google.com/dlpage/gaoptout?hl=de>, settings for the display of advertising: <https://adssettings.google.com/authenticated>.

- **Spotify Music Player Widget:** Spotify Music Player Widget; Service Provider: Spotify AB, Regeringsgatan 19, SE-111 53 Stockholm, Sweden; website: <https://www.spotify.com/de>; privacy policy: <https://www.spotify.com/de/legal/privacy-policy/>.
- **YouTube videos:** Video content; service providers: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; website: <https://www.youtube.com>; privacy policy: <https://policies.google.com/privacy>; Privacy Shield (ensuring the level of data protection when processing data in the USA): <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAItatus=Active>; opt-out: opt-out plug-in: <https://tools.google.com/dlpage/gaoptout?hl=de>, settings for the display of advertising: <https://adssettings.google.com/authenticated>.

## deletion of data

The data processed by us will be deleted in accordance with the legal requirements as soon as their consent permitted for processing is revoked or other permissions cease to apply (e.g. if the purpose for processing these data ceases to apply or if they are not necessary for the purpose).

Unless the data are deleted because they are required for other and legally permissible purposes, their processing is limited to these purposes. This means that the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law or whose storage is necessary for the assertion, exercise or defence of legal claims or for the protection of the rights of another natural or legal person.

Further information on the deletion of personal data can also be provided in the individual data protection notes of this privacy policy.

## Amendment and update of the privacy policy

We ask you to inform yourself regularly about the content of our data protection declaration. We will adapt the privacy policy as soon as changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

If we provide addresses and contact information of companies and organizations in this privacy policy, please note that the addresses may change over time and please check the information before contacting us.

## Rights of data subjects

As data subjects, they are entitled to various rights under the DSGVO, which result in particular from Art. 15 to 18 and 21 DSGVO:

- **Right of objection:** You have the right to object at any time, for reasons arising from your particular situation, to the processing of personal data concerning you which is carried out on the basis of Article 6 paragraph 1 letter e or f of the DPA; this also applies to profiling based on these provisions. If the personal data concerning you are processed for the purpose of direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing, including profiling, insofar as it is linked to such direct marketing.
- **Right of withdrawal in case of consent:** You have the right to revoke any consent given at any time.
- **Right of access:** You have the right to obtain confirmation as to whether or not data in question are being processed and to be given access to such data and to receive further information and copies of the data in accordance with the law.
- **Right of rectification:** You have the right to request the completion of data concerning you or the rectification of incorrect data concerning you, in accordance with the law.
- **Right to erasure and restriction of processing:** You have the right to request that data concerning you be erased immediately in accordance with the law or, alternatively, to request a restriction of processing of the data in accordance with the law.
- **Right to data transferability:** You have the right to receive data concerning you which you have provided to us in a structured, common and machine-readable format in accordance with the legal requirements or to request that it be transferred to another responsible party.
- **Complaints to the supervisory authority:** You also have the right, in accordance with the legal provisions, to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, your place of work or the place of the alleged infringement, if you consider that the processing of personal data relating to you is in breach of the DPA.