

# Privacy Policy

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## Privacy Policy

We have written this privacy policy (version 29.04.2021-111729106) to provide you with information in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#) as well as to explain what information we collect, how we use data and what choices you have as a visitor to this website.

Privacy policies usually sound very technical. However, this version should describe the most important things as simply and clearly as possible. Moreover, technical terms are explained in a reader-friendly manner whenever possible. We would also like to convey that we only collect and use information via this website if there is a corresponding legal basis for it. This is certainly not possible if you give very brief technical explanations, as are often standard on the Internet when it comes to data protection. We hope you find the following explanations interesting and informative. Maybe you will also find some information that you did not know yet.

Should you still have questions, we kindly ask you to follow the existing links to see further information on third-party websites, or to simply write us an email. You can find our contact information in our website's imprint.

## Automatic Data Retention

Every time you visit a website nowadays, certain information is automatically created and stored, just as it happens on this website. This data should be collected as sparingly as possible, and only with good reason. By website, we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one here). By domain we mean example.uk or examplepage.com.

Even while you are currently visiting our website, our web server – this is the computer this website is stored on, usually automatically retains data such as the below – for reasons such as operational security or for creating access statistics etc.

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html/>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited site (referrer URL) (z. B. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the IP-address of the device the website is accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- date and time
- in so-called web server log files.

Generally, these files are stored for two weeks and are then automatically deleted. We do not pass these data to others, but we cannot exclude the possibility that this data may be looked at by the authorities in case of illegal conduct.

In short: your visit is logged by our provider (company that runs our website on servers), but we do not pass on your data!

## **Cookies**

Our website uses HTTP-cookies to store user-specific data. For your better understanding of the following Privacy Policy statement, we will explain to you below what cookies are and why they are in use.

### **What exactly are cookies?**

Every time you surf the internet, you use a browser. Common browsers are for example Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

What should not be dismissed, is that cookies are very useful little helpers. Nearly all websites use cookies. More accurately speaking these are HTTP-cookies, since there are also different cookies for other uses. http-cookies are small files which our website stores on your computer. These cookie files are automatically put into the cookie-folder, which is like the “brain” of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must be specified.

Cookies save certain parts of your user data, such as e.g. language or personal page settings. When you re-open our website, your browser submits these “user specific” information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you

are familiar to. In some browsers every cookie has its own file, in others such as Firefox, all cookies are stored in one single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, while third-party cookies are created by partner-websites (e.g. Google Analytics). Every cookie is individual, since every cookie stores different data. The expiration time of a cookie also varies – it can be a few minutes, or up to a few years. Cookies are no software-programs and contain no computer viruses, trojans or any other malware. Cookies also cannot access your PC's information.

This is an example of how cookie-files can look:

**name:** \_ga  
**value:** GA1.2.1326744211.152111729106-9  
**purpose:** differentiation between website visitors  
**expiration date:** after 2 years

A browser should support these minimum sizes:

- at least 4096 bytes per cookie
- at least 50 cookies per domain
- at least 3000 cookies in total

## **Which types of cookies are there?**

What exact cookies we use, depends on the used services. We will explain this in the following sections of the Privacy Policy statement. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

### **Essential Cookies**

These cookies are necessary to ensure the basic function of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. Even when the user closed their window priorly, these cookies ensure that the shopping cart does not get deleted.

### **Purposive Cookies**

These cookies collect info about the user behaviour and record if the user potentially receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour within different browsers.

### **Target-orientated Cookies**

These cookies care for an improved user-friendliness. Thus, information such as previously entered locations, fonts or data in forms stay saved.

### **Advertising Cookies**

These cookies are also known as targeting-Cookies. They serve the purpose of delivering individually adapted advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be saved in a cookie.

## **How can I delete cookies?**

You yourself take the decision if and how you want to use cookies. Thus, no matter what service or website cookies are from, you always have the option to delete, deactivate or only partially allow them. Therefore, you can for example block cookies of third parties but allow any other cookies.

If you want change or delete cookie-settings and would like to determine which cookies have been saved to your browser, you can find this info in your browser-settings:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser in a way, to notify you whenever a potential cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. The settings for this differ from browser to browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search phrase “delete cookies Chrome” or “deactivate cookies Chrome” into Google.

## **How is my data protected?**

There is a “cookie policy” that has been in place since 2009. It states that the storage of cookies requires the user’s consent. However, among the countries of the EU, these guidelines are often met with mixed reactions. In Austria the guidelines have been implemented in § 96 section 3 of the Telecommunications Act (TKG).

If you want to learn more about cookies and do not mind technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called “HTTP State Management Mechanism”.

## **Storage of Personal Data**

Any personal data you electronically submit to us on this website, such as your name, email address, home address or other personal information you provide via the transmission of a form or via any comments to the blog, are solely used for the specified purpose and get stored securely along with the respective submission times and IP-address. These data do not get passed on to third parties.

Therefore, we use personal data for the communication with only those users, who have explicitly requested being contacted, as well as for the execution of the services and products offered on this website. We do not pass your personal data to others without your approval, but we cannot exclude the possibility this data will be looked at in case of illegal conduct.

If you send us personal data via email – and thus not via this website – we cannot guarantee any safe transmission or protection of your data. We recommend you, to never send confidential data via email.

## **Rights in accordance with the General Data Protection Regulation**

You are granted the following rights in accordance with the provisions of the [GDPR](#) (General Data Protection Regulation) and the Austrian [Data Protection Act \(DSG\)](#):

- right to rectification (article 16 GDPR)
- right to erasure (“right to be forgotten“) (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- right to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)
- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at <https://www.data-protection-authority.gv.at/>.

## **Evaluation of Visitor Behaviour**

In the following Privacy Policy, we will inform you on if and how we evaluate the data of your visit to this website. The evaluation is generally made anonymously, and we cannot link to you personally based on your behaviour on this website.


You can find out more about how to disagree with the evaluation of visitor data, in the Privacy Policy below.

## **TLS encryption with https**

The terms TLS, encryption and https sound very technical, which they are indeed. We use HTTPS (Hypertext Transfer Protocol Secure) to securely transfer data on the Internet. This means that the entire transmission of all data from your browser to our web server is secured – nobody can “listen in”.

We have thus introduced an additional layer of security and meet privacy requirements through technology design [Article 25 Section 1 GDPR](#)). With the use of TLS (Transport Layer Security), which is an encryption protocol for safe data transfer on the internet, we can

ensure the protection of confidential information.

You can recognise the use of this safeguarding tool by the little lock-symbol , which is situated in your browser's top left corner in the left of the internet address (e.g. examplepage.uk), as well as by the display of the letters https (instead of http) as a part of our web address.

If you want to know more about encryption, we recommend you to do a Google search for "Hypertext Transfer Protocol Secure wiki" to find good links to further information.

## **Google Maps Privacy Policy**

On our website we use Google Maps of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With the use of Google Maps, we can show you locations in a better way and can therefore adjust our service to your needs. Due to the utilisation of Google Maps, data gets transferred to Google and is saved on Google's servers. In the following, we want to explain in detail what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

### **What is Google Maps?**

Google Maps is an internet maps service of the company Google Inc. With Google Maps you can search for exact locations of cities, sights, accommodations or businesses online via a PC, a tablet or an app. If businesses are represented on Google My Business, the respective location as well as other information about the company are shown there. In order to show route directions, a location's map sections can be integrated in a website through a HTML-code. Google Maps depicts the earth's surface as either a road map or as air and satellite images. Due to the street view and high-quality satellite images, it is possible for exact representations to be made.

### **Why do we use Google Maps on our website?**

The efforts we make on this page have the goal of giving you a useful and meaningful experience on our website. Through the integration of Google Maps, we can offer you essential information on various locations. Therefore, you can spot our office address with one glance. Furthermore, the route directions always show you the best and fastest way to us. You can retrieve the route directions for traveling either by car, by public transport, on foot or by bike. The integration of Google Maps is a part of our customer service.

### **What data is stored by Google Maps?**

For Google Maps to offer its full services, the company must collect and store your data. This includes your entered search terms, your IP-address as well as your longitude and latitude coordinates. When you use the route-planner function, the entered start address is stored also. However, this data retention happens on Google Maps' websites. We can only inform you about it but cannot influence it in any way. Since we have included Google Maps on our website, Google will set at least one cookie (Name: NID) into your browser. This cookie saves data on your user behaviour. Google primarily uses this data to optimise its own services and to provide you with individual, personalised advertisements.

The following cookies are set in your browser due to the integration of Google Maps:

**Name:** NID

**Value:** 188=h26c1Ktha7fCQTx8rXgLyATyITJ111729106-5

**Purpose:** Google uses NID in order to adjust advertisements to your Google searches. With the cookie's help Google "remembers" your most frequently entered search queries or your previous interaction with ads. That way you always receive customised advertisements. The cookie contains a unique ID, which Google uses to collect your personal settings for advertising purposes.

**Expiration date:** after 6 months

**Note:** We cannot guarantee completeness of the information on saved data. This is, because especially concerning the use of cookies, changes can happen anytime. To identify the cookie NID, a test page was created, to which Google Maps was included.

## **How long and where is the data saved?**

There are Google servers in data centres across the entire planet. However, most servers are in America. For this reason, your data is widely stored in the USA. Here you can read in detail about where the Google servers are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=en>

Google distributes data to various data carriers. This makes it possible to retrieve the data faster and to better protect it from possible attempted manipulations. Every server has emergency programs. Thus, should for example a problem with Google's hardware occur or should a natural disaster impact the servers, any data will quite certainly stay protected.

Moreover, Google saves some data for a specified period. With some other data on the other hand, Google only offers the opportunity for deleting it manually. Furthermore, the company anonymises information (e.g. advertising data) in server logs, by deleting a part of the IP-address and cookie information after 9 to 18 months.

## **How can I delete my data, or prevent data retention?**

Due to the automatic delete function for location and activity data, which was introduced in 2019, information that is used for determining your location and web or app activity is saved for either 3 or 18 months, depending on your preferred decision, and is deleted thereafter. Furthermore, it is possible to delete this data manually from your browser history via your Google account anytime. If you want to prevent the determination of your location altogether, you must pause the category "Web and app activity" in your Google account. Click on "Data and personalisation" and then choose the option "Activity controls". Here you can switch the activities on or off.

Moreover, in your browser you can deactivate, delete or manage individual cookies. This function can differ a little, depending on what browser you are using. The following instructions will show you how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to permit any cookies, you can set up your browser in a way that ensures you get informed whenever a cookie is about to be placed. That way you can decide to either permit or refuse every single cookie.

Google is an active participant of the EU-U.S. Privacy Shield Framework, which regulates the correct and safe transfer of personal data. You can find more information on this on <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>.

If you want to find out more about Google's data processing, we recommend the company's internal privacy statement on <https://policies.google.com/privacy?hl=en-GB>.

## **Google Fonts Privacy Policy**

On our website we use Google Fonts, from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

To use Google Fonts, you must log in and set up a password. Furthermore, no cookies will be saved in your browser. The data (CSS, Fonts) will be requested via the Google domains [fonts.googleapis.com](https://fonts.googleapis.com) and [fonts.gstatic.com](https://fonts.gstatic.com). According to Google, all requests for CSS and fonts are fully separated from any other Google services. If you have a Google account, you do not need to worry that your Google account details are transmitted to Google while you use Google Fonts. Google records the use of CSS (Cascading Style Sheets) as well as the utilised fonts and stores these data securely. We will have a detailed look at how exactly the data storage works.

### **What are Google Fonts?**

Google Fonts (previously Google Web Fonts) is a list of over 800 fonts which [href="https://en.wikipedia.org/wiki/Google?tid=111729106">Google LLC](https://en.wikipedia.org/wiki/Google?tid=111729106) provides its users for free.

Many of these fonts have been published under the SIL Open Font License license, while others have been published under the Apache license. Both are free software licenses.

### **Why do we use Google Fonts on our website?**

With Google Fonts we can use different fonts on our website and do not have to upload them to our own server. Google Fonts is an important element which helps to keep the quality of our website high. All Google fonts are automatically optimised for the web, which saves data volume and is an advantage especially for the use of mobile terminal devices. When you use our website, the low data size provides fast loading times. Moreover, Google Fonts are secure Web Fonts. Various image synthesis systems (rendering) can lead to errors in different browsers, operating systems and mobile terminal devices. These errors could optically distort parts of texts or entire websites. Due to the fast Content Delivery Network (CDN) there are no cross-platform issues with Google Fonts. All common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) are supported by Google Fonts, and it reliably operates on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod).



We also use Google Fonts for presenting our entire online service as pleasantly and as uniformly as possible.

## **Which data is saved by Google?**

Whenever you visit our website, the fonts are reloaded by a Google server. Through this external cue, data gets transferred to Google's servers. Therefore, this makes Google recognise that you (or your IP-address) is visiting our website. The Google Fonts API was developed to reduce the usage, storage and gathering of end user data to the minimum needed for the proper depiction of fonts. What is more, API stands for „Application Programming Interface“ and works as a software data intermediary.

Google Fonts stores CSS and font requests safely with Google, and therefore it is protected. Using its collected usage figures, Google can determine how popular the individual fonts are. Google publishes the results on internal analysis pages, such as Google Analytics. Moreover, Google also utilises data of its own web crawler, in order to determine which websites are using Google fonts. This data is published in Google Fonts' BigQuery database. Entrepreneurs and developers use Google's webservice BigQuery to be able to inspect and move big volumes of data.

One more thing that should be considered, is that every request for Google Fonts automatically transmits information such as language preferences, IP address, browser version, as well as the browser's screen resolution and name to Google's servers. It cannot be clearly identified if this data is saved, as Google has not directly declared it.

## **How long and where is the data stored?**

Google saves requests for CSS assets for one day in a tag on their servers, which are primarily located outside of the EU. This makes it possible for us to use the fonts by means of a Google stylesheet. With the help of a stylesheet, e.g. designs or fonts of a website can get changed swiftly and easily.

Any font related data is stored with Google for one year. This is because Google's aim is to fundamentally boost websites' loading times. With millions of websites referring to the same fonts, they are buffered after the first visit and instantly reappear on any other websites that are visited thereafter. Sometimes Google updates font files to either reduce the data sizes, increase the language coverage or to improve the design.

## **How can I delete my data or prevent it being stored?**

The data Google stores for either a day or a year cannot be deleted easily. Upon opening the page this data is automatically transmitted to Google. In order to clear the data ahead of time, you have to contact Google's support at <https://support.google.com/?hl=en-GB&tid=111729106>. The only way for you to prevent the retention of your data is by not visiting our website.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at <https://developers.google.com/fonts/faq?tid=111729106>. While Google does address relevant elements on data protection at this link, it does not contain any detailed information on data

retention.

It proves rather difficult to receive any precise information on stored data by Google.

On <https://policies.google.com/privacy?hl=en-GB> you can read more about what data is generally collected by Google and what this data is used for.

## **Google Fonts Local Privacy Policy**

On our website we use Google Fonts, from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

We integrated Google Fonts locally, so on our own webserver and not on Google's servers. Hence, there is no connection to Google's servers and consequently no data transfer or retention.

### **What are Google Fonts?**

Google Fonts was previously called Google Web Fonts. It is an interactive list with over 800 fonts which [Google LLC](#) offer for free use. With the use of Google Fonts, it is possible to utilise fonts without uploading them to your own server. For that matter, in order to prevent any transfer of information to Google's servers, we downloaded the fonts to our own server. This way we comply with the data privacy and do not transmit any data to Google Fonts.

Unlike other web fonts, Google offers us unrestricted access to all its fonts. Thus, we have a vast sea of font types at our disposal, which helps us to get the most out of our website. You can find out more answers and information on Google Fonts at <https://developers.google.com/fonts/faq?tid=111729106>.

## **OpenStreetMap Privacy Policy**

We have included map sections of the online map tool "OpenStreetMap" to our website. It is a so-called open source mapping, which we can access via an API (interface). This feature is offered by OpenStreetMap Foundation, St John's Innovation Center, Cowley Road, Cambridge, CB4 0WS, United Kingdom. By using this map function, your IP address will be forwarded to OpenStreetMap. In this privacy policy we will explain why we use the functions of the OpenStreetMap tool, where which data is stored and how you can prevent data storage.

### **What is OpenStreetMap?**

The OpenStreetMap project was launched in 2004. Its aim is to create a free world map. Users all around the world have been collecting data about buildings, forests, rivers and roads. Therefore, an extensive digital world map has been created by users over the years. Of course, the map is not complete, but it contains a lot of data for most regions.

### **Why do we use OpenStreetMap on our website?**

The primary intention of your website is to be helpful to you. We think this can only be the case when information can be found quickly and easily. On the one hand, of course, this concerns our services and products. On the other hand, there should also be other helpful information available to you. That is why we also use OpenStreetMap's map service. Thanks

to this, we can for example show you exactly how to find our company. The map shows you the best way to get to us and makes your journey very smooth and easy.

## **What data is stored by OpenStreetMap?**

When you visit one of our websites that include OpenStreetMap, your user data is transmitted to the service where it is stored. OpenStreetMap collects information about your interactions with the digital map, your IP address, your browser, device type, operating system and on which day and at what time you used the service. Tracking software is also used to record user interactions. For this regard, the company specifies the “Piwik” analysis tool in its own privacy policy.

The collected data are then accessible to the relevant employee groups of the OpenStreetMap Foundation. According to the company, personal data will not be passed on to other people or companies, unless it is legally required. The third-party provider Piwik stores your IP address, but in a shortened form.

The following cookies may be set in your browser if you interact with OpenStreetMap on our website:

**Name:** \_osm\_location

**Value:** 9.63312%7C52.41500%7C17%7CM

**Purpose:** This cookie is required to unlock OpenStreetMap’s contents.

**Ablaufdatum:** after 10 years

If you want to view the map in full screen, you will be linked to OpenStreetMap’s website. There, the following cookies may be stored in your browser:

**Name:** \_osm\_totp\_token

**Value:** 148253111729106-2

**Purpose:** This cookie is used to ensure the operation of the map section.

**Expiry date:** after one hour

**Name:** \_osm\_session

**Value:** 1d9bfa122e0259d5f6db4cb8ef653a1c

**Purpose:** With the help of this cookie, session information (i.e. user behavior) can be stored.

**Expiry date:** after end of session

**Name:** \_pk\_id.1.cf09

**Value:** 4a5.1593684142.2.1593688396.1593688396111729106-9

**Purpose:** This cookie is set by Piwik to save or measure user data such as click behavior.

**Expiry date:** after one year

## **How long and where are the data stored?**

The API servers, databases, and servers of auxiliary services are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information, which are saved in an abbreviated version by the web analysis tool Piwik, will be deleted after 180 days.

## **How can I delete my data or prevent data retention?**

You have the right to both access your personal data and to object to its use and processing at any time. You can also always manage, delete, or deactivate cookies that may be set by OpenStreetMap in your browser. As a result, however, the service may no longer work to their full extent. The management, deletion or deactivation of cookies works differently in every browser. Below you will find links to the instructions of the most popular browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

For more information on OpenStreetMap's data processing, we recommend the company's privacy policy at [https://wiki.osmfoundation.org/wiki/Privacy\\_Policy](https://wiki.osmfoundation.org/wiki/Privacy_Policy).

## **Mapbox API Privacy Policy**

On our website we use the Mapbox API by the American software company Mapbox Inc., 740 15th Street NW, 5th Floor, District of Columbia 20005, USA. Mapbox is an online map tool (open source mapping) that is accessed via an interface (API). When using this tool, your IP address will be forwarded to Mapbox, where it will be stored. In this privacy policy you will find out more on the functions of the tool as well as to why we use it. Above all, you will get more details on which of your data is stored and how you can prevent this.

### **What is Mapbox API?**

Mapbox is an American software company that offers custom online maps for websites. For example, Mapbox allows us to illustrate content on our website or to display directions graphically. Specific small code snippets (JavaScript code) make the integration of maps to our website very easy. What is more, among other things Mapbox offers a mobile-friendly environment, visualises data and provides route information in real time.

### **Why do we use Mapbox API on our website?**

We strongly believe that the comprehensive service we offer with our products and services should also extend to our website. In fact, we want all our content to be of use to you. Of course this also includes maps that show you the way to our business.

### **What data are stored by Mapbox API?**

If you open one of our subpages containing an online map by Mapbox, data about your user behaviour may be collected and stored. This is essential for the integrated online maps to work properly. Moreover, Mapbox may pass on the collected data (excluding personal data) to third parties. This may happen either if the data transfer is necessary for legal reasons, or if Mapbox explicitly instructs another company to do so. Any map contents are transmitted directly to your browser and thus integrated into our website.

Mapbox automatically collects certain technical information when requests are made to the APIs. This includes your IP address, browser information, your operating system, the request's content, restricted location and usage data, the URL of the website you visited and the date and time of your website visit. According to Mapbox, this data is only used to improve their own products. Mapbox also collects randomly generated IDs in order to analyse user behaviour and determine the number of active users.

If you use one of our subpages and interact with an online map, Mapbox will set the following cookie in your browser:

**Name:** ppcbb-enable-content-mapbox\_js

**Value:** 1605795587111729106-4

**Purpose:** We have not yet been able to find out more detailed information about the purpose of this cookie.

**Expiry date:** after one year

**Note:** In our tests we did not find any cookie in the Chrome browser, however, we did find it in other browsers.

### **Where and how long are data stored?**

The collected data is stored and processed on American servers which are operated by Mapbox. For security reasons, your IP address is stored for 30 days, after which it is deleted. Randomly generated IDs (no personal data) that analyse the use of the APIs are deleted after 36 months.

### **How can I delete my data or prevent data retention?**

If you do not want Mapbox to process data about you or your user behaviour, you can deactivate JavaScript in your browser settings. Of course, you will then no longer be able to use all functions to their full extent.

You reserve the right to access your personal data at any time, as well as to object to them being used and processed. Any cookies that the Mapbox API may set can be managed, deleted or deactivated in your browser at any time. However, this may prevent the service from working properly. The process of managing, deleting or deactivating cookies works a little differently for each browser. Below you will find links to the instructions for the most popular browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you want to learn more about Mapbox's data processing, we recommend you to read the company's privacy policy at <https://www.mapbox.com/legal/privacy>.

# Google Analytics Privacy Policy

We use the tracking and analysis tool Google Analytics (GA) of the US-American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics collects data on your actions on our website. Whenever you click a link for example, this action is saved in a cookie and transferred to Google Analytics. With the help of reports which we receive from Google Analytics, we can adapt our website and our services better to your wishes. In the following, we will explain the tracking tool in more detail, and most of all, we will inform you what data is saved and how you can prevent this.

## What is Google Analytics?

Google Analytics is a tracking tool with the purpose of conducting data traffic analysis of our website. For Google Analytics to work, there is a tracking code integrated to our website. Upon your visit to our website, this code records various actions you perform on your website. As soon as you leave our website, this data is sent to the Google Analytics server, where it is stored.

Google processes this data and we then receive reports on your user behaviour. These reports can be one of the following:

- Target audience reports: With the help of target audience reports we can get to know our users better and can therefore better understand who is interested in our service.
- Advertising reports: Through advertising reports we can analyse our online advertising better and hence improve it.
- Acquisition reports: Acquisition reports provide us helpful information on how we can get more people enthusiastic about our service.
- Behaviour reports: With these reports, we can find out how you interact with our website. By the means of behaviour reports, we can understand what path you go on our website and what links you click.
- Conversion reports: A conversion is the process of leading you to carry out a desired action due to a marketing message. An example of this would be transforming you from a mere website visitor into a buyer or a newsletter subscriber. Hence, with the help of these reports we can see in more detail, if our marketing measures are successful with you. Our aim is to increase our conversion rate.
- Real time reports: With the help of these reports we can see in real time, what happens on our website. It makes us for example see, we can see how many users are reading this text right now.

## Why do we use Google Analytics on our website?

The objective of our website is clear: We want to offer you the best possible service. Google Analytics' statistics and data help us with reaching this goal.

Statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our page in a way, that makes it easier to be found by interested people on Google. On the other hand, the data helps us to get a better understanding of you as our visitor. Therefore, we can very accurately find out what we must improve on our website, in order to offer you the best possible service. The analysis of that data also enables us to carry out our advertising and marketing measures in a more individual

and more cost-effective way. After all, it only makes sense to show our products and services exclusively to people who are interested in them.

## What data gets stored by Google Analytics?

With the aid of a tracking code, Google Analytics creates a random, unique ID which is connected to your browser cookie. That way, Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a “recurring” user. All data that is collected gets saved together with this very user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

Your interactions on our website are measured by tags such as cookies and app instance IDs. Interactions are all kinds of actions that you perform on our website. If you are also using other Google systems (such as a Google Account), data generated by Google Analytics can be linked with third-party cookies. Google does not pass on any Google Analytics data, unless we as the website owners authorise it. In case it is required by law, exceptions can occur.

The following cookies are used by Google Analytics:

**Name:** `_ga`

**Value:** 2.1326744211.152111729106-5

**Purpose:** By default, analytics.js uses the cookie `_ga`, to save the user ID. It generally serves the purpose of differentiating between website visitors.

**Expiration date:** After 2 years

**Name:** `_gid`

**Value:** 2.1687193234.152111729106-1

**Purpose:** This cookie also serves the purpose of differentiating between website users

**Expiration date:** After 24 hours

**Name:** `_gat_gtag_UA_`

**Value:** 1

**Verwendungszweck:** It is used for decreasing the demand rate. If Google Analytics is provided via Google Tag Manager, this cookie gets the name `_dc_gtm_`.

**Expiration date:** After 1 minute

**Name:** `AMP_TOKEN`

**Value:** No information

**Purpose:** This cookie has a token which is used to retrieve the user ID by the AMP Client ID Service. Other possible values suggest a logoff, a request or an error.

**Expiration date:** After 30 seconds up to one year

**Name:** `__utma`

**Value:** 1564498958.1564498958.1564498958.1

**Purpose:** With this cookie your behaviour on the website can be tracked and the site performance can be measured. The cookie is updated every time the information is sent to Google Analytics.

**Expiration date:** After 2 years

**Name:** `__utmt`

**Value:** 1

**Purpose:** Just like `_gat_gtag_UA_` this cookie is used for keeping the requirement rate in check.

**Expiration date:** After 10 minutes

**Name:** `__utmb`

**Value:** 3.10.1564498958

**Purpose:** This cookie is used to determine new sessions. It is updated every time new data or information gets sent to Google Analytics.

**Expiration date:** After 30 minutes

**Name:** `__utmc`

**Value:** 167421564

**Purpose:** This cookie is used to determine new sessions for recurring visitors. It is therefore a session cookie, and only stays saved until you close the browser again.

**Expiration date:** After closing the browser

**Name:** `__utmz`

**Value:** `m|utmccn=(referral)|utmcmd=referral|utmctt=`

**Purpose:** This cookie is used to identify the source of our website's visitor number. This means, that the cookie saves information on where you came to our website from. This could be another site or an advertisement.

**Expiration date:** After 6 months

**Name:** `__utmv`

**Value:** No information

**Purpose:** The cookie is used to store custom user data. It gets updated whenever information is sent to Google Analytics.

**Expiration date:** After 2 years

**Note:** This list is by no means exhaustive, since Google are repeatedly changing the use of their cookies.

Below we will give you an overview of the most important data that can be evaluated by Google Analytics:

**Heatmaps:** Google creates so-called Heatmaps on our website. These Heatmaps make it possible to see the exact areas you click on, so we can get information on what routes you make on our website.

**Session duration:** Google calls the time you spend on our website without leaving it session duration. Whenever you are inactive for 20 minutes, the session ends automatically.

**Bounce rate** If you only look at one page of our website and then leave our website again, it is called a bounce.

**Account creation:** If you create an account or make an order on our website, Google Analytics collects this data.

**IP-Address:** The IP address is only shown in a shortened form, to make it impossible to clearly allocate it.



**Location:** Your approximate location and the country you are in can be defined by the IP address. This process is called IP location determination.

**Technical information:** Information about your browser type, your internet provider and your screen resolution are called technical information.

**Source:** Both, Google Analytics as well as ourselves, are interested what website or what advertisement led you to our site.

Further possibly stored data includes contact data, potential reviews, playing media (e.g. when you play a video on our site), sharing of contents via social media or adding our site to your favourites. This list is not exhaustive and only serves as general guidance on Google Analytics' data retention.

### **How long and where is the data saved?**

Google has servers across the globe. Most of them are in America and therefore your data is mainly saved on American servers. Here you can read detailed information on where Google's data centres are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=en>

Your data is allocated to various physical data mediums. This has the advantage of allowing to retrieve the data faster, and of protecting it better from manipulation. Every Google data centre has respective emergency programs for your data. Hence, in case of a hardware failure at Google or a server error due to natural disasters, the risk for a service interruption stays relatively low.

Google Analytics has a 26 months standardised period of retaining your user data. After this time, your user data is deleted. However, we have the possibility to choose the retention period of user data ourselves. There are the following five options:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatical deletion

As soon as the chosen period is expired, the data is deleted once a month. This retention period applies to any of your data which is linked to cookies, user identification and advertisement IDs (e.g. cookies of the DoubleClick domain). Any report results are based on aggregated information and are stored independently of any user data. Aggregated information is a merge of individual data into a single and bigger unit.

### **How can I delete my data or prevent data retention?**

Under the provisions of the European Union's data protection law, you have the right to obtain information on your data and to update, delete or restrict it. With the help of a browser add on that can deactivate Google Analytics' JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download this add on at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. Please consider that this add on can only deactivate any data collection by Google Analytics.

Should you generally want to deactivate, delete or manage all cookies (independently of Google Analytics), you can use one of the guides that are available for any browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Google Analytics is an active participant of the EU-U.S. Privacy Shield Framework, which regulates correct and save transfer of personal data.

You can find more information on this at

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111729106>. We hope we were able to make you more familiar with the most important information on Google Analytics' data processing. If you want to learn more about the tracking service, we recommend both of the following links:

<https://marketingplatform.google.com/about/analytics/terms/gb/> and <https://support.google.com/analytics/answer/6004245?hl=en>.

## **Google Analytics IP Anonymisation**

We implemented Google Analytics' IP address anonymisation to this website. Google developed this function, so this website can comply with the applicable privacy laws and the local data protection authorities' recommendations, should they prohibit the retention of any full IP addresses.

The anonymisation or masking of IP addresses takes place, as soon as they reach Google Analytics' data collection network, but before the data would be saved or processed.

You can find more information on IP anonymisation at

<https://support.google.com/analytics/answer/2763052?hl=en>.

## **Google Analytics Reports on demographic characteristics and interests**

We have turned on Google Analytics' functions for advertising reports. These reports on demographic characteristics and interests contain details about age, gender and interests. Through them we can get a better picture of our users – without being able to allocate any data to individual persons. You can learn more about advertising functions at [https://support.google.com/analytics/answer/3450482?hl=en&%3Butm\\_id=ad](https://support.google.com/analytics/answer/3450482?hl=en&%3Butm_id=ad).

You can terminate the use of your Google Account's activities and information in "Ads Settings" at <https://adssettings.google.com/authenticated> via a checkbox.

## **Google Analytics Deactivation Link**

By clicking on the following **deactivation link** you can prevent Google from tracking your further visits. Caution: The deletion of cookies, the use of your browser's incognito/private mode or the use of a different browser may lead to your data being collected again.

Deactivate Google Analytics

## **Google Analytics' Data Processing Amendment**

By accepting the amendment on data processing in Google Analytics, we entered a contract with Google concerning the use of Google Analytics.

You can find out more about the amendment on data processing for Google Analytics here: [https://support.google.com/analytics/answer/3379636?hl=en&utm\\_id=ad](https://support.google.com/analytics/answer/3379636?hl=en&utm_id=ad)

## **Google Analytics Google Signals Privacy Policy**

We have activated Google signals in Google Analytics. Through this, any existing Google Analytics functions (advertising reports, remarketing, cross-device reports and reports on interests and demographic characteristics) are updated, to result in the summary and anonymisation of your data, should you have permitted personalised ads in your Google Account.

The special aspect of this is that it involves cross-device tracking. That means your data can be analysed across multiple devices. Through the activation of Google signals, data is collected and linked to the Google account. For example, it enables Google to recognise when you look at a product on a smartphone and later buy the product on a laptop. Due to activating Google signals, we can start cross-device remarketing campaigns, which would otherwise not be possible to this extent. Remarketing means, that we can show you our products and services across other websites as well.

Moreover, further visitor data such as location, search history, YouTube history and data about your actions on our website are collected in Google Analytics. As a result, we receive improved advertising reports and more useful information on your interests and demographic characteristics. These include your age, the language you speak, where you live or what your gender is. Certain social criteria such as your job, your marital status or your income are also included. All these characteristics help Google Analytics to define groups of persons or target audiences.

Those reports also help us to better assess your behaviour, as well as your wishes and interests. As a result, we can optimise and customise our products and services for you. By default, this data expires after 26 months. Please consider, that this data is only collected if you have agreed to personalised advertisement in your Google Account. The retained information is always exclusively summarised and anonymous data, and never any data on individual persons. You can manage or delete this data in your Google Account.

## **Email-Marketing**

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing, which is an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you

newsletters, emails or other notifications. When the term “newsletter” is used in the following text, it mainly refers to emails that are sent regularly.

### **How can you register for our Email-Marketing?**

If you want to participate in our email marketing (usually via newsletter), you usually have to register with your email address only. You will simply have to fill an online form and submit it. However, we may also ask you to fill in your title and name so we will be able to address you more personally.

Generally, the registration for newsletters is carried out with the so-called “double opt-in procedure”. After registering for our newsletter on our website, you will receive an email for you to confirm the newsletter registration. This will ensure that you own your email address and that no one registers with an email address that is not owned by them. Every single registration is stored either by us or by a notification tool we use. This is necessary for us to ensure that registration processes are legally correct. Therefore, the time of your registration, the time of confirmation of your registration and your IP address are usually retained. It will also be logged if you make changes to your stored data.

### **How long can we store your email address?**

If you unsubscribe from our email/newsletter distribution list, we may store your address for up to three years on the basis of our legitimate interests, so that we can still prove your consent at the time. We are only allowed to process this data if we have to defend ourselves against any claims.

However, if you confirm that you have given us your consent to subscribe to the newsletter, you can submit an individual request for deletion at any time. Should you object to your consent permanently, we reserve the right to save your email address in a blacklist. We will of course keep your email address for as long as you are voluntarily subscribed to our newsletter.

### **On what legal basis do we operate email marketing?**

Our newsletter is sent on the basis of your consent. This means that we are only allowed to send you a newsletter if you have actively registered for it beforehand. If consent is not required, newsletters will be sent on the basis of the legitimate interest in direct marketing, provided it is legally permitted. Should we commission a service provider, this will be done on the basis of our legitimate interest also. We record your registration process for the purpose of using it as proof that it is in compliance with our laws.

### **What is in our newsletters?**

Of course, we do not want to bother you with our newsletter in any way. Therefore, we really strive to offer only relevant and interesting content, such as more information about our company, our services or our products. Since we are continuously improving our offers, our newsletter will always update you on any news or special offers and lucrative promotions.

If we commission a service provider with a professional mailing tool for our email marketing, we do this in order to be able to offer you our newsletter fast and securely.

## **Which data are retained?**

If you subscribe to our newsletter via our website, you will confirm your membership in our email list via an email that we will send to you. In addition to your IP address and email address, your name, address and telephone number may also be saved. However, this will only be done if you agree to this data retention. Moreover, information about your device or the type of content you prefer on our website may also be stored. In the “Automatic data storage” section you can find out more about how your data is stored when you visit a website.

You can find information on special email marketing services in the following sections, provided the information you are looking for is available.

## **How can I cancel my subscription?**

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few minutes or a few clicks. Most of the time you will find a link directly in our newsletter, with which you will be able to cancel the subscription. Should you not be able to find the link in the newsletter, you can contact us by email and we will cancel your newsletter subscription for you.

## **Cookiebot Privacy Policy**

We use functions of Cookiebot on our website. The company behind Cookiebot is Cybot A/S, Havnegade 39, 1058 Copenhagen, DK. Cookiebot offers us the opportunity to provide you with an extensive cookie notice (also known as a cookie banner or cookie notice).

By using this function, your data can be sent to Cookiebot or Cybot, where it may be saved and processed. In this privacy policy we will inform you on why we use Cookiebot, what data is transmitted and how you can prevent the transmission of data.

### **What is Cookiebot?**

Cookiebot is a software product from Cybot. The software automatically creates a GDPR-compliant cookie notice for our website visitors. The technology behind Cookiebot also scans, controls and evaluates all cookies and tracking measures on our website.

### **Why do we use Cookiebot on our website?**

We take data protection very seriously. We want to show you exactly what is happening on our website and which of your data is stored. Cookiebot helps us to get a good overview of all our cookies (first- and third-party cookies). This enables us to be transparent and to inform you precisely on the use of cookies on our website. Cookiebot ensures you always receive an up-to-date and GDPR compliant cookie notice, so you can decide yourself which cookies you allow or deny.

### **What data are stored by Cookiebot?**

If you allow cookies, the following data will be transmitted to Cybot, where it is stored and processed.

- IP address (in anonymous form, the last 3 digits are replaced with 0)
- date and time of your consent
- our website's URL
- technical browser data
- encrypted, anonymous key
- the cookies you allowed (as status of consent)

If you have allowed the use of cookies, the following cookies get set by Cookiebot:

**Name:** CookieConsent

**Value:** {stamp:'P7to4eNgIHvJvDerjKneBsmJQd9111729106-2

**Purpose:** Your consent status is stored in this cookie. This enables our website to read and follow the current status even for future visits.

**Expiry date:** after one year

**Name:** CookieConsentBulkTicket

**Value:**

kDSPWpA%2fjhljZKCIPqsnfR8SveTnNWhys5NojaxdFYBPjZ2PaDnUw%3d%3111729106-6

**Purpose:** This cookie is placed if you allow all cookies and thus have activated “collective consent”. The cookie then stores its own, random and unique ID.

**Expiry date:** after one year

**Note:** Please keep in mind that this is an exemplary list and that we do not claim for this list to be exhaustive. In the cookie statement at <https://www.cookiebot.com/en/cookie-declaration/> you can read which further cookies may be used.

According to Cybot's privacy policy, the company does not sell any personal information. However, Cybot shares data with trustworthy third-parties or subcontractors who help the company achieve its business goals. Data may also be transferred if it is legally required.

## How long and where is the data stored?

All collected data is only transferred and stored within the European Union. The data is saved in an Azure data centre (with the cloud provider Microsoft). At <https://azure.microsoft.com/en-gb/global-infrastructure/regions/> you can find out more on all “Azure regions”. All user data will be deleted by Cookiebot 12 months after registration (cookie consent) or immediately after termination of the Cookiebot service.

## How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. You can prevent data collection and storage, by e.g. rejecting the use of cookies via the cookie notice. Furthermore, your browser offers another option to prevent data processing or to manage it according to your wishes. Depending on the browser, the cookie settings work a little differently. Here you will find the instructions for the most popular browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you want to learn more about the data protection guidelines of “Cookiebot” or the company Cybot, we recommend the privacy policy at <https://www.cookiebot.com/en/privacy-policy/>.

## AdSimple Cookie Manager Privacy Policy

On our website we use the AdSimple Cookie Manager of the software development and online marketing company AdSimple GmbH, Fabriksgasse 20, 2230 Gänserndorf, Austria. The AdSimple Cookie Manager offers us, among other things, the opportunity to provide you with a cookie notice that is comprehensive and compliant with data protection laws. This gives you the opportunity to decide which cookies you want to allow or deny. By using this software, data is sent from you to AdSimple, where it is stored. In this privacy policy we inform you on why we use the AdSimple Cookie Manager, which data is transferred and stored and how you can prevent this data transfer.

### What is the AdSimple Cookie Manager?

The AdSimple Cookie Manager is a software that scans our website to identify and categorise all existing cookies. Additionally, you as the website visitor will be informed on the use of cookies via a cookie notice script. Then you can decide yourself which cookies you want to allow or deny.

### Why do we use the AdSimple Cookie Manager on your website?

We want to offer you maximum transparency when it comes to data protection. Before we can do so, we need to exactly determine which cookies have ended up on our website over time. Since the AdSimple cookie manager regularly scans our website and locates all cookies, we have full control over these cookies and can therefore act in compliance with the GDPR. This enables us to inform you precisely on the use of cookies on our website.

Moreover, you will always receive an up-to-date cookie notice that is data-protection compliant. This enables you to decide yourself which cookies you want to allow or deny via the checkbox system.

### Which data are stored by the AdSimple Cookie Manager?

If you agree to cookies on our website, AdSimple Cookie Manager will set the following cookie:

**Name:** acm\_status

**Value:** “:true,”statistics”:true,”marketing”:true,”socialmedia”:true,”settings”:true}

**Purpose:** This cookie saves the status of your consent. This enables our website to read and adhere to the latest status, even during future visits.

**Expiry date:** after one year

### How long and where are the data stored?

All data collected by the AdSimple Cookie Manager is transferred and stored exclusively within the European Union. The collected data is stored on the AdSimple servers at Hetzner GmbH in Germany. Therefore, only AdSimple GmbH and Hetzner GmbH have access to the data.

## **How can I delete my data or prevent data retention?**

You have the right to access and delete your personal data at any time. You can prevent data collection and storage by for example rejecting the use of cookies via the cookie notification script. Another option to prevent data processing or to manage it according to your wishes is your browser. Depending on the browser you use, managing cookies differs slightly. Below you will find links to the instructions for the most common browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

We hope we were able to provide you with a good overview of data traffic and data processing by AdSimple Cookie Manager. If you want to learn more about this tool, we recommend the description page at <https://www.adsimple.at/adsimple-cookie-manager/>.

## **Facebook Data Policy**

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services. In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can delete these data.

### **What are Facebook tools?**

Along with many other products, Facebook also offers so called “Facebook Business Tools”. This is Facebook’s official name for the tools, but it is not very common. Therefore, we decided to merely call them “Facebook tools”. They include the following:

- Facebook-Pixel
- social plugins (e.g. the “Like” or “Share“ button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Software development kits)
- Plattform-integrations
- Plugins



- Codes
- Specifications
- Documentations
- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on user activities outside of Facebook.

### **Why do we use Facebook tools on our website?**

We only want to show our services and products to people who are genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people's needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website "event data" and uses them for analytics services. That way, Facebook can create "campaign reports" about our ad campaigns' effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site's contents directly on Facebook.

### **What data is saved by the Facebook tools?**

With the use of the Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called "Hashing" takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also "event data" is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, "event data" can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on Facebook

cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

## **How long and where are the data saved?**

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

## **How can I delete my data or prevent data retention?**

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

- 1) Click on settings in the top right side in Facebook.
- 2) Then, click “Your Facebook information“ in the left column.
- 3) Now click on “Deactivation and deletion”.
- 4) Choose “Permanently delete account“ and then click on “Continue to account deletion“.
- 5) Enter your password, click on “continue“ and then on “Delete account“.

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we could give you an understanding of the most important information about the use of Facebook tools

and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at <https://www.facebook.com/about/privacy/update>.

## **Instagram Privacy Policy**

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

### **What is Instagram?**

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

### **Why do we use Instagram on our website?**

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

### **What data is saved by Instagram?**

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our

offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been “hashed” first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned “event data“ (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited [www.instagram.com](http://www.instagram.com), Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram’s data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

**Name:** csrftoken

**Value:** “”

**Purpose:** This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

**Expiry date:** after one year

**Name:** mid

**Value:** “”

**Purpose:** Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

**Expiry date:** after end of session

**Name:** fbsr\_111729106124024

**Value:** no information

**Purpose:** This cookie stores the login request of Instagram app users.

**Expiry date:** after end of session

**Name:** rur

**Value:** ATN

**Purpose:** This is an Instagram cookie which guarantees functionality on Instagram.

**Expiry date:** after end of session

**Name:** urlgen

**Value:** “{”194.96.75.33”: 1901}:1iEtYv:Y833k2\_UjKvXgYe111729106”

**Purpose:** This cookie serves Instagram’s marketing purposes.

**Expiry date:** after end of session

**Note:** We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

### **How long and where are these data stored?**

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook’s internal data policy. Your data is distributed to Facebook’s servers across the world, partially for security reasons. Most of these servers are in the USA.

### **How can I delete my data or prevent data retention?**

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram’s settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose “Settings” and then click “Help”. Now, you will be redirected to the company’s website, where you must click on “Managing Your Account” and then “Delete Your Account”.

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Instagram is a subsidiary company of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework regulates correct transfer between the USA and the European Union. At <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> you can find out more about this. We gave our best to make you familiar with the most important information on data processing by Instagram. At <https://help.instagram.com/519522125107875> you can find out more on Instagram's data policies.

## **Twitter Privacy Policy**

We have incorporated Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform from the firm Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To our knowledge, in the European Economic Area and Switzerland, a mere integration of the Twitter function does not transfer any personal data or data about your web activities to Twitter. Only when you interact with the Twitter functions, such as by clicking a button, data could be sent to Twitter and get saved as well as processed there. We have no influence on this processing of data and do not bare any responsibility for it. Within this privacy statement, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

### **What is Twitter?**

For some, Twitter is a news service, for others, a social media platform, and for others still it is a microblogging service. All these terms are justified and mean pretty much the same.

Both individuals as well as companies use Twitter for communicating with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets". In contrast to Facebook, for example, the service does not focus on the expansion of a network of "friends", but strives to be regarded as an open, worldwide news platform. On Twitter you can also have an anonymous account and tweets can be deleted by both, either the company or the users themselves.

### **Why do we use Twitter on our website?**

Like many other websites and companies, we try to use different channels for offering our services and communicating with our customers. Twitter is a truly useful "small" news service, which is why it has grown dear to us. We regularly tweet or retweet exciting, funny or interesting content. We understand that you do not have the time to follow every channel after channel, as you surely have enough other things to do. That is why we also have integrated Twitter functions to our website. That way, you can experience our Twitter activities "on site" or come to our Twitter page via a direct link. With the integration, we want to strengthen the service and user-friendliness on our website.

### **What data is stored by Twitter?**

You will find integrated Twitter functions on some of our subpages. If you interact with Twitter content, such as by clicking a button, Twitter may collect and save data. This can

happen even if you don't have a Twitter account yourself. Twitter calls this data "log data". It includes demographic data, browser cookie IDs, your smartphone's ID, hashed email addresses, and information on which pages you have visited on Twitter and what actions you have taken there. Of course, Twitter stores more data if you have a Twitter account and are logged in. This retention is usually done via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We will now show you which cookies are placed if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We do not claim for this list to be extensive, since the array of cookies always changes and depends on your individual actions with Twitter content.

The following cookies have been used in our test:

**Name:** personalization\_id

**Value:** "v1\_cSJIsogU51SeE111729106"

**Purpose:** This cookie stores information on how you use the website and what ad may have led you to Twitter.

**Expiry date:** after 2 years

**Name:** lang

**Value:** en

**Purpose:** This cookie stores your default or preferred language.

**Expiry date:** after end of session

**Name:** guest\_id

**Value:** 111729106v1%3A157132626

**Purpose:** This cookie is set to identify you as a guest.

**Expiry date:** after 2 years

**Name:** fm

**Value:** 0

**Purpose:** Unfortunately, we could not find out the purpose of this cookie.

**Expiry date:** after end of session

**Name:** external\_referer

**Value:** 1117291062beTA0sf5lkMrlGt

**Purpose:** This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.

**Expiry date:** after 6 days

**Name:** eu\_cn

**Value:** 1

**Purpose:** This cookie stores user activity and is used for Twitter's various advertising purposes.

**Expiry date:** after one year

**Name:** ct0

**Value:** c1179f07163a365d2ed7aad84c99d966

**Purpose:** Unfortunately we could not find any information on this cookie.

**Expiry date:** after 6 hours

**Name:** \_twitter\_sess

**Value:** 53D%253D-dd0248111729106-

**Purpose:** With this cookie you can use functions within Twitter's website.

**Expiry date:** after end of session

**Note:** Twitter also works with third parties. Therefore, we have recognized the three Google Analytics cookies \_ga, \_gat, \_gid in our test.

On the one hand, Twitter uses the collected data for gaining better understand on user behaviour, and thus to improve their own services and advertising offers. On the other hand, the data are also used for internal security measures.

### **How long and where are the data stored?**

When Twitter collects data from other websites, after a maximum of 30 days, they will be deleted, summarized or otherwise concealed. Twitter's servers are in various server centres in the United States. Accordingly, it can be assumed that the gathered data will be collected and stored in America. In our research we could not clearly determine whether Twitter also owns servers in Europe. Generally, Twitter may keep collected data stored until either the data are no longer useful to the company, until you delete the data or until a potential legal deletion period has been reached.

### **How can I delete my data or prevent data retention?**

In their Privacy Policy, Twitter repeatedly emphasize that they do not save data from external website visits, provided you or your browser are in the European Economic Area or Switzerland. However, if you interact directly with Twitter, the company will of course store your data.

If you have a Twitter account, you can manage your data by clicking on "More" under the "Profile" button. Then click on "Settings and privacy". Here you can manage data processing individually.

If you do not have a Twitter account, you can go to [twitter.com](https://twitter.com) and click "Settings". At "Personalization and data" you can manage data that is collected on you.

As mentioned above, most data are stored via cookies, which you can manage, deactivate or delete in your browser. Please note that when changing cookie settings in your browser, the edits will only affect that very browser. This means that if you use another browser in the future, you will have to manage your cookie settings there again. In the following you will find instructions for managing cookies in the most popular browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)



You can also set your browser to notify you about each individual cookie. This lets you decide individually whether you want to allow or deny a cookie.

Twitter also uses the data for personalised advertising in-and outside of Twitter. You can switch off personalised advertising in the settings under “Personalization and data”. If you use Twitter on a browser, you can deactivate personalised advertising at

<http://optout.aboutads.info/?c=2&lang=EN>.

Twitter is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can learn more about it at <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO>.

We hope we could give you a basic overview of Twitter’s data processing. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend reading Twitter’s privacy statement at <https://twitter.com/en/privacy>.

## **LinkedIn Privacy Policy**

On our website we use social plugins from the social media network LinkedIn, of the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Social plugins can be feeds, content sharing or a link to our LinkedIn page. Social plugins are clearly marked with the well-known LinkedIn logo and for example allow sharing interesting content directly via our website. Moreover, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

By embedding these plugins, data can be sent to, as well as stored and processed by LinkedIn. In this privacy policy we want to inform you what data this is, how the network uses this data and how you can manage or prevent data retention.

### **What is LinkedIn?**

LinkedIn is the largest social network for business contacts. In contrast to e.g. Facebook, LinkedIn focuses exclusively on establishing business connections. Therefore, companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to find a job or to find suitable employees for their own company. In Germany alone, the network has over 11 million members. In Austria there are about 1.3 million.

### **Why do we use LinkedIn on our website?**

We know how busy you are. You just cannot keep up with following every single social media channel. Even if it would really be worth it, as it is with our channels, since we keep posting interesting news and articles worth spreading. Therefore, on our website we have created the opportunity to share interesting content directly on LinkedIn, or to refer directly to our LinkedIn page. We consider built-in social plugins as an extended service on our website. The data LinkedIn collects also help us to display potential advertising measures only to people who are interested in our offer.

### **What data are stored by LinkedIn?**

LinkedIn stores no personal data due to the mere integration of social plugins. LinkedIn calls the data generated by plugins passive impressions. However, if you click on a social plugin to e.g. share our content, the platform stores personal data as so-called “active impressions”. This happens regardless of whether you have a LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

When you interact with our plugins, your browser establishes a direct connection to LinkedIn’s servers. Through that, the company logs various usage data. These may include your IP address, login data, device information or information about your internet or cellular provider. If you use LinkedIn services via your smartphone, your location may also be identified (after you have given permission). Moreover, LinkedIn can share these data with third-party advertisers in “hashed” form. Hashing means that a data set is transformed into a character string. This allows data to be encrypted, which prevents persons from getting identified.

Most data on of your user behaviour is stored in cookies. These are small text files that usually get placed in your browser. Furthermore, LinkedIn can also use web beacons, pixel tags, display tags and other device recognitions.

Various tests also show which cookies are set when a user interacts with a social plug-in. We do not claim for the information we found to be exhaustive, as it only serves as an example. The following cookies were set without being logged in to LinkedIn:

**Name:** bcookie

**Value:** =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16111729106-

**Purpose:** This cookie is a so-called “browser ID cookie” and stores your identification number (ID).

**Expiry date:** after 2 years

**Name:** lang

**Value:** v=2&lang=en-gb

**Purpose:** This cookie saves your default or preferred language.

**Expiry date:** after end of session

**Name:** lidc

**Value:** 1818367:t=1571904767:s=AQF6KNnJ0G111729106...

**Purpose:** This cookie is used for routing. Routing records how you found your way to LinkedIn and how you navigate through the website.

**Expiry date:** after 24 hours

**Name:** rtc

**Value:** kt0lrv3NF3x3t6xvDgGrZGDKkX

**Purpose:** No further information could be found about this cookie.

**Expiry date:** after 2 minutes

**Name:** JSESSIONID

**Value:** ajax:1117291062900777718326218137

**Purpose:** This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.

**Expiry date:** after end of session

**Name:** bscookie

**Value:** “v=1&201910230812...”

**Purpose:** This cookie is a security cookie. LinkedIn describes it as a secure browser ID cookie.

**Expiry date:** after 2 years

**Name:** fid

**Value:** AQHj7Ii23ZBcqAAAA...

**Purpose:** We could not find any further information about this cookie.

**Expiry date:** after 7 days

**Note:** LinkedIn also works with third parties. That is why we identified the Google Analytics cookies `_ga` and `_gat` in our test.

## **How long and where are the data stored?**

In general, LinkedIn retains your personal data for as long as the company considers it necessary for providing its services. However, LinkedIn deletes your personal data when you delete your account. In some exceptional cases, LinkedIn keeps some summarised and anonymised data, even account deletions. As soon as you delete your account, it may take up to a day until other people can no longer see your data. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is necessary for legal reasons. Also, data that can no longer be assigned to any person remains stored even after the account is closed. The data are stored on various servers in America and presumably also in Europe.

## **How can I delete my data or prevent data retention?**

You have the right to access and delete your personal data at any time. In your LinkedIn account you can manage, change and delete your data. Moreover, you can request a copy of your personal data from LinkedIn.

How to access account data in your LinkedIn profile:

In LinkedIn, click on your profile icon and select the “Settings & Privacy” section. Now click on “Privacy” and then on the section “How LinkedIn uses your data on”. Then, click “Change” in the row with “Manage your data and activity”. There you can instantly view selected data on your web activity and your account history.

In your browser you also have the option of preventing data processing by LinkedIn. As mentioned above, LinkedIn stores most data via cookies that are placed in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, these settings work a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

## [Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can generally set your browser to always notify you when a cookie is about to be set. Then you can always decide individually whether you want to allow the cookie or not.

LinkedIn is an active participant in the EU-U.S. Privacy Shield Frameworks. This framework ensures correct data transmission between the USA and the European Union. You can find out more about it at <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0>. We gave our best to provide you the most essential information about LinkedIn's data processing. At <https://www.linkedin.com/legal/privacy-policy> you can find out more about data processing of the social media network LinkedIn.

## **YouTube Privacy Policy**

We have integrated YouTube videos to our website. Therefore, we can show you interesting videos directly on our site. YouTube is a video portal, which has been a subsidiary company of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that contains an embedded YouTube video, your browser automatically connects to the servers of YouTube or Google. Thereby, certain data are transferred (depending on the settings). Google is responsible for YouTube's data processing and therefore Google's data protection applies.

In the following we will explain in more detail which data is processed, why we have integrated YouTube videos and how you can manage or clear your data.

### **What is YouTube?**

On YouTube, users can watch, rate, comment or upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. For us to be able to display videos on our website, YouTube provides a code snippet that we have integrated to our website.

### **Why do we use YouTube videos on our website?**

YouTube is the video platform with the most visitors and best content. We strive to offer you the best possible user experience on our website, which of course includes interesting videos. With the help of our embedded videos, we can provide you other helpful content in addition to our texts and images. Additionally, embedded videos make it easier for our website to be found on the Google search engine. Moreover, if we place ads via Google Ads, Google only shows these ads to people who are interested in our offers, thanks to the collected data.

### **What data is stored by YouTube?**

As soon as you visit one of our pages with an integrated YouTube, YouTube places at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, by using cookies YouTube can usually associate your interactions on our website with your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Additional data can include contact details, potential ratings, shared content via social media or YouTube videos you added to your favourites.

If you are not logged in to a Google or YouTube account, Google stores data with a unique identifier linked to your device, browser or app. Thereby, e.g. your preferred language setting is maintained. However, many interaction data cannot be saved since less cookies are set.

In the following list we show you cookies that were placed in the browser during a test. On the one hand, we show cookies that were set without being logged into a YouTube account. On the other hand, we show you what cookies were placed while being logged in. We do not claim for this list to be exhaustive, as user data always depend on how you interact with YouTube.

**Name:** YSC

**Value:** b9-CV6ojI5Y111729106-1

**Purpose:** This cookie registers a unique ID to store statistics of the video that was viewed.

**Expiry date:** after end of session

**Name:** PREF

**Value:** f1=50000000

**Purpose:** This cookie also registers your unique ID. Google receives statistics via PREF on how you use YouTube videos on our website.

**Expiry date:** after 8 months

**Name:** GPS

**Value:** 1

**Purpose:** This cookie registers your unique ID on mobile devices to track GPS locations.

**Expiry date:** after 30 minutes

**Name:** VISITOR\_INFO1\_LIVE

**Value:** 95Chz8bagyU

**Purpose:** This cookie tries to estimate the user's internet bandwidth on our sites (that have built-in YouTube videos).

**Expiry date:** after 8 months

Further cookies that are placed when you are logged into your YouTube account:

**Name:** APISID

**Value:** zILlvCIZSkqGsSwI/AU1aZI6HY7111729106-

**Purpose:** This cookie is used to create a profile on your interests. This data is then used for personalised advertisements.

**Expiry date:** after 2 years

**Name:** CONSENT

**Value:** YES+AT.de+20150628-20-0

**Purpose:** The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides safety measures to protect users from unauthorised attacks.

**Expiry date:** after 19 years

**Name:** HSID

**Value:** AcRwpgUik9Dveht0I

**Purpose:** This cookie is used to create a profile on your interests. This data helps to display customised ads.

**Expiry date:** after 2 years

**Name:** LOGIN\_INFO

**Value:** AFmmF2swRQIhALl6aL...

**Purpose:** This cookie stores information on your login data.

**Expiry date:** after 2 years

**Name:** SAPISID

**Value:** 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

**Purpose:** This cookie identifies your browser and device. It is used to create a profile on your interests.

**Expiry date:** after 2 years

**Name:** SID

**Value:** oQfNKjAsI111729106-

**Purpose:** This cookie stores your Google Account ID and your last login time, in a digitally signed and encrypted form.

**Expiry date:** after 2 years

**Name:** SIDCC

**Value:** AN0-TYuqub2JOcDTyL

**Purpose:** This cookie stores information on how you use the website and on what advertisements you may have seen before visiting our website.

**Expiry date:** after 3 months

## **How long and where is the data stored?**

The data YouTube receive and process on you are stored on Google's servers. Most of these servers are in America. At <https://www.google.com/about/datacenters/inside/locations/?hl=en> you can see where Google's data centres are located. Your data is distributed across the servers. Therefore, the data can be retrieved quicker and is better protected against manipulation.

Google stores collected data for different periods of time. You can delete some data anytime, while other data are automatically deleted after a certain time, and still other data are stored by Google for a long time. Some data (such as elements on "My activity", photos, documents or products) that are saved in your Google account are stored until you delete them. Moreover, you can delete some data associated with your device, browser, or app, even if you are not signed into a Google Account.

## **How can I delete my data or prevent data retention?**

Generally, you can delete data manually in your Google account. Furthermore, in 2019 an automatic deletion of location and activity data was introduced. Depending on what you decide on, it deletes stored information either after 3 or 18 months.

Regardless of whether you have a Google account or not, you can set your browser to delete or deactivate cookies placed by Google. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set your browser to always notify you when a cookie is about to be set. This will enable you to decide to either allow or permit each individual cookie. Since YouTube is a subsidiary company of Google, Google's privacy statement applies to both. If you want to learn more about how your data is handled, we recommend the privacy policy at <https://policies.google.com/privacy?hl=en>.

## YouTube Subscribe Button Privacy Policy

We have integrated the YouTube subscribe button to our website, which you can recognise by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white letters against a red background, with a white "Play" symbol on the left. The button may also be displayed in a different design.

Our YouTube channel consistently offers you funny, interesting or exciting videos. With the built-in "Subscribe" button you can subscribe to our channel directly via our website and do not need to go to YouTube's website for it. With this feature, we want to make it as easy as possible for you to access our comprehensive content. Please note that YouTube may save and process your data.

If you see a built-in subscription button on our page, YouTube sets at least one cookie, according to Google. This cookie stores your IP address and our URL. It also allows YouTube to receive information about your browser, your approximate location and your default language. In our test the following four cookies were placed, without us being logged into YouTube:

**Name:** YSC

**Value:** b9-CV6ojI5111729106Y

**Purpose:** This cookie registers a unique ID, which stores statistics of the viewed video.

**Expiry date:** after end of session

**Name:** PREF

**Value:** f1=50000000

**Purpose:** This cookie also registers your unique ID. Google uses PREF to get statistics on how you interact with YouTube videos on our website.

**Expiry date:** after 8 months

**Name:** GPS

**Value:** 1

**Purpose:** This cookie registers your unique ID on mobile devices to track your GPS location.

**Expiry date:** after 30 minutes

**Name:** VISITOR\_INFO1\_LIVE

**Value:** 11172910695Chz8bagyU

**Purpose:** This cookie tries to estimate the user's internet bandwidth on our website (that

contain built-in YouTube video).

**Expiry date:** after 8 months

**Note:** These cookies were set after a test, thus we do not claim for the list to be exhaustive.

If you are logged into your YouTube account, YouTube may store many of the actions and interactions you make on our website via cookies, to then assign them to your YouTube account.

This gives YouTube information on e.g. how long you have been browsing our website, which browser type you use, which screen resolution you prefer or what actions you take.

On the one hand, YouTube uses this data to improve its own services and offers, and on the other hand to provide analyses and statistics for advertisers (who use Google Ads).

## **Zoom Privacy Policy**

On our website we use the video conferencing tool Zoom by the American software company Zoom Video Communications. The company's head office is in 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, California. Thanks to "Zoom", we can easily hold video conferences with customers, business partners, clients, and employees without having to install any software. In this privacy policy we will go into more detail of the service and inform you on the most important data protection aspects.

### **What is Zoom?**

Zoom is one of the world's most well-known video conferencing solutions. With the "Zoom Meetings" service, we can hold an online video conference with you, our employees, or other users via a digital conference room. This allows us to easily get in touch digitally, exchange information on various topics, send text messages or even make calls. You can also use Zoom to share your screen, exchange files and to use a whiteboard.

### **Why do we use Zoom on our website?**

It is important to us that we can communicate with you quickly and easily. And this is exactly what Zoom offers us. Moreover, the software program also works directly via a browser. This means we can simply send you a link for starting our video conference. In addition, Zoom's further functions such as screen sharing, or file exchange are also very handy.

### **What data is stored by Zoom?**

When you use Zoom, your data is collected so Zoom can provide its services. On the one hand, this is data that you deliberately make available to the company. This includes for example your name, telephone number or your email address. On the other hand, there is certain data which is automatically transmitted to Zoom where it is stored. This includes for example your browser's technical data or your IP address. In the following, we will go into more detail on the specific data of yours which Zoom can collect and store:

If you provide data such as your name, username, email address or your telephone number, these data will be stored at Zoom. Any contents you upload while using Zoom are also retained. This can include files or chat logs for example.



In addition to the IP address as mentioned above, Zoom automatically stores technical data such as MAC addresses, further device IDs, device types, which operating system you use, what client you use, and also the type of your camera, microphone and speaker. Furthermore, your approximate location is also determined and stored. Additionally, Zoom store information on how you use the service. To give an example, this can include details on whether you “zoom” in or out via desktop or smartphone, whether you are using a telephone call or VoIP, whether you are participating with or without video or whether you request a password. What is more, Zoom also records so-called metadata such as the duration of the meeting or call, the start and end of your participation in it, as well as your meeting name and chat status.

In their privacy policy, Zoom mention that the company does not use advertising cookies or tracking technologies for its services. These tracking methods are only used on their marketing websites, such as [www.zoom.us](http://www.zoom.us). Zoom neither sell personal data nor use them for advertising purposes.

### **How long and where is the data stored?**

In this regard, Zoom do not specify a precise time frame, but they emphasise that the collected data remain stored for as long as it is necessary for both, to provide its services and for their own purposes. The data will only be retained for longer if required for legal reasons.

Zoom generally store collected data on American servers, but the data can make their way through different data centers across the globe.

### **How can I delete my data or prevent data retention?**

If you do not want any of your data to be stored during a zoom meeting, you have to do without the meeting. However, you always have both the option and the right to have all your personal data deleted. If you have a Zoom account, you can find instructions on how to delete your account at <https://support.zoom.us/hc/en-us/articles/201363243-How-Do-I-Delete-Terminate-My-Account>.

Zoom Video Communications is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information at auf <https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW&status=Active>.

We hope we were able to give you an overview on Zoom’s data processing. Of course, it could always happen that the company’s data protection guidelines may change. Therefore, for more information we recommend you to read Zoom’s privacy policy at <https://zoom.us/privacy>.

## **Google reCAPTCHA Privacy Policy**

Our primary goal is to provide you an experience on our website that is as secure and protected as possible. To do this, we use Google reCAPTCHA from Google Inc. (1600 Amphitheater Parkway Mountain View, CA 94043, USA). With reCAPTCHA we can determine whether you are a real person from flesh and bones, and not a robot or a spam software. By spam we mean any electronically undesirable information we receive

involuntarily. Classic CAPTCHAS usually needed you to solve text or picture puzzles to check. But thanks to Google's reCAPTCHA you usually do not have to do such puzzles. Most of the times it is enough to simply tick a box and confirm you are not a bot. With the new Invisible reCAPTCHA version you don't even have to tick a box. In this privacy policy you will find out how exactly this works, and what data is used for it.

## **What is reCAPTCHA?**

reCAPTCHA is a free captcha service from Google that protects websites from spam software and misuse by non-human visitors. This service is used the most when you fill out forms on the Internet. A captcha service is a type of automatic Turing-test that is designed to ensure specific actions on the Internet are done by human beings and not bots. During the classic Turing-test (named after computer scientist Alan Turing), a person differentiates between bot and human. With Captchas, a computer or software program does the same. Classic captchas function with small tasks that are easy to solve for humans but provide considerable difficulties to machines. With reCAPTCHA, you no longer must actively solve puzzles. The tool uses modern risk techniques to distinguish people from bots. The only thing you must do there, is to tick the text field "I am not a robot". However, with Invisible reCAPTCHA even that is no longer necessary. reCAPTCHA, integrates a JavaScript element into the source text, after which the tool then runs in the background and analyses your user behaviour. The software calculates a so-called captcha score from your user actions. Google uses this score to calculate the likelihood of you being a human, before entering the captcha. reCAPTCHA and Captchas in general are used every time bots could manipulate or misuse certain actions (such as registrations, surveys, etc.).

## **Why do we use reCAPTCHA on our website?**

We only want to welcome people from flesh and bones on our side and want bots or spam software of all kinds to stay away. Therefore, we are doing everything we can to stay protected and to offer you the highest possible user friendliness. For this reason, we use Google reCAPTCHA from Google. Thus, we can be pretty sure that we will remain a "bot-free" website. Using reCAPTCHA, data is transmitted to Google to determine whether you genuinely are human. reCAPTCHA thus ensures our website's and subsequently your security. Without reCAPTCHA it could e.g. happen that a bot would register as many email addresses as possible when registering, in order to subsequently "spam" forums or blogs with unwanted advertising content. With reCAPTCHA we can avoid such bot attacks.

## **What data is stored by reCAPTCHA?**

reCAPTCHA collects personal user data to determine whether the actions on our website are made by people. Thus, IP addresses and other data Google needs for its reCAPTCHA service, may be sent to Google. Within member states of the European Economic Area, IP addresses are almost always compressed before the data makes its way to a server in the USA. Moreover, your IP address will not be combined with any other of Google's data, unless you are logged into your Google account while using reCAPTCHA. Firstly, the reCAPTCHA algorithm checks whether Google cookies from other Google services (YouTube, Gmail, etc.) have already been placed in your browser. Then reCAPTCHA sets an additional cookie in your browser and takes a snapshot of your browser window.

The following list of collected browser and user data is not exhaustive. Rather, it provides examples of data, which to our knowledge, is processed by Google.

- Referrer URL (the address of the page the visitor has come from)
- IP-address (z.B. 256.123.123.1)
- Information on the operating system (the software that enables the operation of your computers. Popular operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that save data in your browser)
- Mouse and keyboard behaviour (every action you take with your mouse or keyboard is stored)
- Date and language settings (the language and date you have set on your PC is saved)
- All Javascript objects (JavaScript is a programming language that allows websites to adapt to the user. JavaScript objects can collect all kinds of data under one name)
- Screen resolution (shows how many pixels the image display consists of)

Google may use and analyse this data even before you click on the “I am not a robot” checkmark. In the Invisible reCAPTCHA version, there is no need to even tick at all, as the entire recognition process runs in the background. Moreover, Google have not given details on what information and how much data they retain.

The following cookies are used by reCAPTCHA: With the following list we are referring to Google’s reCAPTCHA demo version at <https://www.google.com/recaptcha/api2/demo>. For tracking purposes, all these cookies require a unique identifier. Here is a list of cookies that Google reCAPTCHA has set in the demo version:

**Name:** IDE

**Value:** WqTUmlnmv\_qXyi\_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-111729106-8

**Purpose:** This cookie is set by DoubleClick (which is owned by Google) to register and report a user’s interactions with advertisements. With it, ad effectiveness can be measured, and appropriate optimisation measures can be taken. IDE is stored in browsers under the domain doubleclick.net.

**Expiry date:** after one year

**Name:** 1P\_JAR

**Value:** 2019-5-14-12

**Purpose:** This cookie collects website usage statistics and measures conversions. A conversion e.g. takes place, when a user becomes a buyer. The cookie is also used to display relevant adverts to users. Furthermore, the cookie can prevent a user from seeing the same ad more than once.

**Expiry date:** after one month

**Name:** ANID

**Value:** U7j1v3dZa1117291060xgZFmiqWppRWKOr

**Purpose:** We could not find out much about this cookie. In Google’s privacy statement, the cookie is mentioned in connection with “advertising cookies” such as “DSID”, “FLC”, “AID” and “TAID”. ANID is stored under the domain google.com.

**Expiry date:** after 9 months

**Name:** CONSENT

**Value:** YES+AT.de+20150628-20-0

**Purpose:** This cookie stores the status of a user’s consent to the use of various Google services. CONSENT also serves to prevent fraudulent logins and to protect user data from unauthorised attacks.

**Expiry date:** after 19 years

**Name:** NID

**Value:** 0WmuWqy111729106zILzqV\_nmt3sDXwPeM5Q

**Purpose:** Google uses NID to customise advertisements to your Google searches. With the help of cookies, Google “remembers” your most frequently entered search queries or your previous ad interactions. Thus, you always receive advertisements tailored to you. The cookie contains a unique ID to collect users’ personal settings for advertising purposes.

**Expiry date:** after 6 months

**Name:** DV

**Value:** gEAABBCjJMXci0dSAAAANbqc111729106-4

**Purpose:** This cookie is set when you tick the “I am not a robot” checkmark. Google Analytics uses the cookie personalised advertising. DV collects anonymous information and is also used to distinct between users.

**Expiry date:** after 10 minutes

**Note:** We do not claim for this list to be extensive, as Google often change the choice of their cookies.

## **How long and where are the data stored?**

Due to the integration of reCAPTCHA, your data will be transferred to the Google server. Google have not disclosed where exactly this data is stored, despite repeated inquiries. But even without confirmation from Google, it can be assumed that data such as mouse interaction, length of stay on a website or language settings are stored on the European or American Google servers. The IP address that your browser transmits to Google does generally not get merged with other Google data from the company’s other services. However, the data will be merged if you are logged in to your Google account while using the reCAPTCHA plug-in. **Google’s diverging privacy policy applies for this.**

## **How can I delete my data or prevent data storage?**

If you want to prevent any data about you and your behaviour to be transmitted to Google, you must fully log out of Google and delete all Google cookies before visiting our website or use the reCAPTCHA software. Generally, the data is automatically sent to Google as soon as you visit our website. To delete this data, you must contact Google Support at <https://support.google.com/?hl=en-GB&tid=111729106>.

If you use our website, you agree that Google LLC and its representatives automatically collect, edit and use data.

You can find out more about reCAPTCHA on Google’s Developers page at <https://developers.google.com/recaptcha/>. While Google do give more detail on the technical development of reCAPTCHA there, they have not disclosed precise information about data retention and data protection. A good, basic overview of the use of data however, can be found in the company’s internal privacy policy at <https://policies.google.com/privacy?hl=en-GB>.

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