

Data protection information www.mice.bayern

When you visit our website, fill out a contact form, etc., we collect, process and store various so-called personal data from you, e.g. your IP address, your name, your e-mail address, etc. The EU General Data Protection Regulation (hereinafter referred to as "GDPR") therefore obliges us to take measures to protect this data and to inform you about the nature and scope of this data processing. We fulfil this information obligation with our following data protection information.

You will find the following information in our privacy policy:

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A. Our contact details

A.1. Name and contact details of the person responsible

Responsible in terms of data protection law is

mice.bayern Markus Lüthge & Thomas Busch GbR
Alte Tölzer Straße 1
82544 Deining/Egling

represented by the owners/partners Markus Lüthge and Thomas Busch.

Phone: 089-21542992

E-mail: servus@mice.bayern

Website: <https://mice.bayern/>

Further information about our company can be found in the imprint of our homepage at <https://mice.bayern/impressum>.

A.2. Contact details of the data protection officer

We have not appointed a data protection officer and are not obliged to do so. If you have any questions or complaints about data protection, please contact us using the contact details given in A.1.

B. Details on the processing of your data

B.1. Contact us via our contact form

There is a contact form on our website that can be used to contact us electronically. If you use this option, the data entered in the input mask will be transmitted to us and stored.

When you fill out the general contact form, we collect the following data:

- Your name (mandatory field) and
- Your e-mail address (mandatory field).

The data marked with an asterisk (*) are mandatory fields. We need this information to be able to process your enquiry / request. If you wish to remain anonymous, please enter "anonymous" in the name field.

If you fill out an enquiry form on the website of the respective provider (e.g. hotels, service providers) in order to contact the providers listed on our website,

then this data will be sent directly to the designated provider by e-mail. The provider is then the controller within the meaning of data protection law. We do not receive a copy or knowledge of this.

You will be informed again about the data processing during the sending process and referred to this data protection information.

Purposes of data processing:

The processing of personal data from the input mask of the general contact form serves us solely to process your contact and to process your request.

If your enquiry results in a contract with us (e.g. as a new provider), the data processing serves to process the contract.

Legal basis for data processing:

The legal basis for the processing of the data is our legitimate interest in data processing in accordance with Art. 6 (1) (f) GDPR. The legitimate interest lies in the fact that we need to process your data in order to be able to process your enquiry or contact you and, if necessary, respond to it.

If the contact or your enquiry is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 (1) (b) GDPR (implementation of pre-contractual measures).

Forwarding of the data:

Entered form data will be sent to us by e-mail when you click on the send button and will only be stored on our e-mail server at our provider Profihost GmbH, Expo Plaza 1, 30539 Hanover, Germany. No additional storage takes place in our database. This also applies to e-mails that you send us.

Your data will only be passed on to third parties (e.g. if you ask us about specialised providers) with your express consent, which we will obtain from you in advance in specific individual cases.

If a contract is concluded and an invoice is issued, your data that is the subject of the invoice will be passed on to our tax consultant for the purpose of financial accounting.

Otherwise, no data will be passed on to third parties. An exception exists if there is a legal obligation to pass on data.

Duration of storage:

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

If your contact with us has only resulted in a non-contractual conversation, the purpose has been achieved when the conversation has ended and it has been ruled out that the conversation may not provide us with any indications of an imminent conclusion of a contract or any contractual warranty or liability claims. We then delete the data at the end of the conversation.

If your contact results in the conclusion of a contract, the following applies: We store all data collected in this context until the end of the contract and no more claims can be asserted from the contract or the initiation of the contract, i.e. until the statute of limitations has expired. The general limitation period according to § 195 BGB is 3 years. However, certain claims, such as claims for damages, only become time-barred after 30 years. If there is justified reason to assume that this is relevant in individual cases (e.g. imminent claims against us), we will store the personal data for this period. The aforementioned limitation periods begin at the end of the year (i.e. 31 December) in which the claim arose and the creditor becomes aware of the circumstances giving rise to the claim and the identity of the debtor or should have become aware of them without gross negligence. We would like to point out that we are also subject to statutory retention obligations for tax and accounting reasons. These oblige us to retain certain data, which may also include personal data, for a period of 6 to 10 years as proof of our bookkeeping. These retention periods take precedence over the above-mentioned deletion obligations. The retention periods also begin at the end of the relevant year, i.e. on 31 December.

Possibility of objection and removal:

Insofar as we rely on the legitimate interest, you have the right to object to the processing of your personal data by us at any time for reasons arising from your particular situation. If we cannot demonstrate compelling legitimate grounds for further processing that outweigh your interests, rights and freedoms, we will then no longer process your data (see Art. 21 GDPR). You can contact us by post or email (see A.1.). With the objection, however, our conversation also ends.

In this case, all personal data stored in the course of contacting us will be deleted, provided that there are no indications that the conversation may give rise to any warranty or liability claims under contractual law or that we have no claims against you. In all other cases, the data will be blocked so that only our management has access to this data and only for the purpose of the statutory retention reasons or for the purpose of defence or assertion of actual claims.

or possible claims until the expiry of the limitation period (see our information on the duration of storage above).

B.2. Contact us by e-mail, fax or telephone

You can contact us via various channels if you wish. You will also find an e-mail address, telephone number and fax number on the website. Even if you write us an e-mail, call us or send us a fax, we will inevitably process your personal data. This is because at least the personal data transmitted with the e-mail, fax or your telephone will be stored by us or our systems.

Purposes of data processing:

The processing of personal data when transmitted by e-mail, fax or telephone serves us to process your contact and your request. We absolutely need your e-mail address, your fax number or your telephone number in order to be able to reply at all. This also constitutes our legitimate interest in processing the data.

Forwarding of the data:

E-mails are only stored on our e-mail server at our provider Profihost GmbH, Expo Plaza 1, 30539 Hanover, Germany. There is no additional storage in our database.

Your data will only be passed on to third parties (e.g. if you ask us about specialised providers) with your express consent, which we will obtain from you in advance in specific individual cases.

If a contract is concluded and an invoice is issued, your data that is the subject of the invoice will be passed on to our tax consultant for the purpose of financial accounting.

Otherwise, no data will be passed on to third parties. An exception exists if there is a legal obligation to pass on data.

Legal basis for data processing:

The legal basis for the processing of the data is the existence of consent in accordance with Art. 6 (1) (a) GDPR, which you have given by actively contacting us.

If the contact or your enquiry is aimed at the conclusion of a contract, the legal basis for the processing is Art. 6 (1) (b) GDPR (implementation of pre-contractual measures).

Duration of storage:

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected.

For the personal data sent by e-mail, this is the case when the respective conversation with you has ended and we have waited for a waiting period of up to 6 months to see whether we may need to revisit your request or the details of the communication. The conversation is ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

Fax data is stored separately from print data in the fax machine's memory. After the fax has been printed, the occupied memory space is released again so that the next fax can be received and stored there. Parts of the fax can remain temporarily in the memory of the device after printing until they are overwritten by the next fax received. As a rule, this leads to automatic deletion of the data after approx. 1-2 weeks. If it is a computer fax, we will receive your fax as an e-mail and the information on e-mail will apply accordingly.

When you make an incoming telephone call or an outgoing call to us, your telephone number or your name/company name stored with your telephone provider as well as the date and time of the call are stored in our telephone system in a so-called ring buffer, which overwrites the oldest data with new data. As a rule, this leads to automatic deletion of the data in the telephone system after approx. 3-4 months.

The communication may be subject to a retention obligation under commercial or tax law, which then takes precedence (cf. the comments above on "Data erasure and storage duration").

Possibility of objection and removal:

You have the option at any time to revoke your consent to the processing of personal data or to object to further data processing due to legitimate interest (see the reference to the special right of objection under C. of this data protection information). In such a case, the conversation cannot be continued.

You can revoke your consent or object to further data processing by sending us an informal message (e.g. by e-mail).

All personal data stored in the course of contacting us will be deleted in this case.

B.3. Newsletter

It is possible to subscribe to a free newsletter on our website or as part of an enquiry to us. When you register for the newsletter, the data from the input screen is transmitted to us. These are

- The e-mail address (mandatory field), and
- Your first and last name (optional).

Your consent is obtained for the processing of the data as part of the registration process and reference is made to this privacy policy.

Registration for our newsletter takes place in a so-called double opt-in procedure. This means that after registering you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that no-one can register with other people's e-mail addresses. When you click on the link to confirm your registration, your IP address and the exact time (date and time) of the click will be collected. This data processing serves to prevent misuse of the services or the data subject's email address and to fulfil our legal obligation to provide evidence that an opt-in, i.e. express consent to receive the newsletter, has actually been given by the email address.

Purpose of data processing:

The collection and processing of the user's e-mail address serves to deliver the newsletter. We use the e-mail address for advertising purposes.

The collection of the IP address and time when clicking on the confirmation link in the double opt-in e-mail serves to fulfil our legal obligation to obtain express consent.

The collection of other personal data as part of the registration process serves to prevent misuse of the services or the e-mail address used.

A possible storage beyond the cancellation of the newsletter for up to three years serves the purpose of proving a previously given consent and a possible defence against claims.

Legal basis for data processing:

The legal basis for the processing of data after registration for the newsletter by the user is Art. 6 (1) (a) GDPR if the user has given consent. The legal basis for sending the newsletter as a result of the sale of goods or services is Section 7 (3) UWG.

Forwarding of the

For information on forwarding to our shipping service provider and processor rapidmail GmbH, see below (section "Use of the shipping service provider rapidmail").

No further data will be passed on. An exception exists if there is a legal obligation to pass on data. The data is used exclusively for sending the newsletter.

Data is not transferred to third countries. Duration of storage:

After registration, the applicant will receive an e-mail from us at the e-mail address provided with a confirmation link. If this link is not clicked, we will delete the data by the 5th working day (Monday-Friday) after registration.

Your data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected. Your e-mail address will therefore be stored as long as the subscription to the newsletter is active, i.e. as long as you have not cancelled or unsubscribed from the newsletter.

However, we will store the data for a period of up to 3 years, calculated from the date of your consent. We will store this data until 31 December of the year in which you gave your consent on the basis of our legitimate interests before we permanently delete it, provided that we can prove that you gave (and now revoked) your consent. This data will not be processed in any other way.

The other personal data collected during the registration process is generally deleted after a period of seven days.

Possibility of objection and removal:

You can cancel your subscription to the newsletter at any time free of charge and without any formal requirements, thereby revoking your consent. For this purpose, each newsletter contains a corresponding link labelled "Unsubscribe". You can also contact us by other means (see A.1.).

This also makes it possible to withdraw consent to the storage of personal data collected during the registration process.

The legality of the data processing operations already carried out remains unaffected by the cancellation.

Use of the shipping service provider rapidmail:

We use rapidmail to send newsletters. The provider is rapidmail GmbH, Wentzingerstraße 21, 79106 Freiburg, Germany. Among other things, rapidmail is used to

The data is organised and analysed for the purpose of sending newsletters. The data you enter for the purpose of subscribing to the newsletter will be stored on rapidmail's servers in Germany. If you do not wish to be analysed by rapidmail, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. For the purpose of analysis, the emails sent with rapidmail contain a so-called tracking pixel, which connects to the rapidmail servers when the email is opened. In this way, it can be determined whether a newsletter message has been opened. We can also use rapidmail to determine whether and which links in the newsletter message have been clicked on. Optionally, links in the email can be set as tracking links, with which your clicks can be counted.

After you have cancelled your subscription to the newsletter or withdrawn your consent, your data will also be deleted from rapidmail's servers. Data stored by rapidmail for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

Further information on data security at rapidmail can be found here:
<https://www.rapidmail.de/datensicherheit>.

You can find more information on the analysis functions of rapidmail at the following link: <https://www.rapidmail.de/wissen-und-hilfe>

B.4. Processing by visiting our website:

We only collect and use users' personal data in the context of the mere use of our website insofar as this is necessary to provide a functional website and our content and services. The collection and use of our users' personal data generally only takes place with the user's consent. An exception applies in cases where it is not possible to obtain prior consent for factual reasons and/or the processing of the data is permitted by law.

The host provider hosting the website on its server is Profihost GmbH, Expo Plaza 1, 30539 Hanover, Germany

We have concluded an order processing contract with the host provider.

For technical reasons, our system automatically collects data and information each time the website is accessed. This is stored in the server log files. These are

- Date and time of access,
- URL (address) of the referring website (referrer),
- Web pages that are accessed by the user's system via our website,
- Screen resolution of the user,
- Retrieved file(s) and message about the success of the retrieval,

- Amount of data sent,
- the user's internet service provider,
- Browser, browser type and browser version, browser engine and engine version,
- Operating system, operating system version, operating system type, and
- the anonymised IP address and the user's internet service provider,
- Country of origin of the IP address.

This data is processed separately from other data. This data is not processed together with other personal data of the user. It is not possible for us to assign this data to a specific person.

Purposes of data processing:

The temporary processing of the data by the system is necessary to enable the content of our website to be delivered to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

Data is stored in log files to ensure the functionality of the website. We also use the data to optimise our offer and the website and to ensure the security of our information technology systems. The data is not analysed for marketing purposes in this context.

Legal basis for data processing:

The temporary storage of the data and the log files takes place on the legal basis of Art. 6(1)(f) GDPR. Our overriding legitimate interest in this data processing lies in the aforementioned purposes.

Duration of storage:

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or anonymised so that it is no longer possible to identify the accessing client.

Possibility of objection and removal:

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object to this. However, the user can stop using the website at any time and thus prevent the further collection of the aforementioned data.

B.5. Registration option / login (partner account)

On our website, we offer users the opportunity to register and log in to a protected area by providing personal data. The data is entered into an input mask and transmitted to us and stored. The data is not passed on to third parties. The following data is collected as part of the registration process:

- Company
- address
- Gender
- First name, surname
- e-mail address
- Tax ID

The following data is also stored at the time of registration:

- IP address of the user
- Date and time of registration

Purposes of data processing:

The registration of the user serves to provide the services arising from the partner contract. services on our website, among other places.

The registration of the user is necessary for the fulfilment of a contract with the user or for the implementation of pre-contractual measures.

Legal basis for data processing:

The legal basis for the processing of the data is for the fulfilment of a contract to which you are a party or the implementation of pre-contractual measures, Art. 6 (1) (b) GDPR (contract fulfilment).

Duration of storage:

The data will be deleted as soon as it is no longer required to fulfil the purpose for which it was collected. This is the case when the data is no longer required for the fulfilment of the contract with you, which is the case, for example, when the contract has been terminated and no more claims can be asserted under the contract, i.e. until the statute of limitations has expired. The general limitation period according to § 195 BGB is 3 years. However, certain claims, such as claims for damages, only become time-barred after 30 years. If there is justified reason to assume that this is relevant in individual cases (e.g. imminent claims against us), we will store the personal data for this period. The aforementioned limitation periods begin at the end of the year (i.e. 31 December) in which the claim arose and the creditor was informed of the circumstances giving rise to the claim and the identity of the claimant.

debtor becomes aware of or should have become aware of without gross negligence.

We would like to point out that we are also subject to statutory retention obligations for tax and accounting reasons. These oblige us to retain certain data, which may also include personal data, for a period of 6 to 10 years as proof of our bookkeeping. These retention periods take precedence over the above-mentioned deletion obligations. The retention periods also begin at the end of the relevant year, i.e. on 31 December.

Possibility of objection and removal:

You have the option of requesting the deletion of your data at any time. This is always accompanied by a termination of the contract. Your request for deletion does not affect our entitlement to payment of the agreed remuneration, unless legal grounds exclude our entitlement (e.g. justified cancellation).

When you request erasure, your data will be blocked so that only the management has access to this data and only for the purpose of the statutory retention reasons or for the purpose of defence or assertion of actual or potential claims until the expiry of the limitation period (see our information on the duration of storage above).

Insofar as we rely on the legitimate interest, you have the right to object to the processing of your personal data by us at any time for reasons arising from your particular situation. If we cannot demonstrate compelling legitimate grounds for further processing that outweigh your interests, rights and freedoms, or if we process your data for the purpose of direct marketing, we will no longer process your data (see Art. 21 GDPR). You can contact us using the contact options provided (see A.1.).

B.6. Cookies

So-called cookies are used when you use our website. These are small text files that are stored on your end device (PC, smartphone, tablet, etc.). When you access a website, a cookie may be stored by your browser. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

Cookies are used to make our website usable at all or to ensure the security and integrity of the website (essential cookies) or to make the website more user-friendly (non-essential cookies).

We use cookies to make our website more user-friendly and to ensure the security and integrity of the website. Some elements of our

Cookies on our website require that the accessing browser can be identified even after a page change. The following data is stored and transmitted in the cookies:

- Log-in information
- Information from the watch list, comparison list

Third-party cookies may also be used. These cookies may also enable an analysis of the user's surfing behaviour. If this is the case, we will inform you about this separately in this or specific data protection information directly in the information about the respective third-party tools (such as analysis tools, plugins or similar). For example, analysis tools (such as Google Analytics) set their own cookies for analysis purposes (see below).

When you visit our website, you will be informed about the use of non-essential cookies and your consent to the processing of the personal data used in this context will be obtained.

Purpose of data processing:

The purpose of using strictly necessary cookies is to enable the use of desired or expressly requested functions of the website for the user. Some functions cannot be offered without the use of cookies. For these, it is necessary for the browser to be recognised even after a page change. The user data collected by strictly necessary cookies is not used to create user profiles.

The use of non-essential cookies is generally for the purpose of improving the quality of our website and its content. For example, analysis cookies tell us how the website is used, enabling us to constantly optimise our offering.

Legal basis for data processing:

The following applies to strictly necessary cookies: The legal basis for storing strictly necessary cookies in your end device and accessing them is Section 25(2)(2) of the GDPR. The legal basis for the further processing of personal data using the information stored in the cookie is Article 6(1)(f) GDPR, i.e. an overriding legitimate interest on our part. Our legitimate interest lies in the above-mentioned purposes.

The following applies to non-essential cookies: The legal basis for the storage of non-essential cookies on your end device and access to them is your consent in accordance with Section 25 (1) of the GDPR. The legal basis for the further processing of personal data using non-essential cookies is the consent given at the same time in accordance with Art. 6 (1) (a) GDPR.

Duration of storage:

Some of the cookies we use are deleted after the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your end device and enable us or the third-party providers to recognise your browser on your next visit (persistent or static cookies). If we have stored the cookies on the basis of your consent, we will stop further data processing when you withdraw your consent.

Otherwise, we store the data collected on the basis of an overriding legitimate interest until the legitimate interest no longer exists, the assessment comes to a different conclusion or you have effectively lodged an objection in accordance with Art. 21 GDPR (see the visually emphasised "Reference to special right of objection" under C.). We regularly check whether the legitimate interest still exists.

Possibility of objection and removal:

Cookies are stored on your computer and transmitted from it to our website. You therefore have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time.

Below we provide you with links for typical browsers where you can find further information on managing cookie settings:

- Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>
- Chrome: <https://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>
- Internet Explorer / Edge: <https://windows.microsoft.com/de-DE/windows-vista/block-or-allow-cookies>
- Safari: <https://support.apple.com/de-de/guide/safari/sfri11471/mac>
- Opera: <https://help.opera.com/de/latest/web-preferences/#cookies>
- Yandex: <https://browser.yandex.com/help/personal-data-protection/cookies.html>

Note: If cookies are deactivated for our website, it is possible that not all functions of the website can be used to their full extent.

If you do not give your consent or revoke your consent, you can also prevent the use of non-essential cookies.

You can also change or withdraw your consent at any time from the cookie declaration on our website. Please state your consent ID and the date when you contact us regarding your consent.

B.7. Use of the Google Analytics analysis tool

This website uses Google Analytics, a web analytics service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site (see B.6. above).

We have concluded an order processing contract with Google in accordance with Art. 28 GDPR, which also includes the inclusion of the EU standard contractual clauses. The documents can be made available on request.

We would like to point out that on this website Google Analytics has been extended by the code "anonymizelp" to ensure anonymised collection of IP addresses (so-called IP masking). By activating IP anonymisation on this website, your IP address will be shortened beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to analyse your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Further information on terms of use and data protection can be found at <http://www.google.com/analytics/terms/de.html> or at <https://www.google.de/intl/de/policies/>

Note: Please note that your data is usually transferred to a server in the USA and stored there. The USA is considered by the European Court of Justice to be a country with an inadequate level of data protection according to EU standards. In particular, there is a risk that your data may be processed by US authorities for monitoring and surveillance purposes, possibly without any legal recourse.

Purpose of data processing:

The purpose of using the analysis tool or analysis cookies is to improve the quality of our website and its content. This enables us to find out how the website is used and to constantly optimise our offering. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

Legal basis for data processing:

The legal basis for the storage and reading of cookies that are not absolutely necessary in the user's terminal device and access to them is your consent in accordance with Section 25 (1) TTDSG. The legal basis for the further processing of personal data using non-essential cookies is Article 6(1)(a) GDPR, i.e. the user's consent.

Duration of storage:

The cookies are stored on the user's computer and transmitted to our website. We store the data until the consent given is revoked, but for no longer than 50 months.

Possibility of objection and removal:

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

You can prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie will be set to prevent the future collection of your data when you visit this website:

<https://mice.bayern/datenschutz?optout=true>

B.8. Use of the Hotjar analysis tool

This website uses Hotjar, an analysis software from Hotjar Ltd (<http://www.hotjar.com>) based in the EU (3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta). Hotjar makes it possible to measure and evaluate user behaviour (clicks, mouse movements, scroll heights, etc.) on our website. The information collected by the "Tracking code" and "cookie" are generated via your visit to our website, are transmitted to the Hotjar servers in Ireland and stored there.

Further information on Hotjar and its data processing can be found in Hotjar's privacy policy: <https://www.hotjar.com/legal/policies/privacy/> or <https://www.hotjar.com/privacy/>

The following information may be recorded by your device and browser:

- The IP address of your device (collected and stored in an anonymised format),
- Screen size of your device,
- Device type and browser information,
- Geographical point of view (country only),
- The preferred language for displaying our website,
- Log data.

The following data is automatically generated by our server when Hotjar is used

- Referring domain,
- Visited pages,
- Geographical point of view (country only),
- The preferred language for displaying our website,
- Date and time when the website was accessed.

Hotjar will use this information for the purpose of evaluating your use of our website, compiling reports on website activity and providing other services relating to website activity and internet usage analysis. Hotjar also uses the services of third-party companies, such as Google Analytics and Optimizely, to provide its services.

These third-party companies may store information that your browser sends when you visit the website, such as cookies or IP requests. For more information on how Google Analytics and Optimizely store and use data, please refer to their respective privacy policies. If you continue to use this website, you consent to the above-mentioned processing of the data there by Hotjar and its third-party providers within the scope of their data protection declarations.

Purpose of data processing:

Hotjar is used for the purpose of improving the quality of our website and its content by showing you advertising that is optimised to your actual individual needs and interests. This enables us to find out how the website is used and to constantly optimise our offering.

Legal basis for data processing:

The legal basis for the storage and reading of cookies that are not absolutely necessary in the user's end device and access to them is your consent in accordance with Section 25 (1) of the German Data Protection Act (TTDSG). The legal basis for the further processing of personal data using non-essential cookies is Article 6(1)(a) GDPR, i.e. the user's consent.

Duration of storage:

If you do not prevent the use of cookies, we would like to point out that the cookies set by Hotjar are subject to different storage periods; some cookies remain stored for up to 365 days, other cookies only remain valid during the current visit and are deleted after leaving our website.

Otherwise, we store the data collected on the basis of a legitimate interest until the legitimate interest no longer exists, the assessment comes to a different conclusion or you have effectively lodged an objection in accordance with Art. 21 GDPR (see the visually emphasised "Reference to special right of objection" under C.). It is reviewed regularly, at least annually, whether the legitimate interest still exists. In particular, our interest no longer exists if the data is no longer sufficiently relevant to us with regard to the analysis and statistics of website use due to the passage of time, which can be assumed after three years at the latest.

Possibility of objection and removal:

The cookies are stored on the user's computer and transmitted to our website. As a user, you therefore have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all the functions of the website to their full extent.

You can also prevent the collection of data by Hotjar by clicking on the following link and following the instructions there: <https://www.hotjar.com/opt-out>

B.9. Use of YouTube videos on the website (in extended data protection mode)

On our website there is the possibility to watch YouTube videos (provider: YouTube LLC 901 Cherry Ave, 94066 San Bruno, CA, USA (hereinafter "YouTube")). We have integrated these YouTube videos in YouTube's extended data protection mode, which blocks the setting of YouTube cookies until you actively click on playback.

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he videos are therefore only reloaded and YouTube cookies are only set for you if you give your consent to the setting of YouTube cookies by clicking on such a video for the first time.

YouTube is a subsidiary of Alphabet Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043-1351, USA (hereinafter referred to as "Google"). Each time a product on which a YouTube video has been integrated is called up, the website transmits the

play the relevant video from YouTube. As part of this process, YouTube and Google receive information about which product is being accessed. If you are logged in to YouTube at the same time, YouTube recognises which specific page you are visiting when you access a page that contains a YouTube video. This information is collected by YouTube and Google and assigned to your YouTube account.

YouTube's privacy policy provides information about the collection, processing and use of personal data by YouTube and Google and can be accessed here:

<http://www.google.de/intl/de/policies/privacy>

Note: Please note that your data is usually transferred to a server in the USA and stored there. The USA is considered by the European Court of Justice to be a country with an inadequate level of data protection according to EU standards. In particular, there is a risk that your data may be processed by US authorities for control and monitoring purposes, possibly without any legal recourse.

Purposes of data processing:

The purpose of embedding YouTube videos is to be able to present you with multimedia content on the website and thereby enhance and improve the user experience on the website. As this makes our website more attractive, the use of YouTube also serves our marketing and advertising purposes. In addition, storing and playing such videos on the web server involves high costs and effort.

Legal basis for data processing:

The legal basis for the processing of personal data by embedding YouTube videos is your express consent (Art. 6 (1) (a) GDPR), the setting and reading of cookies is also based on your consent in accordance with § 25 (1) TTDSG.

Duration of storage:

We do not store any personal data relating to the use of YouTube videos. The accesses and views of the individual videos are analysed by us, but without reference to a specific person.

We have no influence on the storage by YouTube or Google itself. You can find the exact circumstances of data processing there in Google's privacy policy at

<http://www.google.de/intl/de/policies/privacy>

Possibility of objection and removal:

YouTube and Google always receive information that the specific user has visited our website if the user has visited our website at the time of the visit.

website is logged in to YouTube at the same time; this takes place regardless of whether the data subject clicks on a YouTube video or not. If you do not want this information to be transmitted to YouTube and Google, you can prevent the transmission by logging out of your YouTube account before accessing the website. You can also find options for minimising data processing by Google in the YouTube account settings. As the video portal belongs to Google, the settings can be found in the general configuration of the Google account. There, under "Activity settings"

(<https://myactivity.google.com/activitycontrols>), you will not only find options for web and location history, but also special functions for data protection on YouTube. On the one hand, you can pause the video search history so that your search queries are no longer saved. Secondly, you can also switch off the video playback history so that not all of your watched videos are saved.

Otherwise, you can avoid data processing by not accessing pages with YouTube videos.

B.10. Transfer of data to a third country (other EU/EEA countries)

We cannot rule out the possibility that personal data may be processed outside the EU or the EEA (European Economic Area).

Personal data may be transferred to the United States of America (USA) or other third countries by third-party providers used by us (see above for details) or their subcontractors (sub-processors).

The USA in particular is considered by the European Court of Justice to have an inadequate level of data protection according to EU standards. In particular, there is a risk that your data may be processed by US authorities for monitoring and surveillance purposes, possibly without any legal recourse.

You can see exactly which providers may transfer data to third countries, in particular to the USA, in Part B. of this Privacy Policy for the respective tools.

All companies for which a third country transfer to a country for which there is no EU adequacy decision have provided sufficient guarantees for the data transfer within the meaning of the GDPR and the European Court of Justice (ECJ) by bindingly agreeing the EU Standard Contractual Clauses (SCC, see Article 46 (2) c) GDPR) with us and by agreeing additional data security measures and have subjected themselves to a level of data protection comparable to that of the EU. The transfer of data to these companies is therefore generally permitted (see Art. 44 et seq. GDPR).

Furthermore, in the case of order processing, corresponding order processing contracts have been concluded with these companies to secure the data and our

Instruction rights concluded.

C. Your rights as a data subject

If your personal data is processed, you are the "data subject" and it is you have the following rights vis-à-vis us as the controller:

C.1 Right to information

You have the right to obtain confirmation from us free of charge as to whether we are processing personal data concerning you. If this is the case, you have a right to information about this personal data and to further information, which you can find in Art. 15 GDPR. You can contact us by post or email for this purpose.

C.2 Right to rectification

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. You also have the right - taking into account the above-mentioned purposes of processing - to request the completion of incomplete personal data, including by means of a supplementary declaration. You can contact us by post or e-mail for this purpose.

C.3 Right to cancellation

You have the right to demand the immediate erasure of personal data concerning you if one of the requirements of Art. 17 GDPR is met. You can contact us by post or email to exercise this right.

C.4 Right to restriction of processing

You have the right to demand that we restrict processing if one of the requirements of Art. 18 GDPR is met. You can contact us by post or email to do this.

C.5 Right to information

If you have asserted the right to rectification, erasure or restriction of processing vis-à-vis the controller, the controller is obliged to inform all data subjects of this.

to communicate any rectification or erasure of personal data or restriction of processing to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort.

You have the right to be informed about these recipients by the controller.

C.6 Right to data portability

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and you have the right to transmit those data to another controller without hindrance from us, where the requirements of Art. 20 GDPR are met. You can contact us by post or email for this purpose.

C.7 Right to object to processing based on legitimate interest and to direct marketing

If we process personal data on the basis of Article 6(1)(f) GDPR (i.e. on the basis of legitimate interests), you have the right to object to the processing of your personal data by us at any time on grounds relating to your particular situation. If we cannot demonstrate compelling legitimate grounds for further processing that override your interests, rights and freedoms, or if we process your data for the purpose of direct marketing, we will no longer process your data (see Art. 21 GDPR). You can contact us by post or by e-mail for this purpose.

Where personal data are processed for direct marketing purposes, you have the right to object at any time to processing of personal data concerning you for such marketing, which includes profiling to the extent that it is related to such direct marketing.

C.8 Right of cancellation if consent has been granted

You have the right to revoke your consent to the collection and use of personal data at any time with effect for the future. To do so, you can contact us by post or e-mail. This does not affect the legality of the processing carried out on the basis of the consent until the revocation.

C.9 Automated decision-making including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. Unless the decision is necessary for the conclusion or performance of a contract between you and us, it is authorised by Union or Member State law to which we are subject and that law contains appropriate measures to safeguard your rights and freedoms and your legitimate interests, or the decision is made with your express consent.

We do not carry out such automated decision-making.

C.10 Voluntary nature of the provision of data

If the provision of personal data is required by law or contract, we will always point this out when collecting the data. In some cases, the data collected by us is required for the conclusion of a contract, namely if we would otherwise be unable to fulfil our contractual obligation to you or would be unable to fulfil it sufficiently. You are under no obligation to provide the personal data. However, failure to provide it may mean that we are unable to perform or offer a service, action, measure or similar requested by you or that it is not possible to conclude a contract with you.

C.11 Right to lodge a complaint with a supervisory authority

Without prejudice to any other rights, you have the right to lodge a complaint with a data protection supervisory authority at any time, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes data protection law.

Status of this data protection notice: 25/04/2023