

Privacy Policy

Introduction and Overview

We have drafted this Privacy Policy (version 16.12.2024-112923324) to inform you, in accordance with the provisions of the General Data Protection Regulation (EU) 2016/679 and applicable national laws, about which personal data (hereinafter referred to as “data”) we, as the responsible entity, and the processors we have commissioned (e.g., service providers) process, will process in the future, and what legal options you have. The terms used are to be understood in a gender-neutral manner.

In short: We provide you with comprehensive information about the data we process about you.

Privacy policies usually sound very technical and use legal jargon.

However, this Privacy Policy aims to explain the most important aspects as clearly and transparently as possible.

Whenever helpful for better understanding, technical terms are explained in a user-friendly way, links to further information are provided, and graphics are used.

We communicate in clear and simple language that we only process personal data within our business activities when there is a corresponding legal basis.

This would not be possible with brief, unclear, and overly technical legal explanations, which are often the standard on the internet when it comes to data protection.

We hope you find the following explanations interesting and informative, and perhaps there is some information you were not aware of.

If you still have any questions, please feel free to contact the responsible entity listed below or in the imprint, follow the provided links, or look for further details on third-party websites.

Of course, you can also find our contact details in the imprint.

Scope of Application

This privacy policy applies to all personal data processed by our company and to all personal data processed by companies commissioned by us (processors). By personal data, we mean information as defined in Art. 4 No. 1 GDPR, such as a person's name, email address, and postal address. The processing of personal data enables us to offer and bill for our services and products, whether online or offline.

The scope of this privacy policy includes:

- all online presences (websites, online shops) operated by us
- social media presences and email communication
- mobile apps for smartphones and other devices

In short: This privacy policy applies to all areas where personal data is processed in our company through the specified channels. If we enter into legal relationships with you outside of these channels, we will inform you separately if necessary.

Legal Bases

In the following privacy policy, we provide transparent information about the legal principles and regulations—i.e., the legal bases of the General Data Protection Regulation (GDPR)—that allow us to process personal data.

Regarding EU law, we refer to **REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of April 27, 2016**. You can read the **EU General Data Protection Regulation** online on **EUR-Lex**, the access point for EU law, at: <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32016R0679>.

We process your data only if at least one of the following conditions applies:

1. Consent (Article 6(1)(a) GDPR): You have given us your consent to process data for a specific purpose. An example of this would be the storage of data you entered in a contact form.

2. **Contract (Article 6(1)(b) GDPR):** We process your data to fulfill a contract or pre-contractual obligations. For example, if we enter into a purchase agreement with you, we need personal information in advance.

3. **Legal Obligation (Article 6(1)(c) GDPR):** If we are subject to a legal obligation, we process your data. For instance, we are legally required to retain invoices for accounting purposes, which typically contain personal data.

4. **Legitimate Interests (Article 6(1)(f) GDPR):** If legitimate interests that do not override your fundamental rights exist, we reserve the right to process personal data. For example, we need to process certain data to operate our website securely and efficiently, which constitutes a legitimate interest.

Other legal bases, such as processing in the public interest or the exercise of official authority, or the protection of vital interests, generally do not apply to us. If such a legal basis is relevant, we will indicate it in the corresponding section.

In addition to the **EU regulation**, national laws also apply:

- **In Austria**, this is the **Federal Act on the Protection of Natural Persons in the Processing of Personal Data (Data Protection Act, DSG)**.
- **In Germany**, the **Federal Data Protection Act (BDSG)** applies.

If additional regional or national laws are relevant, we will inform you in the following sections.

Contact Details of the Controller

If you have any questions regarding **data protection** or the processing of personal data, you can find the contact details of the controller below, in accordance with **Article 4(7) of the EU General Data Protection Regulation (GDPR)**:

RP Media & Event OG
Manuel Ried
Kreuzgasse 1, 2100, Leobendorf, Österreich

E-Mail: office@risingproductions.at

Phone: [+43 660 4174660](tel:+436604174660)

Imprint: <https://dazzling-goodall.91-227-33-25.plesk.page/impressum/>

Storage Duration

As a general rule, we only store **personal data** for as long as it is **strictly necessary** to provide our services and products. This means that we delete personal data as soon as the reason for processing is no longer applicable.

In some cases, however, we are **legally required** to retain certain data even after the original purpose has ceased. This applies, for example, to **accounting and bookkeeping purposes**.

If you request the **deletion of your data** or **withdraw your consent** to data processing, we will delete your data as quickly as possible—provided there is no legal obligation to retain it.

Further details about the **specific duration of data processing** can be found in the sections below, where applicable.

Rights Under the General Data Protection Regulation (GDPR)

According to **Articles 13 and 14 of the GDPR**, we inform you about the following rights you have to ensure fair and transparent data processing:

- **Right to Access (Article 15 GDPR):**

You have the right to know whether we process your data. If we do, you are entitled to:

- Receive a **copy of the data** we process about you.
- Learn about the **purpose** of processing.
- Know the **categories of data** being processed.
- Identify the **recipients** of your data and understand how security is ensured if transferred to third countries.
- Find out **how long** your data will be stored.
- Be informed about your **right to rectification, deletion, restriction of processing, and objection** to processing.
- Be aware of your **right to file a complaint** with a supervisory authority (links provided below).

- Understand the **origin of your data**, if not collected directly from you.
- Learn whether **profiling or automated decision-making** is applied to your data.
- **Right to Rectification (Article 16 GDPR):**

If your data is incorrect or incomplete, you have the right to request **correction**.

- **Right to Erasure (“Right to be Forgotten”) (Article 17 GDPR):**

You have the right to request the **deletion of your personal data**, provided there is no legal obligation requiring us to retain it.

- **Right to Restriction of Processing (Article 18 GDPR):**

You can request that we **only store** your data but no longer process it further.

- **Right to Data Portability (Article 20 GDPR):**

You can request to receive your personal data in a **commonly used, machine-readable format** and transmit it to another controller.

- **Right to Object (Article 21 GDPR):**

Exercising this right can change how your data is processed:

- If processing is based on **Article 6(1)(e) GDPR** (public interest) or **Article 6(1)(f) GDPR** (legitimate interest), you may **object to the processing**. We will review your request promptly to determine whether we can comply.
- If your data is used for **direct marketing**, you can **object at any time**, and we will stop using your data for marketing purposes.
- If your data is used for **profiling**, you can object at any time, and we will cease processing it for this purpose.

- **Right to Automated Decision-Making (Article 22 GDPR):**

You may have the right **not to be subject to a decision based solely on automated processing, including profiling**, that has legal effects on you.

- **Right to Lodge a Complaint (Article 77 GDPR):**

If you believe that our processing of your personal data **violates the GDPR**, you can file a complaint with the relevant **data protection authority**.

How to Exercise Your Rights

Simply contact the **responsible authority** listed above if you wish to exercise your rights.

If you believe your data is being processed **unlawfully** or your data protection rights have been violated in any way, you have the right to file a complaint.

For Austria, the competent authority is the **Data Protection Authority**:

 [Austrian Data Protection Authority](#)

For Germany, each federal state has its own **Data Protection Officer**. More information is available from the **Federal Commissioner for Data Protection and Freedom of Information (BfDI)**.

For our company, the relevant **local data protection authority** is:

Österreich Datenschutzbehörde

Leiter: Dr. Matthias Schmidl

Adresse: Barichgasse 40-42, 1030 Wien

Telefonnr.: +43 1 52 152-0

E-Mail-Adresse: dsb@dsb.gv.at

Website: <https://www.dsb.gv.at/>

Data Transfer to Third Countries

We only transfer or process data in countries outside the scope of the **General Data Protection Regulation (GDPR)** (third countries) if you have given your **explicit consent** or if there is another legal basis for doing so. This particularly applies when processing is required by **law** or necessary for fulfilling a **contractual relationship**, and always only to the extent permitted by applicable regulations.

In most cases, **your consent** is the primary reason we process personal data in third countries. Processing personal data in third countries such as the **United States**, where many software providers operate and host their servers, may result in data being **processed and stored in unexpected ways**.

We explicitly point out that, according to the **Court of Justice of the European Union (CJEU)**, data transfers to the **United States** only ensure an **adequate level of protection** if a

U.S. company actively participates in the EU-U.S. Data Privacy Framework. You can find more information about this framework here:

 [EU-U.S. Data Privacy Framework](#)

If a **U.S. service provider does not actively participate** in this framework, it is possible that personal data:

- **Is not processed and stored in an anonymized manner.**
- **May be accessed by U.S. government authorities.**
- **Could be linked with other services of the same provider**, if you have an account with them.

Whenever possible, we strive to use **server locations within the EU** to ensure the highest level of data security and privacy.

We provide **specific details** regarding data transfers to third countries in the relevant sections of this privacy policy, should such transfers occur.

Security of Data Processing

To safeguard personal data, we have implemented both **technical and organizational measures**. Wherever possible, we encrypt or pseudonymize personal data. This ensures that, within our capabilities, it is as difficult as possible for third parties to link our data to personal information.

Article 25 of the GDPR refers to “**data protection by design and by default**”, which means that security must always be considered when designing **software (e.g., forms)** as well as **hardware (e.g., access to server rooms)**, and appropriate measures must be taken.

In the following sections, we will specify any **additional measures**, where necessary, to ensure the protection of your data.

TLS Encryption with HTTPS

TLS, encryption, and HTTPS may sound highly technical—and they are. We use **HTTPS** (Hypertext Transfer Protocol Secure) to **transmit data securely over the internet**.

This means that all data transfers between your browser and our web server are **encrypted and protected**, preventing unauthorized third parties from “listening in” on the communication.

By implementing this **additional layer of security**, we comply with the principle of **data protection by design** (Article 25(1) GDPR). With the use of **TLS (Transport Layer Security)**—a protocol designed for secure data transmission over the internet—we ensure the **protection of confidential data**.

You can recognize this **secure data transfer** by the **small padlock icon** in the top left corner of your browser, next to the website address (e.g., examplepage.com), and by the **use of “https” instead of “http”** in the URL.

If you want to learn more about encryption, we recommend searching for **“Hypertext Transfer Protocol Secure wiki”** on Google to find further information.

Kommunikation

Communication Summary

 **Affected Parties:** Anyone communicating with us via phone, email, or online forms.

 **Processed Data:** For example, phone number, name, email address, and entered form data. More details can be found in the respective communication method section.

 **Purpose:** Managing communication with customers, business partners, etc.

 **Storage Duration:** Duration of the business transaction and as required by legal regulations.

Legal Bases:

- **Art. 6(1)(a) GDPR** (Consent)
- **Art. 6(1)(b) GDPR** (Contract)
- **Art. 6(1)(f) GDPR** (Legitimate Interests)

If you contact us and communicate via phone, email, or online form, the processing of personal data may occur.

The data is processed for handling and managing your inquiry and the related business transaction. The data is stored for as long as necessary to process your request or as required by law.

Affected Individuals

All individuals who contact us via the communication channels we provide are affected by the mentioned processes.

Phone

If you call us, the call data is pseudonymized and stored on the respective device and by the telecommunications provider. Additionally, data such as name and phone number may be sent via email and stored for the purpose of responding to inquiries. The data will be deleted once the business transaction is completed and legal regulations permit it.

E-Mail

If you communicate with us via email, data may be stored on the respective device (computer, laptop, smartphone, etc.) and on the email server. The data will be deleted once the business transaction is completed and legal regulations permit it.

Online Form

If you communicate with us via an online form, the data will be stored on our web server and may be forwarded to one of our email addresses. The data will be deleted once the business transaction is completed and legal regulations permit it.

Legal Bases

The processing of data is based on the following legal grounds:

- **Art. 6 (1) lit. a GDPR (Consent):** You give us consent to store your data and use it for purposes related to the business transaction.
- **Art. 6 (1) lit. b GDPR (Contract):** Processing is necessary to fulfill a contract with you or a data processor (e.g., a telephone provider), or we need to process the data for pre-contractual activities, such as preparing an offer.
- **Art. 6 (1) lit. f GDPR (Legitimate Interests):** We aim to handle customer inquiries and business communication in a professional manner. Certain technical infrastructures, such as email programs, exchange servers, and mobile network providers, are necessary to facilitate efficient communication.

Cookies

Cookies Summary

 **Affected individuals:** Visitors of the website

 **Purpose:** Depends on the specific cookie. More details can be found below or from the software provider that sets the cookie.

 **Processed data:** Depends on the specific cookie. More details can be found below or from the software provider that sets the cookie.

 **Storage duration:** Depends on the specific cookie; can range from hours to years.

 **Legal bases:** Art. 6 (1) lit. a GDPR (Consent), Art. 6 (1) lit. f GDPR (Legitimate interests)

What Are Cookies?

Our website uses HTTP cookies to store user-specific data.

Below, we explain what cookies are and why they are used so that you can better understand this privacy policy.

Whenever you browse the internet, you use a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing is undeniable: cookies are truly useful helpers. Almost all websites use cookies. More specifically, these are HTTP cookies, as there are also other types of cookies for different applications. HTTP cookies are small files stored on your computer by our website. These cookie files are automatically placed in the cookie folder—essentially the “brain” of your browser. A cookie consists of a name and a value. Additionally, one or more attributes must be specified when defining a cookie.

Cookies store certain user data, such as language preferences or personal site settings. When you revisit our site, your browser transmits the “user-specific” information back to our site. Thanks to cookies, our website recognizes who you are and provides the settings you are accustomed to. In some browsers, each cookie has its own file, while in others, such as Firefox, all cookies are stored in a single file.

The following graphic illustrates a possible interaction between a web browser, such as Chrome, and a web server. The web browser requests a website and receives a cookie from the server, which the browser then reuses when requesting another page.

There are both **first-party cookies** and **third-party cookies**. First-party cookies are created directly by our website, while third-party cookies are created by partner websites (e.g., Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiration time of a cookie also varies, ranging from a few minutes to several years.

Cookies are **not software programs** and do not contain viruses, trojans, or other “malware.” Additionally, cookies **cannot access** information on your PC.

For example, cookie data may look like this:

- **Name:** `_ga`
- **Value:** `GA1.2.1326744211.152112923324-9`
- **Purpose:** Distinguishing website visitors
- **Expiration date:** After 2 years

A browser should support at least the following minimum sizes:

- At least **4096 bytes per cookie**
- At least **50 cookies per domain**

What Types of Cookies Exist?

The specific cookies we use depend on the services implemented on our website, which are detailed in the following sections of this privacy policy. Here, we would like to briefly explain the different types of **HTTP cookies**.

There are **four types of cookies**:

Essential Cookies

These cookies are necessary to ensure basic website functions. For example, if a user adds a product to the shopping cart, continues browsing other pages, and later proceeds to checkout,

these cookies ensure that the shopping cart remains saved—even if the user closes their browser window.

Functional Cookies

These cookies collect information about user behavior, including whether users encounter error messages. They also help measure **website load times** and performance across different browsers.

Preference Cookies

These cookies improve user experience by storing preferences such as selected locations, **font sizes**, or **form data** for future visits.

Advertising Cookies

Also known as **targeting cookies**, these cookies are used to deliver personalized advertisements to users. While this can be useful, it can also be perceived as intrusive.

Typically, when visiting a website for the first time, you are asked which types of cookies you wish to allow. This decision is then stored in a cookie itself.

If you want to learn more about cookies and don't mind technical documentation, we recommend [RFC 6265](#), a standard from the **Internet Engineering Task Force (IETF)** called "*HTTP State Management Mechanism*."

Purpose of Processing via Cookies

The purpose of cookies ultimately depends on the specific cookie in use. More details can be found in the following sections of this privacy policy or from the provider of the software that sets the cookie.

What Data Is Processed?

Cookies serve various purposes and functions, making it difficult to generalize what data they store. However, in the subsequent sections of this privacy policy, we will inform you about the specific data that is processed or stored by the cookies we use.

Storage Duration of Cookies

The storage duration of cookies depends on the specific cookie and is detailed further below. Some cookies are deleted within an hour, while others can remain stored on a computer for several years.

Additionally, you have control over how long cookies are stored. You can manually delete all cookies at any time via your browser settings (see the section “**Right to Object**” below). Furthermore, cookies that rely on your **consent** will be deleted as soon as you withdraw your consent. However, the legality of storage before revocation remains unaffected.

Right to Object – How Can I Delete Cookies?

You have full control over whether and how cookies are used. Regardless of the service or website from which the cookies originate, you always have the option to delete, disable, or allow only certain cookies. For instance, you can block third-party cookies while permitting all other cookies.

If you want to check which cookies are stored in your browser, modify cookie settings, or delete them, you can do so in your browser settings:

[Chrome: Cookies in Chrome löschen, aktivieren und verwalten](#)

[Safari: Verwalten von Cookies und Websitedaten mit Safari](#)

[Firefox: Cookies löschen, um Daten zu entfernen, die Websites auf Ihrem Computer abgelegt haben](#)

[Internet Explorer: Löschen und Verwalten von Cookies](#)

[Microsoft Edge: Löschen und Verwalten von Cookies](#)

If you generally do not want cookies, you can configure your browser to notify you whenever a cookie is about to be set. This allows you to decide individually whether to allow each cookie. The procedure varies depending on the browser. The best way to find instructions is to search Google using terms like “**delete cookies Chrome**” or “**disable cookies Chrome**”, if you are using a Chrome browser.

Legal Basis

Since 2009, the so-called “**Cookie Directives**” have been in place, stating that storing cookies requires your **consent (Article 6(1)(a) GDPR)**. However, there are significant differences in how EU countries have implemented these regulations.

In **Austria**, the directive was implemented in **Section 165(3) of the Telecommunications Act (2021)**.

In **Germany**, the cookie directive was not directly adopted into national law. Instead, it was largely incorporated into **Section 15(3) of the Telemedia Act (TMG)**, which was replaced by the **Digital Services Act (DDG)** in May 2024.

For **strictly necessary cookies**, which do not require explicit consent, there are **legitimate interests (Article 6(1)(f) GDPR)**—these are usually of an economic nature. Our goal is to provide visitors with a **smooth and user-friendly experience**, and certain cookies are essential for this purpose.

If **non-essential cookies** are used, they will only be activated with your **explicit consent**. The legal basis for this is **Article 6(1)(a) GDPR**.

In the following sections, you will find more detailed information on how and why cookies are used, especially if third-party software is involved.

Web Hosting Introduction

Web Hosting Summary

 **Affected Parties:** Website visitors

 **Purpose:** Professional website hosting and ensuring operational security

 **Processed Data:** IP address, time of website visit, browser used, and other related data. More details can be found below or from the respective web hosting provider.

 **Storage Duration:** Depends on the provider, but usually **around 2 weeks**

 **Legal Basis: Article 6(1)(f) GDPR (Legitimate Interests)**

What is Web Hosting?

Whenever you visit a website today, certain information—including personal data—is automatically generated and stored, including on this website. The processing of such data should always be as minimal and justified as possible.

By **website**, we mean the entirety of all webpages on a domain, from the homepage to the very last subpage (such as this one). By **domain**, we refer to something like example.com or samplewebsite.com.

To view a website on a computer, tablet, or smartphone, you use a **web browser**. You are likely familiar with some of the most common ones: **Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari**. For simplicity, we will refer to them as browsers or web browsers.

For a website to be displayed on your device, the **browser** needs to connect to another computer where the website's code is stored—this is known as a **web server**. Operating a web server is a complex and demanding task, which is why it is typically handled by professional providers known as **hosting providers**. These providers offer **web hosting** services, ensuring websites are stored reliably and operate without errors.

How Data is Processed When You Visit a Website

When your **browser connects to a web server**, data is exchanged between the two. This exchange includes **temporary storage of personal data** on both your device and the web server to ensure smooth operation.

To help visualize how this process works, the following graphic illustrates the interaction between the browser, the internet, and the hosting provider:

[Insert relevant graphic explaining the connection between a browser, the internet, and a web hosting provider]

In the following sections, we will explain **which data is processed, why it is stored, and how long it is retained.**

Why Do We Process Personal Data?

The purposes of data processing are as follows:

1. Professional Hosting of the Website and Ensuring Its Operation

- To provide a reliable and accessible website experience for users.

2. Maintaining Operational and IT Security

- To prevent cyber threats, unauthorized access, and ensure data integrity.

3. Anonymous Analysis of User Access Behavior

- To improve our services based on website usage patterns.
- If necessary, to support law enforcement and pursue legal claims.

Which Data is Processed?

Even while you are visiting our website right now, our web server—the computer on which this website is stored—automatically records certain data, typically including:

- **The full internet address (URL)** of the accessed webpage
- **Browser and browser version** (e.g., Chrome 87)
- **Operating system used** (e.g., Windows 10)
- **The address (URL) of the previously visited page (Referrer URL)** (e.g., <https://www.example-source-site.com/where-i-came-from/>)
- **The hostname and IP address of the accessing device** (e.g., COMPUTERNAME and 194.23.43.121)
- **Date and time of access**
- **Stored in files known as Web Server Logfiles**

How Long Are Data Stored?

As a general rule, the aforementioned data are stored for **two weeks** and then automatically deleted. We do not share this data, but we cannot rule out the possibility that authorities may access it in the event of unlawful behavior.

In summary: Your visit is logged by our provider (the company that operates our website on special computers known as servers), but we do not share your data without your consent!

Legal Basis

The **lawfulness** of processing personal data in the context of web hosting is based on **Article 6(1)(f) GDPR** (*legitimate interests*), as the use of professional hosting by a provider is necessary to securely and user-friendly present the company on the internet and to be able to pursue potential attacks and claims arising from it.

In most cases, a **data processing agreement (DPA)** in accordance with **Article 28 et seq. GDPR** exists between us and the hosting provider, ensuring **compliance with data protection regulations** and guaranteeing **data security**.

Website Builder Systems – Introduction

Website Builder Systems Privacy Policy Summary

 **Affected Parties:** Visitors to the website

 **Purpose:** Optimization of our service offering

 **Processed Data:** Information such as technical usage data, including browser activity, clickstream activities, session heatmaps, as well as contact details, IP address, or your geographic location. More details can be found below in this privacy policy and in the provider's privacy policy.

 **Storage Duration:** Depends on the provider

 **Legal Bases:** **Article 6(1)(f) GDPR** (*legitimate interests*), **Article 6(1)(a) GDPR** (*consent*)

What Are Website Builder Systems?

We use a website builder system for our website. Website builders are a special type of **Content Management System (CMS)**. With a website builder, website owners can easily create a website without programming knowledge. In many cases, web hosting providers also offer website builder systems.

By using a website builder, **personal data** may also be collected, stored, and processed. In this privacy statement, we provide general information about data processing through website builders. For more specific details, please refer to the **privacy policies of the respective provider**.

Why Do We Use Website Builder Systems for Our Website?

The biggest advantage of a website builder system is its **ease of use**. We want to provide you with a **clear, simple, and well-structured website** that we can manage and maintain ourselves **without external support**.

A **website builder** offers many useful features that we can use **without programming knowledge**. This allows us to **design our web presence** according to our preferences and provide you with an **informative and enjoyable experience** on our website.

What Data Is Stored by a Website Builder System?

The exact data that is stored depends on the **website builder system** being used. Each provider collects and processes different data from website visitors. However, in general, the following **technical usage information** is collected:

- **Operating system**
- **Browser type**
- **Screen resolution**
- **Language and keyboard settings**
- **Hosting provider**
- **Date and time of your website visit**

Additionally, **tracking data** may also be processed, such as:

- **Browser activity**
- **Clickstream activities**

- **Session heatmaps**

Furthermore, **personal data** may be collected and stored. This typically includes:

- **Contact details** (e.g., email address, phone number – if provided)
- **IP address**
- **Geographical location data**

For **specific details** on the data collected and stored, please refer to the **privacy policy of the respective provider**.

How Long and Where Are the Data Stored?

We provide information on the **duration of data processing** further below in connection with the **website builder system** we use, as long as we have additional details available. You can find **detailed information** in the provider's privacy policy.

In general, we only process **personal data** for as long as it is **strictly necessary** for providing our **services and products**. However, the **provider may store data independently** based on its own policies, over which we **have no control**.

Right to Object

You always have the right to **access, rectify, and delete** your personal data. If you have any questions, you can also contact the **responsible parties** of the **website builder system** we use at any time. You can find **contact details** either in our **privacy policy** or on the provider's official website.

Cookies used by the provider for its functions can be **deleted, disabled, or managed** in your **browser settings**. The exact process depends on the **browser** you are using. Please note, however, that **some functions** of the website **may not work properly** if cookies are disabled.

Legal Basis

We have a **legitimate interest** in using a **website builder system** to **optimize our online service** and present it in an **efficient and user-friendly manner**. The corresponding **legal basis** for this is **Art. 6 (1) lit. f GDPR (Legitimate Interests)**. However, we only use the website builder **if you have given your consent**.

If the **processing of data** is **not strictly necessary** for the operation of the website, data is processed **only based on your consent**. This applies in particular to **tracking activities**, for which the **legal basis** is **Art. 6 (1) lit. a GDPR**.

With this **privacy policy**, we have provided you with the **most important general information** regarding **data processing**. If you would like to learn **more details**, you can find **further information**—where available—in the following section or in the **provider's privacy policy**.

WordPress.com Privacy Policy

WordPress.com Privacy Policy Summary

 **Affected Parties:** Visitors to the website

 **Purpose:** Optimization of our service

 **Processed Data:** Data such as **technical usage information** (browser activity, clickstream activities, session heatmaps), **contact details, IP address, or geographical location**. More details can be found below in this privacy policy.

 **Storage Duration:** Depends primarily on the **type of data stored** and the **specific settings**.

 **Legal Basis:** **Art. 6 (1) lit. a GDPR (Consent)**, **Art. 6 (1) lit. f GDPR (Legitimate Interests)**.

What is WordPress?

We use the well-known content management system **WordPress.com** for our website. The service provider is the American company **Automattic Inc.**, located at **60 29th Street #343, San Francisco, CA 94110, USA**.

Founded in **2003**, the company quickly grew to become one of the most widely used **content management systems (CMS)** worldwide. A **CMS** is software that helps us design our

website and present content in an organized and visually appealing way. The content can include **text, audio, and video**.

By using WordPress, **personal data** may also be collected, stored, and processed. In most cases, primarily **technical data** such as **operating system, browser, screen resolution, or hosting provider** is stored. However, **personal data** such as **IP address, geographical location, or contact details** may also be processed.

Why Do We Use WordPress on Our Website?

We have many strengths, but **advanced programming is not one of our core competencies**.

Still, we want a **powerful and visually appealing website** that we can manage and maintain **independently**. A **website builder or content management system (CMS)** like **WordPress** makes this possible. Thanks to **WordPress**, we don't need to be programming experts to offer you a well-designed and functional website.

With **WordPress**, we can easily manage our website **without technical expertise**. If technical issues arise or we have **specific customizations** in mind, we still have **professionals** who specialize in **HTML, PHP, CSS, and other web technologies**.

Due to the **user-friendly interface** and the **extensive functionality** of WordPress, we can tailor our online presence to our needs while ensuring an **optimal user experience** for you.

What Data Does WordPress Process?

WordPress processes both **non-personal** and **personal data** when you visit our website.

Non-Personal Data:

This includes **technical usage information**, such as:

- Browser activity
- Clickstream data
- Session heatmaps
- Device information (computer, operating system, browser, screen resolution)
- Language and keyboard settings
- Internet service provider
- Date and time of website visits

Personal Data:

In addition to technical data, **personal data** may also be collected. This includes:

- **Contact details** (email address or phone number, if provided)
- **IP address**
- **Geographical location**

Cookies & Tracking Technologies:

WordPress may use **cookies** to collect behavioral data, such as:

- Which subpages you visit frequently
- How long you stay on certain pages
- When you leave the page (bounce rate)
- Any preferences you set (e.g., language selection)

These data points help **WordPress optimize its marketing strategies** and tailor them to your interests and user behavior.

Additionally, **tracking technologies** like **pixel tags (web beacons)** may be used to identify users and deliver interest-based advertisements.

When you visit our website again, WordPress may adjust the display based on **your previous interactions and settings**.

How Long and Where Are the Data Stored?

The storage duration of your data depends on various factors, primarily the **type of data collected** and the **specific settings of the website**.

General Storage Duration:

- In principle, **data are deleted when they are no longer needed** for WordPress's purposes.
- However, **legal obligations** may require longer retention periods.

Specific Retention Periods:

- **Web server logs** containing your **IP address and technical data** are **deleted after 30 days**. During this period, Automattic (the company behind WordPress) uses the data to **analyze website traffic** and **fix potential issues**.
- **Deleted content** on WordPress websites is stored in the **trash folder for 30 days** to allow restoration. After this period, the content may remain in **backups and caches** until these are deleted.

All data are stored on Automattic's servers in the United States.

How Can I Delete or Prevent Data Storage?

- You **always have the right to access your personal data** and **object to its processing**.
- You may also **file a complaint with a government regulatory authority** if you believe your data privacy rights have been violated.
- You can **manage, delete, or disable cookies** in your browser settings.
- However, **disabling or deleting cookies may affect the functionality** of our WordPress site.

For instructions on managing cookies in different browsers, please refer to the “**Cookies**” section of this privacy policy.

Legal Basis

If you have **given your consent** for WordPress to be used, the **legal basis** for the corresponding **data processing** is your **consent**. According to **Article 6(1)(a) GDPR (Consent)**, this serves as the legal basis for processing **personal data** as collected by WordPress.

Additionally, we have a **legitimate interest** in using WordPress to **optimize our online services** and provide you with an aesthetically pleasing and user-friendly experience. The corresponding legal basis for this is **Article 6(1)(f) GDPR (Legitimate Interests)**. However, we only use WordPress **with your consent**.

Data Transfer to the USA

WordPress (operated by **Automattic**) **processes data** in the **USA**. Automattic is an **active participant** in the **EU-US Data Privacy Framework**, ensuring a **secure and compliant transfer** of personal data from **EU citizens to the USA**. You can find more details about this framework at:

 [EU-US Data Privacy Framework](#)

Additionally, Automattic **uses Standard Contractual Clauses (SCCs)** as outlined in **Article 46(2) and (3) GDPR**. These are **EU-approved model contracts** designed to ensure **adequate data protection** when transferring data to **third countries** such as the **USA**. Through both the **EU-US Data Privacy Framework** and **SCCs**, Automattic is committed to **upholding European data protection standards**, even when storing, processing, and managing **personal data in the USA**.

You can find the **EU Commission’s decision** and the relevant **Standard Contractual Clauses (SCCs)** here:

 [EU Commission SCCs Decision](#)

For more details on **Automattic's privacy policy** and **how WordPress processes data**, visit:

 [Automattic Privacy Policy](#)

Web Analytics - Introduction

Web Analytics Privacy Policy - Summary

 **Affected individuals:** Website visitors

 **Purpose:** Analysis of visitor data to **optimize the website experience**

 **Processed data:** Access statistics, including **visitor locations, device data, session duration, timestamps, navigation behavior, click behavior, and IP addresses**. More details can be found in the **specific Web Analytics tool's privacy policy**.

 **Storage duration:** Depends on the Web Analytics tool used

 **Legal basis:** **Article 6(1)(a) GDPR (Consent), Article 6(1)(f) GDPR (Legitimate Interests)**

What is Web Analytics?

We use software on our website to **analyze visitor behavior**, commonly known as **Web Analytics** or **Web Analysis**. This involves **collecting data**, which is then stored, managed, and processed by the respective **analytics tool provider** (also called a **tracking tool**).

Using this data, **detailed reports** on user behavior on our website are generated and provided to us as **website operators**.

Additionally, most **Web Analytics tools** offer various **testing features**. For example, we can test **which offers or content** are most popular with our visitors.

A common method is **A/B testing**, where **two different versions** of content are displayed to users for a limited period. Once the test is completed, we can determine **which version performs better**.

Such **testing procedures**, as well as **other analytics methods**, can involve creating **user profiles** and storing **data in cookies**.

Why Do We Use Web Analytics?

Our website has a **clear goal**: We want to provide **the best web experience** in our industry.

To achieve this, we aim to:

- 1. Offer the best and most engaging content**
- 2. Ensure a seamless and enjoyable user experience**

By using **Web Analytics tools**, we can **analyze visitor behavior** and optimize our website accordingly.

For example, Web Analytics helps us understand:

- The average age** of our visitors
- Where our visitors come from**
- When our website is most frequently visited**
- Which content or products are particularly popular**

All this information allows us to **improve our website** and **tailor it perfectly** to your **needs, interests, and preferences**.

What Data Is Processed?

The **specific data stored** depends on the **analytics tools** used. However, in general, the following information is collected:

- **Which content you view** on our website
- **Which buttons or links you click**
- **When you access a page**
- **Which browser you use**
- **Which device (PC, tablet, smartphone, etc.)** you use to visit the website
- **Which operating system** you are using

If you have given **consent** for **location tracking**, your **location data** may also be processed by the **web analytics provider**.

Additionally, your **IP address** is stored. According to the **General Data Protection Regulation (GDPR)**, **IP addresses are considered personal data**. However, they are **usually pseudonymized** (i.e., anonymized and shortened) before being stored.

For purposes such as:

- ✓ **Testing**
- ✓ **Web Analytics**
- ✓ **Website Optimization**

Direct personal data (such as your **name, age, address, or email**) is **not stored**. If such data is collected, it is **always pseudonymized** to ensure that you **cannot be personally identified**.

The following illustration provides an overview of how **Google Analytics** works as an example of **client-based web tracking using JavaScript code**.

How Long Is the Data Stored?

The **storage duration** of each type of data depends on the **provider**:

- Some **cookies** store data **only for a few minutes** or **until you leave the website**
- Other **cookies** may store data for **several years**

Duration of Data Processing

We provide **detailed information** about the **duration of data processing** further below, where applicable. In general, we **only process personal data** for as long as it is **strictly necessary** to provide our **services and products**.

However, if there are **legal obligations** (such as **accounting regulations**), **data storage may be extended** beyond this period.

Right to Object

You have the **right to withdraw your consent** to the **use of cookies or third-party providers** at any time.

This can be done via:

- ✓ **Our Cookie Management Tool**
- ✓ **Other opt-out functions** provided by third-party services

Additionally, you can **prevent data collection via cookies** by:

- **Managing, disabling, or deleting cookies** in your browser settings

Legal Basis

The **use of web analytics** requires your **explicit consent**, which we obtain through our **cookie popup**. This **consent** serves as the **legal basis** for processing **personal data** according to **Art. 6(1)(a) GDPR (Consent)**.

In addition to **your consent**, we also have a **legitimate interest** in **analyzing visitor behavior** to **improve our website technically and economically**. Web analytics help us:

- ✓ **Identify website errors**
- ✓ **Detect security attacks**
- ✓ **Optimize efficiency and performance**

The **legal basis** for this is **Art. 6(1)(f) GDPR (Legitimate Interests)**. However, **we only use these tools if you have given your consent**.

Since **web analytics tools use cookies**, we recommend reading our **general cookie policy** for further details.

For **specific information on individual web analytics tools**, please refer to the **following sections**.

Google Analytics Privacy Policy

 **Affected Parties:** Website visitors

 **Purpose:** Analysis of visitor information to optimize our web presence

 **Processed Data:** Access statistics, including data such as visitor locations, device details, session duration, navigation behavior, click behavior, and IP addresses. More details can be found below.

 **Storage Duration:** Depends on the analytics tool used

 **Legal Bases:** Art. 6(1)(a) GDPR (Consent), Art. 6(1)(f) GDPR (Legitimate Interests)

What is Google Analytics?

We use **Google Analytics 4 (GA4)**, a web analytics tool developed by **Google Inc.**. For users in Europe, the responsible entity for Google services is **Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland)**.

Google Analytics collects data about your interactions on our website. By combining different technologies such as **cookies, device IDs, and login credentials**, Google can identify users **across multiple devices**, allowing for **cross-platform analysis** of user actions.

For example, if you click on a link, **this event is stored in a cookie and sent to Google Analytics**. The reports generated by Google Analytics help us improve our website and tailor our services to your needs.

Below, we provide a detailed explanation of how Google Analytics works, which data is processed, and how you can prevent this tracking.

If you click on a link, this event is stored in a cookie and sent to Google Analytics. The reports we receive from Google Analytics help us improve our website and tailor our services to better meet your needs. Below, we take a closer look at the tracking tool, providing details on the data processed and how you can prevent tracking if desired.

Google Analytics is a tracking tool used for analyzing website traffic. The foundation of these measurements and analyses is a pseudonymous user identification number. This number does not contain personal data such as name or address but serves to associate events with a specific device. GA4 utilizes an event-based model that captures detailed information about user interactions, such as page views, clicks, scrolling, and conversion events. Additionally, GA4 incorporates various machine learning functions to better understand user behavior and certain trends. With the help of machine learning, GA4 applies modeling techniques, meaning that based on the collected data, missing data can be estimated to optimize analysis and provide forecasts.

For Google Analytics to function properly, a tracking code is embedded in the code of our website. When you visit our website, this code records various events that you perform on the site. With GA4's event-based data model, we as website operators can define and track specific events to analyze user interactions. In addition to general information such as clicks or page views, we can also track special events that are important for our business. These special events may include actions such as submitting a contact form or purchasing a product.

Once you leave our website, this data is sent to Google Analytics servers and stored there.

Google processes the data and provides us with reports on your user behavior. These reports may include:

- **Audience Reports:** Help us understand our users better and identify who is interested in our services.
- **Advertising Reports:** Allow us to analyze and improve our online advertising strategies.
- **Acquisition Reports:** Provide valuable insights on how we can attract more people to our services.
- **Behavior Reports:** Show how you interact with our website, including navigation paths and clicked links.
- **Conversion Reports:** Track actions triggered by marketing messages, such as turning visitors into customers or newsletter subscribers. These insights help us optimize our conversion rates.
- **Real-Time Reports:** Provide instant insights into what is happening on our website at any given moment, such as the number of users currently reading this text.

In addition to the analysis reports mentioned above, Google Analytics 4 also offers the following features:

- **Event-Based Data Model:** This model captures specific events that take place on our website, such as playing a video, purchasing a product, or subscribing to our newsletter.
- **Advanced Analytics Features:** These tools help us better understand user behavior and general trends on our website. For example, we can segment user groups, perform comparative analyses of target audiences, or track user journeys on our site.
- **Predictive Modeling:** Based on collected data, machine learning can estimate missing data and predict future trends and events. This helps us develop better marketing strategies.
- **Cross-Platform Analysis:** Data collection and analysis are possible across both websites and apps. This allows us to analyze user behavior across multiple platforms, provided that you have consented to data processing.

Why Do We Use Google Analytics on Our Website?

Our goal with this website is clear: we want to provide you with the best possible service. The statistics and data collected by Google Analytics help us achieve this goal.

The statistically analyzed data gives us a clear picture of our website's strengths and weaknesses. On one hand, we can optimize our site so that it is more easily found by interested users on Google. On the other hand, the data helps us better understand our visitors. This allows us to identify areas for improvement and offer you the best possible service.

Additionally, the data helps us tailor our advertising and marketing efforts more effectively and cost-efficiently. After all, it only makes sense to showcase our products and services to people who are genuinely interested in them.

What Data Does Google Analytics Store?

Google Analytics generates a random, unique ID using a tracking code, which is linked to your browser cookie. This allows Google Analytics to recognize you as a new user and assign you a **User-ID**. When you revisit our site, you are identified as a “returning” user. All collected data is stored together with this **User-ID**, enabling the analysis of pseudonymous user profiles.

To analyze our website with Google Analytics, a **Property ID** must be embedded in the tracking code. The collected data is then stored in the corresponding **Property**. By default, new properties in Google Analytics use **Google Analytics 4 (GA4)**. Depending on the property used, data retention periods may vary.

Using identifiers such as **cookies, app instance IDs, User-IDs, or custom event parameters**, Google Analytics can measure user interactions across platforms—provided you have given your consent. Interactions include all actions you perform on our website. If you also use other Google services (such as a **Google account**), data generated by Google Analytics can be linked to third-party cookies.

Google does not share Google Analytics data unless we, as the website operator, explicitly authorize it. Exceptions may occur when legally required.

IP Address Handling in GA4

According to Google, **Google Analytics 4 does not log or store IP addresses**. However, Google uses IP address data to derive **location information** and then deletes it immediately. This means that any IP addresses collected from users in the **EU** are removed before the data is stored in a data center or server.

Since **Google Analytics 4** focuses on **event-based data**, it uses **fewer cookies** compared to previous versions (such as **Google Universal Analytics**). However, there are still some specific **GA4 cookies** in use, including:

Cookie Name Value Example Purpose Expiration

_ga 2.1326744211.152112923324-5 Used by analytics.js to store the **User-ID** and distinguish visitors. **2 years**

_gid 2.1687193234.152112923324-1 Also used to differentiate website visitors. **24 hours**

gat_gtag_UA<property-id> 1 Limits the request rate to Google Analytics.

These cookies help Google Analytics track user activity and analyze website behavior.

Purpose and Expiration of Google Analytics Cookies

- **gat_gtag_UA**: This cookie is used to **reduce the request rate** to Google Analytics.
- **dc_gtm**: If Google Analytics is deployed via **Google Tag Manager**, this cookie is used instead of **_gat_gtag_UA_<property-id>**.
- **Expiration**: Both cookies expire after **1 minute**.

These cookies help manage data flow efficiently and **prevent excessive requests** to Google's servers, ensuring better performance and reduced load times.

Note: This list is not exhaustive, as Google frequently updates and modifies the cookies it uses. One of the key objectives of **Google Analytics 4 (GA4)** is to enhance **data privacy**. Therefore, the tool provides several options to control **data collection**. For example, we can **define the storage duration** and **manage data collection settings** to better align with privacy regulations and user preferences.

Here is an overview of the most important types of data collected by **Google Analytics**:

- **Heatmaps**: Google creates so-called heatmaps. These provide a visual representation of the areas you click on, helping us understand which sections of our website attract the most attention.
- **Session Duration**: Google defines session duration as the time you spend on our website without leaving. If you remain inactive for **20 minutes**, the session automatically ends.

Here is an overview of the additional data collected by **Google Analytics**:

- **Bounce Rate**: A bounce occurs when you visit only one page on our website and leave without interacting further.
- **Account Creation**: If you create an account or make a purchase on our website, Google Analytics records this data.

- **Location:** While Google Analytics does not log or store IP addresses, location data is derived before the IP is deleted.
- **Technical Information:** This includes details such as your browser type, internet provider, and screen resolution.
- **Traffic Source:** Google Analytics tracks how you arrived at our website, whether through another website or an advertisement.

Other collected data may include **contact details, user reviews, media interactions** (e.g., if you play a video on our site), **social media shares**, or **adding content to favorites**. This list is not exhaustive but provides a general overview of the type of data stored by Google Analytics.

How Long and Where is the Data Stored?

Google has data centers distributed across the globe. You can check the exact locations of Google's data centers here: [Google Data Centers](#).

Your data is stored across various physical data carriers. This method ensures faster data retrieval and better protection against manipulation. Each Google data center has **disaster recovery programs** in place. This means that in case of **hardware failures** or **natural disasters**, the risk of service interruptions remains minimal.

Data Retention Period in Google Analytics 4 (GA4)

The retention period depends on the properties we have configured. Google Analytics allows us to choose from the following storage options:

- **2 months:** The shortest storage duration available.
- **14 months:** The default storage duration in GA4.
- **26 months:** The data can be stored for up to 26 months.
- **Manual deletion:** Data is only deleted when we manually remove it.

Additionally, there is an option that **resets the data retention period** whenever you revisit our website within the selected time frame. This means that if you revisit the site within the set retention period, the countdown restarts.

Once the retention period expires, **data is deleted on a monthly basis**. This applies to **cookies, user identifiers, and advertising IDs** (such as DoubleClick cookies). However, **aggregated reporting data remains stored indefinitely** since it is not tied to individual users but rather consists of anonymized data.

How Can I Delete My Data or Prevent Data Storage?

Under **European data protection law**, you have the right to access, update, delete, or restrict the processing of your personal data.

To **prevent Google Analytics 4 from collecting your data**, you can install the **Google Analytics Opt-out Browser Add-on**. This add-on disables Google Analytics JavaScript (analytics.js, gtag.js) and prevents data from being transmitted to Google Analytics. You can download and install the add-on here:

 [Google Analytics Opt-out Browser Add-on](#)

Please note that this add-on **only disables data collection for Google Analytics** and does not block other tracking services.

If you want to **disable, delete, or manage cookies** in general, refer to the instructions provided under the **“Cookies”** section of this privacy policy. The section contains links to step-by-step guides for managing cookies in various web browsers.

Legal Basis

The use of **Google Analytics** requires your **explicit consent**, which we obtain through our **cookie consent popup**. This consent constitutes the legal basis for data processing under **Art. 6(1)(a) GDPR (Consent)** when using **web analytics tools**.

In addition to consent, we have a **legitimate interest** in analyzing user behavior on our website to improve its **technical functionality and economic performance**. Google Analytics helps us identify **website errors, detect cyberattacks, and optimize economic**

efficiency. The legal basis for this is **Art. 6(1)(f) GDPR (Legitimate Interests)**. However, we only use **Google Analytics if you have explicitly given your consent.**

Data Processing in the USA

Google also **processes data in the United States.** As an **active participant in the EU-US Data Privacy Framework**, Google ensures that the transfer of personal data from EU citizens to the **United States** complies with European data protection laws.

🔗 More information: [EU-US Data Privacy Framework](#)

Additionally, Google uses **Standard Contractual Clauses (SCCs)** under **Art. 46(2) and (3) GDPR.** These **EU Commission-approved model contracts** ensure that **your data remains protected under European privacy standards**, even when transferred to third countries like the **United States.**

🔗 Standard Contractual Clauses (SCCs) by the **EU Commission:** [EU SCC Decision](#)

Google's **Ads Data Processing Terms**, which reference these SCCs, can be found here:

🔗 [Google Ads Data Processing Terms](#)

Further Information & Google Policies

We hope this **summary clarifies** the key aspects of **Google Analytics data processing.** If you would like **more detailed information**, we recommend the following links:

◆ **Google Analytics Terms of Service:** [Google Analytics Terms](#)

◆ **Google Analytics Privacy Overview:** [Google Support - Privacy](#)

◆ **Google's Privacy Policy:** [Google Privacy Policy](#)

Email Marketing Introduction

Email Marketing Summary

 **Affected Individuals:** Newsletter subscribers

 **Purpose:** Direct advertising via email, notifications about system-relevant events

 **Processed Data:** Data entered during registration, but at a minimum, the **email address**. More details can be found in the section on the specific **email marketing tool** used.

 **Storage Duration:** As long as the **subscription remains active**

 **Legal Basis:** Art. 6(1)(a) GDPR (Consent), Art. 6(1)(f) GDPR (Legitimate Interests)

What is Email Marketing?

To keep you up to date, we also use **email marketing**. If you have **agreed** to receive our emails or newsletters, your data will be **processed and stored** accordingly. Email marketing is a **subfield of online marketing** in which **news, updates, or general information** about a company, products, or services are sent via **email** to a specific group of interested people.

If you want to participate in our **email marketing** (usually through newsletters), you typically just need to **register with your email address**. For this, you fill out an **online form** and submit it. In some cases, we may also ask for your **salutation and name**, so we can address you personally.

The **registration process** for newsletters generally follows the “**double opt-in**” **procedure**. After signing up for our newsletter on our website, you will receive an **email** in which you need to confirm your **newsletter subscription**. This ensures that the **email address actually belongs to you** and that no one else has signed up with a foreign email address.

We, or an **email marketing tool** we use, **log every single registration**. This is necessary to **legally verify** the registration process. Typically, the following data is stored:

- The **time of registration**
- The **time of confirmation**

- Your **IP address**

Additionally, any **changes** you make to your **stored data** are also recorded.

Why Do We Use Email Marketing?

Of course, we want to **stay in touch** with you and always keep you **informed** about the most important news regarding our company. For this reason, **email marketing**—often simply referred to as a “**newsletter**”—is a key part of our **online marketing strategy**.

If you **agree** or if it is **legally permitted**, we will send you **newsletters, system emails, or other notifications** via email. Whenever we use the term “**newsletter**” in the following text, we mainly refer to **regularly sent emails**.

Naturally, we have no intention of **spamming you** or sending unwanted content. We always strive to provide **only relevant and interesting information**. Through our newsletter, you will learn more about:

- Our **company**
- Our **services and products**
- **Updates and improvements** to our offerings
- **Exclusive promotions and special deals**

If we **hire a service provider** that offers a **professional email delivery tool**, we do so to ensure that you **receive our newsletters quickly and securely**.

Ultimately, the **purpose of our email marketing** is to **inform you** about **new offers** while also helping us achieve our **business goals**.

What Data Is Processed?

When you **subscribe** to our **newsletter** via our website, you will receive an **email confirmation** to verify your membership in our **mailing list**.

In addition to your **IP address** and **email address**, we may also store:

- Your **salutation** (e.g., Mr./Ms./Mx.)
- Your **name**
- Your **address**
- Your **phone number**

However, these details are **only stored if you explicitly agree** to their processing. The **required fields** are necessary for you to participate in the service. Providing additional information is **optional**, but **not providing** the required information means you **won't be able to use the service**.

Additionally, other data may be stored, such as:

- **Device information** (e.g., type of device used)
- **Preferences** based on your interactions with our website

For more details on how data is stored when you visit our website, please refer to the “**Automatic Data Storage**” section.

We **record your consent** to ensure we can always provide **proof of compliance** with legal requirements.

Duration of Data Processing

If you **unsubscribe** from our **email/newsletter list**, we may store your **email address** for up to **three years** based on our **legitimate interests**. This allows us to **demonstrate proof** of your **previous consent** if needed. However, we are only allowed to process this data **if we need to defend ourselves** against potential claims.

If you **confirm** that you **originally consented** to the newsletter subscription, you can **request deletion** of your data at any time.

If you **permanently withdraw your consent**, we **reserve the right** to store your **email address in a suppression list** to prevent future mailings.

As long as you **voluntarily subscribe** to our **newsletter**, we will **retain your email address** accordingly.

Right to Object

You have the **right** to **unsubscribe** from our **newsletter** at any time. To do so, you simply need to **withdraw your consent** to the **newsletter subscription**. This process typically takes **only a few seconds** and requires just **one or two clicks**.

Usually, you will find an **unsubscribe link** at the **bottom of each email**.

If you **cannot find the link**, please **contact us via email**, and we will **immediately cancel your subscription**.

Legal Basis

The **sending of our newsletter** is based on **your consent (Article 6(1)(a) GDPR)**. This means that we are **only allowed to send you a newsletter** if you have **actively subscribed** to it beforehand.

In certain cases, we may also send you **marketing messages** if you have become **our customer** and have **not objected** to the use of your **email address for direct marketing**.

For **detailed information** on **specific email marketing services** and how they **process personal data**, please refer to the **following sections**, if available.

Social Media Introduction

Social Media Privacy Policy Summary

 **Affected Parties:** Visitors of the website

 **Purpose:** Presentation and optimization of our services, contact with visitors, potential customers, and others, advertising

 **Processed Data:** Data such as phone numbers, email addresses, contact details, user behavior data, information about your device, and your IP address. More details can be found in the section about the respective social media tool.

 **Storage Duration:** Depends on the used social media platforms

 **Legal Basis:** **Article 6(1)(a) GDPR** (Consent), **Article 6(1)(f) GDPR** (Legitimate Interests)

What is Social Media?

In addition to our website, we are also active on **various social media platforms**. User data may be **processed** to allow us to specifically target **users who are interested in us** via social networks.

Furthermore, **social media elements** may be **embedded directly into our website**. This happens, for example, when you **click on a social button** on our website and are **redirected** to our **social media presence**.

The term **social media** refers to **websites and applications** where **registered members** can **create content, share it publicly** or **within specific groups**, and **interact with others**.

anderen Mitgliedern vernetzen können.

Why Do We Use Social Media?

For years, **social media platforms** have been the primary space where people **communicate and connect online**. With our **social media presence**, we can **showcase our products and services** to interested users. The **embedded social media elements** on our website allow you to quickly and easily access our **social media content**.

The **data** stored and processed through your use of a **social media channel** is primarily intended for **web analytics**. The purpose of these analytics is to **develop more precise and personalized marketing and advertising strategies**. Based on your activity on a social media platform, **insights can be gained into your interests**, leading to the creation of so-called **user profiles**. This allows platforms to show you **tailored advertisements**.

For this purpose, **cookies** are typically stored in your browser, which record **data about your usage behavior**.

Generally, we assume that we remain **legally responsible for data processing**, even when using the services of a **social media platform**. However, the **European Court of Justice (ECJ)** has ruled that in certain cases, the **operator of the social media platform** can be jointly responsible **with us** under **Article 26 of the GDPR**. Where this applies, we **explicitly inform you** and act **based on a corresponding agreement**. The **essential points of this agreement** are detailed further below for the relevant platform.

⚠ Important:

Please note that when you use **social media platforms** or their **embedded elements** on our website, **your data may be processed outside the European Union**. Many social media providers, such as **Facebook or Twitter**, are **U.S.-based companies**. As a result, it may become **more difficult** for you to **exercise and enforce your rights** regarding your **personal data**.

Which Data is Processed?

The exact type of **data stored and processed** depends on the **social media provider** you use. However, in most cases, the following data may be collected:

- **Contact Information:** Phone numbers, email addresses, or data you enter into a contact form.
- **User Behavior Data:** Information on which **buttons you click**, who you **like or follow**, and **which pages you visit** and when.
- **Device Information:** Data regarding your **device, browser type, operating system, and IP address**.
- **Cookies and Tracking Data:** Most social media platforms use **cookies** to store **user preferences and behavior**. If you are logged into your **social media account**, the collected data may be **linked to your profile**.

All data collected through a **social media platform** is stored on the **provider's servers**. Only the **provider has access to the collected data** and can **modify or delete** it upon request.

If you want to know **exactly what data** is collected and how you can **object to data processing**, we strongly recommend reading the **privacy policy** of the respective social media platform. If you have **questions regarding data storage and processing** or would like to **exercise your rights**, please contact the **respective provider** directly.

Duration of Data Processing

We provide detailed information on **data processing duration** further below, **if available**. For example, the **social media platform Facebook** stores data **until it is no longer needed for its own purposes**. However, **customer data** that is **matched with Facebook user data** is usually deleted **within two days**.

In general, we **only process personal data** as long as it is **absolutely necessary** for providing our **services and products**. However, if there are **legal obligations** (e.g., **accounting requirements**), the **storage period may be extended** accordingly.

Right to Object

You have the **right** and the **option** to **withdraw your consent** for the use of **cookies** or third-party services such as **embedded social media elements** at any time. This can be done through:

- **Our cookie management tool**
- **Other opt-out functions**
- **Managing, disabling, or deleting cookies in your browser settings**

Since **social media tools** may use **cookies**, we also recommend reviewing our **general privacy policy on cookies**. To **fully understand** which data is **stored and processed**, please read the **privacy policies** of the respective tools.

Legal Basis

If you have **consented** to the processing and storage of your data through **embedded social media elements**, this **consent** serves as the **legal basis** for data processing (**Art. 6(1)(a) GDPR**).

In general, your data may also be stored and processed based on our **legitimate interest (Art. 6(1)(f) GDPR)** in **efficient and effective communication** with you, other customers, and business partners. However, we **only use these tools if you have provided your consent**.

Most **social media platforms** also **store cookies** in your browser to process data. Therefore, we strongly **recommend reviewing our privacy policy on cookies** and reading the **privacy policy or cookie guidelines** of the respective service provider.

For information on **specific social media platforms**, please refer to the **following sections**, if available.

Content Delivery Networks (CDN) Introduction

Content Delivery Networks Privacy Policy Summary

 **Affected Parties:** Website visitors

 **Purpose:** Optimization of our services (to improve website loading speed)

 **Processed Data:** Data such as your **IP address**

More details can be found below and in the specific privacy policies.

 **Storage Duration:** In most cases, data is stored only as long as necessary to fulfill the service

 **Legal Bases:** **Art. 6(1)(a) GDPR** (Consent), **Art. 6(1)(f) GDPR** (Legitimate Interests)

What is a Content Delivery Network (CDN)?

We use a **Content Delivery Network (CDN)** on our website. This type of network is often simply referred to as a **CDN**. A **CDN helps us ensure that our website loads quickly and efficiently**, regardless of your location. During this process, **personal data may be stored, managed, and processed** on the servers of the **CDN provider** we use. Below, we will explain the service and its data processing in general. For **detailed information on how your data is handled**, please refer to the **privacy policy of the respective provider**.

A **Content Delivery Network (CDN)** is a **network of regionally distributed servers** that are all **connected via the internet**. This network enables websites to **deliver content (especially large files) quickly and smoothly**, even under **high traffic loads**. The **CDN creates copies of our website** on its **distributed servers**. Since these servers are **located worldwide**, the website can be **delivered faster** to users across different regions. As a result, the **data transfer time between our website and your browser is significantly reduced**.

Why Do We Use a Content Delivery Network for Our Website?

A **fast-loading website** is an essential part of our service. We understand how **frustrating** it can be when a website loads **at a snail's pace**—most people **lose patience and leave** before the site even finishes loading. That's exactly what we **want to prevent**.

By using a **Content Delivery Network (CDN)**, our website **loads much faster in your browser**. This is **especially useful** if you are **accessing our website from abroad**, as the **content is delivered from a server near your location**. This ensures an **optimal user experience**, no matter where you are.

What Data Is Processed?

When you **request a website or its content**, and that content is **cached in a CDN**, the **CDN redirects your request** to the **closest server** to your location, which then **delivers the content** to you.

Content Delivery Networks are designed to **download JavaScript libraries** and are often hosted on **npm and GitHub servers**. Additionally, many **WordPress plugins** can be loaded through CDNs when hosted on **WordPress.org**.

Your browser may **send personal data** to the **CDN we use**, including:

- **IP address**
- **Browser type and browser version**
- **Which webpage is being loaded**
- **Date and time** of your site visit

These **data points are collected and stored** by the CDN provider. Whether **cookies** are used for data storage **depends on the specific CDN provider**. Please refer to the **privacy policies** of the respective service for more details.

Right to Object

If you wish to **completely prevent** this data transmission, you can install a **JavaScript blocker** (e.g., [NoScript](#)) on your computer.

However, please note that by doing so, **our website may no longer provide its usual services**, such as **fast loading speeds** and optimal functionality.

Legal Basis

If you have **given your consent** for a Content Delivery Network (CDN) to be used, this **consent** serves as the **legal basis** for the processing of your personal data. According to **Article 6(1)(a) GDPR**, this consent allows the **processing of personal data** as part of a CDN's data collection.

Additionally, we have a **legitimate interest** in using a Content Delivery Network to **optimize and secure** our online services. The corresponding legal basis for this is **Article 6(1)(f) GDPR** (legitimate interests). However, we only use the tool if you **have given your explicit consent**.

For more detailed information on specific Content Delivery Networks, please refer to the **following sections**, if available.

jQuery CDN Privacy Policy

jQuery CDN Privacy Policy Summary

 **Affected parties:** Visitors of the website

 **Purpose:** Optimization of our service (to ensure faster website loading)

 **Processed data:** Data such as your IP address

More details can be found below in this privacy policy.

 **Storage duration:** Most data is stored only as long as necessary to fulfill the service

 **Legal basis:** Article 6(1)(a) GDPR (Consent), Article 6(1)(f) GDPR (Legitimate Interests)

What is jQuery CDN?

We use **jQuery CDN** (Content Delivery Network) on our website to **optimize loading speed and improve the user experience**. A CDN is a **network of regionally distributed servers**, all connected via the Internet. Using a CDN helps **deliver content faster** by storing copies of our website's files on multiple servers worldwide. As a result, content can be **delivered from the nearest server** to the user, reducing loading time and improving website performance.

When using a CDN, **personal data, such as your IP address**, may be transmitted to the provider. The exact type of collected data depends on the **service provider's privacy policy**.

Why do we use jQuery CDN on our website?

A **fast-loading website** is an essential part of our service. We understand how frustrating slow-loading websites can be. By using jQuery CDN, we can **ensure a faster and more stable** website performance, regardless of your location. The CDN distributes the website's content **across multiple global servers**, so the closest available server delivers the requested files. This results in **faster page loading times and an overall better user experience**.

What data is processed?

When you access our website, **requests for content** are sent to the **jQuery CDN servers** closest to your location. This means your **browser may send personal data** to the CDN provider. The data that may be collected includes:

- **Your IP address**
- **Browser type and version**
- **The website you accessed**
- **Date and time of access**

These details are **collected and stored by the CDN provider**. Some CDNs may also **use cookies** for optimization and analytics purposes. For more details on data processing, please refer to the **privacy policy of the respective provider**.

Storage duration

How long your data is stored depends on the **specific provider's policies**. In most cases, the data is **only retained as long as necessary** to provide the requested service. However, we **do not have direct control** over how long jQuery CDN stores your data.

You can check the **privacy policy of jQuery and its CDN providers** for exact details.

Right to object

If you want to **completely prevent data transfer** to jQuery CDN, you can **install a JavaScript blocker** in your browser (e.g., [NoScript](#)). However, please be aware that blocking JavaScript may **affect the functionality of our website** and could prevent certain elements from displaying correctly.

Legal basis

If you have **consented** to the use of jQuery CDN, the **legal basis** for processing your personal data is **Article 6(1)(a) GDPR** (Consent).

Additionally, we have a **legitimate interest** in using jQuery CDN to **optimize our online service and ensure security**. The corresponding legal basis is **Article 6(1)(f) GDPR**

(Legitimate Interests). However, we **only use the tool if you have explicitly given your consent**.

For further details on data processing by jQuery CDN, please refer to the **privacy policy of the provider**.

Audio & Video Privacy Policy

Audio & Video Privacy Policy Summary

 **Affected parties:** Visitors of the website

 **Purpose:** Optimization of our service

 **Processed data:** Data such as contact details, user behavior, device information, and IP address may be stored.

More details can be found below in the corresponding privacy sections.

 **Storage duration:** Data is generally stored as long as it is necessary for the service's purpose.

 **Legal basis:** Article 6(1)(a) GDPR (Consent), Article 6(1)(f) GDPR (Legitimate Interests)

What are Audio and Video Elements?

We have integrated **audio and video elements** into our website so that you can **watch videos or listen to music/podcasts directly on our site**. These contents are provided by third-party **service providers**, meaning all media files are loaded from the respective **servers of these providers**.

The embedded elements come from platforms such as **YouTube, Vimeo, or Spotify**. While the use of these platforms is generally **free**, they may also contain **premium or paid content**.

By using these embedded elements, you can **access media content** without leaving our website. However, **personal data may be collected, processed, and stored** by the respective service providers.

When you interact with these **audio or video elements**, the service providers may collect **various types of data**. This data processing occurs **outside our control**, and we recommend checking the respective **privacy policies** of each provider for further details.

Why Do We Use Audio & Video Elements on Our Website?

Of course, we want to provide you with the **best possible experience** on our website. We recognize that content is no longer conveyed solely through **text and static images**.

Instead of simply providing **links to external videos**, we integrate **audio and video formats** directly into our website. These elements are designed to be **entertaining, informative, or ideally both**.

This **enhances our service** and makes it easier for you to access **engaging content**. By offering **videos and/or audio content** alongside text and images, we aim to improve your user experience and provide **richer, more dynamic information**.

Which Data Is Stored Through Audio & Video Elements?

When you visit a page on our website that contains an **embedded video or audio file**, your browser automatically establishes a connection with the **third-party provider's servers**. This results in **data transmission and storage** by the external service provider.

Even if you **do not have an account** with the provider, certain data may still be **collected and stored**. These typically include:

- **IP address**
- **Browser type**
- **Operating system**
- **General device information**

Additionally, **many providers track your web activity**, including:

- **Session duration** (how long you interact with the content)

- **Bounce rate** (if you leave the page quickly)
- **Buttons you click**
- **Which website referred you to the service**

Most of this data is collected via **cookies or pixel tags** (also known as **Web Beacons**). The **pseudonymized data** is usually **stored in cookies** within your browser.

For precise details on **what data is collected and processed**, please refer to the **privacy policies** of the respective **third-party providers**.

Duration of Data Processing

The **exact storage duration** of data on **third-party servers** depends on the **respective provider**. You can find this information **either below in the privacy policy section of the specific tool** or in the **provider's own privacy policy**.

As a general rule, **personal data is processed only as long as it is absolutely necessary** for the provision of our **services or products**. This principle also typically applies to **third-party providers**.

However, you should be aware that **certain data may be stored for several years** on third-party servers. **Cookies, in particular, vary in their storage duration:**

- **Some cookies are deleted as soon as you leave the website**
- **Other cookies may remain stored in your browser for several years**

For further details, we recommend reviewing the **privacy policy of the specific service provider** you are using.

Right to Object

You **always have the right** and the **option to withdraw your consent** for the use of **cookies** or **third-party providers**.

You can do this via:

- **Our cookie management tool**
- **Other opt-out functions** provided by the respective third-party provider
- **Managing, disabling, or deleting cookies in your browser settings**

The **lawfulness of data processing before revocation remains unaffected.**

Since the **embedded audio and video functions** on our website **often use cookies**, we **highly recommend reviewing our general privacy policy on cookies.**

For **more detailed information** on how **third-party providers handle and store your data**, please refer to the **privacy policies of the respective providers.**

Legal Basis

If you have **consented** to the **processing and storage** of your data through **embedded audio and video elements**, this **consent** serves as the **legal basis** for data processing (**Art. 6(1)(a) GDPR**).

In addition to your consent, we also process your data based on our **legitimate interest (Art. 6(1)(f) GDPR)** in ensuring **efficient and high-quality communication** with you, as well as with other customers and business partners.

However, we **only use embedded audio and video elements if you have explicitly given your consent.**

YouTube Privacy Policy

YouTube Privacy Policy Summary

 **Affected Parties:** Website visitors

 **Purpose:** Optimization of our service offering

 **Processed Data:** Contact data, user behavior data, device information, and IP address may be stored.

More details can be found below in this privacy policy.

 **Storage Duration:** Data is generally stored as long as necessary for the service.

 **Legal Basis:** Art. 6(1)(a) GDPR (Consent), Art. 6(1)(f) GDPR (Legitimate Interests)

What is YouTube?

We have embedded YouTube videos on our website to present you with engaging audiovisual content. YouTube is a **video-sharing platform** that allows users to upload, view, and share videos.

The provider of this service is **Google Ireland Limited**, located at **Gordon House, Barrow Street, Dublin 4, Ireland**. YouTube is a **subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA**. When you access a page on our website with an embedded YouTube video, your browser automatically connects to YouTube's servers, and data may be transferred.

For more information about YouTube, visit: <https://www.youtube.com/>

What data does YouTube process?

When you visit a page on our website with an embedded YouTube video, **YouTube collects data automatically**. This happens **even if you don't interact with the video**.

YouTube may process the following types of **personal data**:

- **IP address**
- **Device and browser information** (e.g., operating system, screen resolution, language settings)
- **Referrer URL** (the website you visited before accessing YouTube)

- **User behavior data** (e.g., session duration, video interactions, engagement metrics)
- **Geographical location** (if location tracking is enabled)

If you are **logged into your YouTube account**, the collected data **can be linked to your personal profile**. If you do not want this, make sure to **log out of YouTube before visiting our website**.

YouTube also uses **cookies** to track user behavior. These cookies remain stored in your browser for a certain period unless you delete them manually.

To read more about **YouTube's data processing**, visit their privacy policy:
<https://policies.google.com/privacy?hl=en>

What Data Does YouTube Store?

As soon as you visit one of our pages that has an embedded YouTube video, YouTube sets at least one cookie that stores **your IP address and our URL**.

If you are **logged into your YouTube account**, YouTube can link your interactions on our website to your profile. This includes:

- Session duration
- Bounce rate
- Approximate location data
- Technical information such as browser type, screen resolution, or internet provider
- Contact details
- Ratings
- Interactions with social media features (e.g., sharing content)
- Adding videos to your favorites on YouTube

If you are **not logged into a Google or YouTube account**, Google still stores a **unique identifier** linked to your device, browser, or app. This helps retain preferences such as **your preferred language settings**. However, fewer cookies are set in this case, meaning not all interaction data can be stored.

Cookies Set Without a YouTube Account:

Name: YSC

Value: b9-CV6ojI5Y112923324-1

Purpose: This cookie registers a unique ID to store statistics of watched videos.

Expiration: At the end of the session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers a unique ID. Google receives statistics through PREF about how you use YouTube videos on our website.

Expiration: After 8 months

Name: GPS

Value: 1

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

Expiration: After 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU

Purpose: This cookie attempts to estimate the user's bandwidth on our website (with embedded YouTube videos).

Expiration: After 8 months

Additional Cookies Set When Logged Into Your YouTube Account:

Name: APISID

Value: zILlvClZSkqGsSwI/AU1aZI6HY7112923324-

Purpose: This cookie is used to create a profile based on your interests. The data is used for personalized advertising.

Expiration: After 2 years

Name: CONSENT

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

Purpose: Stores the user's consent status for the use of various Google services. CONSENT also enhances security by verifying users and protecting user data from unauthorized access.

Expiration: After 19 years

Name: HSID

Value: AcRwpgUik9Dveht0I

Purpose: This cookie is used to create a profile based on your interests. The data helps display personalized advertisements.

Expiration: After 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQIhALl6aL...

Purpose: Stores information about your login details.

Expiration: After 2 years

Name: SAPISID

Value: 7oaPxog-pZsJuuF5/AnUdDUIsJ9iJz2vdM

Purpose: Identifies your browser and device uniquely. Used to create a profile based on your interests.

Expiration: After 2 years

Name: SID

Value: oQfNKjAsI112923324-

Purpose: Stores your Google account ID and your last login time in an encrypted format.

Expiration: After 2 years

Name: SIDCC

Value: AN0-TYuqub2JOcDTyL

Purpose: Stores information on how you use the website and which advertisements you may have seen before visiting our site.

Expiration: After 3 months

This list does not claim to be exhaustive, as YouTube and Google frequently update their cookies. The data stored also depends on how you interact with YouTube and our embedded videos.

How Long and Where Are the Data Stored?

The data YouTube collects from you is stored on **Google's servers**, most of which are located in the **United States**. You can find a detailed overview of Google's **data center locations** here:

 [Google Data Center Locations](#)

Your data is distributed across multiple servers, making it **faster to access** and **better protected** against manipulation.

Data Retention Periods

Google stores collected data for **different durations**:

- Some data can be **deleted by you at any time**.
- Other data is **automatically deleted after a certain period**.
- Some data is **stored by Google for longer periods**.

Certain data—such as **elements from “My Activity,” photos, documents, and products** stored in your Google account—**remains stored until you delete it**. Even if you are **not logged into a Google account**, you may still be able to delete certain data linked to your **device, browser, or app**.

How Can I Delete My Data or Prevent Data Storage?

In general, you can manually **delete your data** in your **Google account**. Since 2019, Google offers an **automatic deletion feature** for **location and activity data**, which allows you to choose whether your information is stored for **3 or 18 months** before being automatically deleted.

Regardless of whether you have a Google account or not, you can **configure your browser** to delete or **disable cookies from Google**. The process varies depending on the browser you use. Under the **“Cookies”** section, you will find links to instructions for the most common browsers.

If you **do not want any cookies at all**, you can set your browser to **notify you whenever a cookie is set**. This allows you to decide on a case-by-case basis whether to **accept or reject** each cookie.

Legal Basis

If you have **given your consent** for your data to be processed and stored through **embedded YouTube elements**, this **consent** serves as the **legal basis** for data processing (**Art. 6(1)(a) GDPR**). Additionally, your data is stored and processed based on our **legitimate interest** (**Art. 6(1)(f) GDPR**) in enabling **fast and efficient communication** with you, other customers, and business partners. However, we only use **embedded YouTube elements** if you have provided **explicit consent**.

YouTube also **stores cookies** in your browser to collect and save data. Therefore, we **recommend reading our cookie policy** as well as **YouTube's privacy policy** or the **cookie guidelines** of the respective service provider.

YouTube Data Processing in the USA

YouTube processes some of your data in the **USA**. YouTube (a subsidiary of Google) is an **active participant** in the **EU-US Data Privacy Framework**, which ensures the **lawful and secure transfer** of personal data from **EU citizens to the USA**. More information can be found at:

 [EU-US Data Privacy Framework](#)

Standard Contractual Clauses (SCCs)

Additionally, Google uses **Standard Contractual Clauses (SCCs) (Art. 46(2) and (3) GDPR)**, which are **EU Commission-approved templates** ensuring that **your data complies with European data protection standards**, even if it is **transferred to third countries** (such as the USA).

Through the **EU-US Data Privacy Framework** and **SCCs**, Google commits to maintaining the **same level of data protection** as required in the **EU**, even when data is stored, processed, and managed in the **USA**.

You can find the **EU Commission's decision** and **SCC templates** here:

 [Standard Contractual Clauses \(SCCs\)](#)

The **Google Ads Data Processing Terms**, which refer to the **Standard Contractual Clauses**, are available here:

 [Google Ads Data Processing Terms](#)

More Information

Since **YouTube is a subsidiary of Google**, there is a **shared privacy policy** for both services. To learn more about how YouTube handles your data, please visit:

 [YouTube/Google Privacy Policy](#)

Web Design Introduction

Web Design Privacy Policy Summary

 **Affected Parties:** Website visitors

 **Purpose:** Improving user experience

 **Processed Data:** The type of data processed strongly depends on the services used. It typically includes IP addresses, technical data, language settings, browser version, screen resolution, and browser name. More details can be found in the privacy policies of the specific web design tools used.

 **Storage Duration:** Depends on the tools used

 **Legal Basis:** Art. 6(1)(a) GDPR (Consent), Art. 6(1)(f) GDPR (Legitimate Interests)

What is Web Design?

We use various tools on our website that contribute to its web design. Web design is not just about making a website look attractive, as many might assume, but also about ensuring functionality and performance. Of course, a well-structured and visually appealing website is one of the primary goals of professional web design.

Web design is a subfield of media design and focuses on the visual, structural, and functional aspects of a website. The main goal of web design is to enhance your experience on our website. In web design terminology, this is referred to as **User Experience (UX)** and **Usability**.

- **User Experience (UX)** encompasses all impressions and experiences that a visitor has while navigating a website.
- **Usability** is a subcategory of UX and refers to how user-friendly a website is. It ensures that content, subpages, or products are clearly structured and that users can easily and quickly find what they are looking for.

To provide you with the best possible experience on our website, we also use third-party **web design tools**. In this privacy policy, “Web Design” includes all services that enhance the visual and functional aspects of our website. This may include fonts, various plugins, or other integrated web design features.

Why Do We Use Web Design Tools?

How you perceive and process information on a website strongly depends on its structure, functionality, and visual appeal. For this reason, professional and well-thought-out web design has become increasingly important to us.

We continuously strive to improve our website, viewing this as an essential part of our service to you as a visitor. A well-designed, functional website not only enhances user experience but also provides **economic benefits** for us. After all, you are more likely to visit our site and engage with our services if you feel comfortable navigating it.

By using **web design tools**, we ensure that our website remains **user-friendly, aesthetically appealing, and functionally optimized**, allowing for a seamless and enjoyable browsing experience.

What Data Is Stored by Web Design Tools?

When you visit our website, certain **web design elements** may be integrated into our pages that **process data**. The exact type of data collected depends on the specific tools used. Further below, you will find details on the **specific tools** we utilize for our website.

For more detailed information about **data processing**, we also recommend reviewing the **privacy policies** of the respective tools. These policies often outline:

- **Which data is processed**
- **Whether cookies are used**
- **How long the data is stored**

For example, **Google Fonts** may automatically transmit the following information to Google’s servers:

- **Language settings**
- **IP address**
- **Browser version**
- **Screen resolution**
- **Browser name**

By using **various web design tools**, certain user interactions and technical details may be stored and processed to improve the **functionality, performance, and design** of our website.

Duration of Data Processing

The **length of time** that data is processed **varies significantly** and depends on the **web design elements** used. If **cookies** are involved, **storage duration** can range from **a few minutes to several years**.

To get more details on **specific storage periods**, we recommend:

- **Reviewing our general section on cookies**
- **Reading the privacy policies of the respective tools**

In most cases, these sources **clarify**:

- **Which cookies are used**
- **What information is stored**

For instance, **Google Font files** are stored for **one year** to **optimize website loading times**.

As a general rule, **data is only retained for as long as necessary to provide the respective service**. However, if **legal requirements** mandate longer retention periods, data may be stored **for an extended time**.

Right to Object

You **always** have the **right** and **option** to **withdraw your consent** for the use of **cookies** or **third-party providers**. This can be done via:

- **Our cookie management tool**
- **Other opt-out functions**

Additionally, you can **prevent data collection** through **cookies** by managing, disabling, or deleting cookies in your **browser settings**.

However, certain **web design elements** (especially **fonts**) involve **data that cannot be easily deleted**. This happens when data is **automatically collected** upon **page loading** and transferred to **third-party providers** (e.g., **Google**).

If this applies to you, **please contact the respective provider's support team**.

For **Google-related concerns**, you can reach **Google Support** at:

👉 <https://support.google.com/?hl=en>

Legal Basis

If you have given **consent** for the use of **web design tools**, this **consent** serves as the **legal basis** for the **processing of personal data**. According to **Article 6 (1) (a) GDPR**, this consent provides the **legal foundation** for any **data collection** that may occur through the use of web design tools.

Furthermore, we have a **legitimate interest** in improving the **design and functionality** of our website. Only through **enhanced web design** can we provide you with a **visually appealing and professional online experience**.

Thus, **Article 6 (1) (f) GDPR (Legitimate Interests)** also serves as a legal basis. However, we **only** use web design tools **if you have explicitly given your consent**.

We would like to **emphasize this point again**.

👉 **Further information on specific web design tools** can be found in the **following sections**, if applicable.

Adobe Fonts Privacy Policy

We use **Adobe Fonts** on our website, a **web font hosting service** provided by Adobe Inc., a company based in the United States. For operations within Europe, the responsible entity is **Adobe Systems Software Ireland Companies**, located at **4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland**.

Data Processing in the USA

Adobe processes **your personal data** in the **United States** and other countries. Adobe is an **active participant** in the **EU-US Data Privacy Framework**, ensuring that **personal data of EU citizens** is transferred **securely and in compliance with GDPR regulations**.

📌 **More information on the EU-US Data Privacy Framework can be found here:**

🔗 [European Commission – EU-US Data Privacy Framework](#)

Standard Contractual Clauses (SCCs)

Adobe also uses **Standard Contractual Clauses (SCCs)** as outlined in **Article 46 (2) and (3) GDPR**. These clauses are **official templates provided by the European Commission** and ensure that **your data remains protected under GDPR regulations**, even when transferred and stored in third countries like the **United States**.

📌 **You can find the European Commission’s official decision and SCC documentation here:**

 [Standard Contractual Clauses – European Commission](#)

 **More details on Adobe’s use of Standard Contractual Clauses can be found here:**

 [Adobe – EU Data Transfers & Privacy](#)

Further Information

For more details on **which data is processed** through **Adobe Fonts**, please visit **Adobe’s Privacy Policy**:

 [Adobe Privacy Policy](#)

Google Fonts Privacy Policy

Google Fonts Privacy Policy Summary

 **Affected Parties:** Website visitors

 **Purpose:** Improving user experience and website performance

 **Processed Data:** Data such as IP addresses, CSS requests, and font file requests

 **Storage Duration:** Font files are stored on Google servers for one year

 **Legal Basis:** Art. 6 (1) (a) GDPR (Consent), Art. 6 (1) (f) GDPR (Legitimate Interests)

What Are Google Fonts?

We use **Google Fonts** on our website. These are Google’s web fonts, provided by **Google Inc.** For users in **Europe**, the responsible entity is **Google Ireland Limited** (Gordon House, Barrow Street Dublin 4, Ireland), which oversees all Google services.

You do **not need to sign up** or provide a password to use Google Fonts. Additionally, **Google Fonts do not store cookies** in your browser. The font files (CSS, fonts) are requested from **Google’s domains fonts.googleapis.com and fonts.gstatic.com.**

📌 According to Google, font and CSS requests are completely separate from other Google services.

Even if you have a **Google account**, your account data is **not** shared with Google when you use **Google Fonts**. However, Google **tracks font usage** (e.g., which fonts are loaded) and **stores** this data securely.

Why Do We Use Google Fonts on Our Website?

With **Google Fonts**, we can **integrate fonts** into our website **without having to upload them** to our own server. Google Fonts is a **key component** in maintaining **high-quality web design**.

✓ **Web-Optimized Fonts:** All Google fonts are automatically optimized for the web, reducing file sizes and improving website performance.

✓ **Faster Loading Speed:** The **small file size** ensures quick loading, particularly on **mobile devices**, saving data usage and improving **user experience**.

✓ **Reliable and Secure Rendering:** Different **rendering engines** (on browsers, operating systems, and mobile devices) sometimes **distort text** or entire web pages. **Google Fonts** prevents such display errors.

✓ **No Platform Compatibility Issues:** Google Fonts is delivered via a **fast Content Delivery Network (CDN)**, ensuring fonts work **seamlessly** across all platforms.

✓ **Broad Browser and Device Support:** Google Fonts is **compatible** with all major browsers (**Google Chrome, Mozilla Firefox, Apple Safari, Opera**) and works on **most modern mobile operating systems**, including **Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod)**.

📌 **In summary, we use Google Fonts to ensure that our website is visually appealing, uniform, and loads quickly on all devices.**

What Data Does Google Store?

When you visit our website, fonts are **loaded from a Google server**. This external request **sends data to Google servers**, allowing Google to **identify your IP address** and recognize that you have accessed our website.

✓ **Minimal Data Collection:** The **Google Fonts API** is specifically designed to **minimize data usage, storage, and collection** to only what is necessary for **font delivery**.

✓ **Data Protection:** Google securely stores **CSS and font requests**, ensuring that **no unauthorized access** occurs.

✓ **Usage Analytics:** Google uses aggregated **usage statistics** to measure the popularity of certain fonts. These insights are displayed on **internal analysis platforms** like **Google Analytics**.

✓ **Web Crawling Data:** Google also **analyzes websites** that use Google Fonts through its **web crawler** and publishes this information in its **BigQuery database**. This database is used by **developers and businesses** to analyze **large-scale data trends**.

📌 **Additional Information Transmitted:**

- **Language settings**
- **IP address**
- **Browser version**
- **Screen resolution**
- **Browser name**

🔍 **Google has not explicitly stated whether this data is permanently stored.** However, it is known that certain details, such as **usage statistics and website font requests**, are retained and analyzed.

How Long and Where Are the Data Stored?

✓ **Storage Duration:**

- **CSS Requests:** Google stores CSS asset requests for **one day** on its servers.
- **Font Files:** Google retains font files for **one year** to enhance website loading speeds.

✓ **Storage Location:**

- The data are primarily **stored on Google servers outside the EU.**
- Google **caches fonts globally**, allowing faster access across multiple websites.

📌 **Why Does Google Store Fonts for One Year?**

- **Performance Optimization:** By caching font files, Google **reduces page load times** for millions of websites.
- **Improved User Experience:** If many websites use the same font, the file is **already stored in the browser cache**, making future visits **faster and more efficient.**
- **Font Updates:** Google occasionally **updates font files** to:
 - Reduce file sizes
 - Expand language support
 - Improve font design

This approach **minimizes repeated data transfers** and **enhances website efficiency.**

How Can I Delete or Prevent Data Storage?

✓ **Can Data Be Deleted?**

- The data that Google stores **for one day or one year cannot be manually deleted**.
- Data **are automatically transmitted to Google** upon accessing a website that uses Google Fonts.
- If you want to **delete stored data**, you must contact **Google Support** at [Google Help Center](#).

✓ How to Prevent Data Storage?

- The **only way to prevent Google Fonts data storage is not to visit websites that use Google Fonts**.
- Unlike other web fonts, Google provides **unrestricted access** to a vast selection of fonts, optimizing website design and user experience.

✓ Further Information

- You can find more details about Google Fonts and related **privacy concerns** at:

[Google Fonts FAQ](#)

- Note: While this FAQ addresses some **privacy aspects**, it does not provide **detailed information on data storage practices**.
- Google has **not explicitly disclosed** all details regarding data storage, making it challenging to obtain precise information.

Legal Basis

If you have given your consent for the use of Google Fonts, the legal basis for processing your personal data is **your consent** under **Art. 6(1)(a) GDPR**. This consent allows the processing of personal data collected through Google Fonts.

Additionally, we have a **legitimate interest** in using Google Fonts to **optimize our online service**, ensuring a **consistent and visually appealing web experience**. The relevant legal basis for this is **Art. 6(1)(f) GDPR (Legitimate Interests)**. However, we only use Google Fonts if you have given **explicit consent**.

Google Data Processing & Data Transfers to the USA

Google processes your data in the **United States**, among other locations. Google is an **active participant** in the **EU-US Data Privacy Framework**, which ensures the **secure and lawful transfer of personal data** from EU citizens to the USA. More details can be found here:

 [EU-US Data Privacy Framework](#)

In addition, Google uses **Standard Contractual Clauses (SCCs)** in accordance with **Art. 46(2) and (3) GDPR**. These **pre-approved templates** from the European Commission ensure that data transfers **meet European privacy standards**, even when stored or processed in third countries (such as the USA).

 You can find the EU Commission's official decision and the **Standard Contractual Clauses** here:

 [EU Commission SCCs Decision](#)

 Google's **Ads Data Processing Terms**, referring to these SCCs, can be reviewed at:

 [Google Ads Data Processing Terms](#)

Further Information

To understand **which data Google collects** and how it is used, please refer to Google's official privacy policy:

 [Google Privacy Policy](#)

Google Fonts Local Privacy Policy

On our website, we use **Google Fonts** provided by **Google Inc.** For users in the **European Economic Area (EEA)**, the responsible entity is:

 **Google Ireland Limited**

Gordon House, Barrow Street, Dublin 4, Ireland

What does “Google Fonts Local” mean?

We have **embedded Google Fonts locally** on our **own web server** instead of loading them from **Google’s servers**. This means:

- ✔ **No connection** to Google servers
- ✔ **No data transmission** to Google
- ✔ **No storage or tracking by Google**

What Are Google Fonts?

Previously known as **Google Web Fonts**, **Google Fonts** is an **interactive directory** containing over **800 freely available fonts** provided by **Google**. These fonts were originally designed to be used **without requiring a download**—allowing websites to **integrate fonts dynamically from Google’s servers**.

However, to **prevent any data transmission to Google servers** and ensure full **GDPR compliance**, we have **downloaded and stored the fonts directly on our own web server**.

- ✔ **No external requests to Google servers**
- ✔ **No data transfer to Google**
- ✔ **Full privacy compliance**

By **self-hosting Google Fonts**, we eliminate **third-party tracking risks**, ensuring **maximum data protection** while maintaining a **seamless user experience** on our website.

Introduction to Online Map Services

We use **online map services** on our website to provide you with **interactive maps** and **location-based information**. These tools help **enhance user experience**, enabling easy navigation and better access to relevant geographic details.

Online Map Services Privacy Policy Summary

 **Affected Individuals:** Visitors of our website

 **Purpose:** To improve user experience

 **Processed Data:** Depends on the service used; typically includes IP address, location data, search queries, and/or technical data. More details can be found in the respective service provider's privacy policy.

 **Storage Duration:** Varies based on the specific tool used

 **Legal Basis:** Article 6(1)(a) GDPR (Consent), Article 6(1)(f) GDPR (Legitimate Interest)

For more details, please refer to the following sections covering the specific mapping tools we use.

What are online map services?

For our website, we also use online map services as an enhanced feature. Google Maps is probably the service you're most familiar with, but there are also other providers that specialize in creating digital maps. These services allow locations, route plans, or other geographic information to be displayed directly on our website. With an integrated map service, you no longer need to leave our website to view a route to a location, for example. To make the online map function on our website, map sections are embedded using HTML code. These services can then display street maps, the Earth's surface, or aerial or satellite images. When you use the embedded map feature, data is also transmitted to the tool being used and stored there. This data may include personal data.

Why do we use online map services on our website?

In general terms, our goal is to provide you with a pleasant experience on our website. And your time is only pleasant when you can easily navigate the website and quickly and easily find all the information you need. Therefore, we thought that an online mapping system could significantly improve our service on the website. Without leaving our website, you can easily view route descriptions, locations, or even points of interest with the help of the map system.

Of course, it's also super practical that you can see at a glance where our office is located, so you can find us quickly and safely. As you can see, there are many advantages, and we clearly consider online map services on our website as part of our customer service.

What data is stored by online map services?

When you open a page on our website that includes an online map feature, personal data may be transmitted to the respective service and stored there. Most commonly, this includes your IP address, which can also be used to determine your approximate location. In addition to the IP address, data such as search terms entered, as well as latitude and longitude coordinates, are stored. For example, if you enter an address for route planning, this data will also be saved. The data is not stored with us but on the servers of the embedded tools. You can think of it like this: even though you are on our website, when you interact with a map service, that interaction actually occurs on their website. To ensure the service works properly, at least one cookie is usually set in your browser. For instance, Google Maps also uses cookies to track user behavior and optimize its service, as well as to display personalized ads. You can learn more about cookies in our "Cookies" section.

How long and where is the data stored?

Each online map service processes different user data. If we have further information, we will inform you about the duration of data processing in the corresponding sections below for each tool. In general, personal data is only stored for as long as necessary to provide the service. For example, Google Maps stores certain data for a set period, while other data must be deleted by you. With Mapbox, for instance, the IP address is stored for 30 days and then deleted. As you can see, each tool stores data for different lengths of time. Therefore, we recommend that you carefully review the privacy policies of the tools used.

The providers also use cookies to store data about your behavior with the map service. You can find more general information about cookies in our "Cookies" section, but the privacy texts of the individual providers will also inform you about which cookies may be used. However, this is usually just an example list and may not be complete.

Right to object

You always have the option and the right to access your personal data and to object to its use and processing. You can also withdraw your consent that you have given us at any time. Typically, this is easiest to do via the cookie consent tool. However, there are also other opt-out tools that you can use. Any cookies set by the providers used can also be managed, deleted, or disabled by you with just a few clicks. However, it may happen that some functions of the service no longer work as expected. How you manage cookies in your browser depends on the browser you are using. In the "Cookies" section, you will also find links to the instructions for the most common browsers.

Legal basis

If you have consented to the use of an online map service, the legal basis for the corresponding data processing is your consent. According to Article 6(1)(a) of the GDPR (consent), this consent serves as the legal basis for the processing of personal data, such as that which may occur when data is collected by an online map service.

We also have a legitimate interest in using an online map service to optimize our service on our website. The corresponding legal basis for this is Article 6(1)(f) of the GDPR (legitimate interests). However, we only use an online map service if you have provided consent. We want to make sure this is clearly stated here.

Information about specific online map services is provided in the following sections, if available.

OpenStreetMap Privacy Policy

Summary of OpenStreetMap Privacy Policy

 **Affected individuals:** Visitors of the website

 **Purpose:** To optimize our service

 **Processed data:** Data such as IP address, browser information, operating system, content of the request, limited location, and usage data

More details can be found below in this privacy policy.

 **Storage duration:** The IP address is deleted after 180 days

 **Legal bases:** Article 6(1)(a) GDPR (consent), Article 6(1)(f) GDPR (legitimate interests)

What is OpenStreetMap?

We have embedded map sections from the online mapping tool “OpenStreetMap” on our website. This is an open-source mapping tool that we can access via an API (interface). This functionality is provided by the OpenStreetMap Foundation, St John’s Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom. By using this map feature, your IP address is transmitted to OpenStreetMap. In this privacy policy, you will learn why we use features of the OpenStreetMap tool, where data is stored, and how you can prevent this data storage.

The OpenStreetMap project was launched in 2004. The goal of the project has always been to create a free world map. Users worldwide collect data on buildings, forests, rivers, roads, and more. Over the years, this has created an extensive, user-generated digital world map. Of course, the map is not complete, but it is well-equipped with a large amount of data in most regions.

Why do we use OpenStreetMap on our website?

Our website is primarily designed to be helpful to you. We believe it is most helpful when you can quickly and easily find the information you need. This includes not only information about our services and products but also other helpful details. That’s why we use the OpenStreetMap mapping service. It allows us to precisely show you how to find our company. The map shows you the best route to us, making your trip a breeze.

What data is stored by OpenStreetMap?

When you visit one of our pages that includes OpenStreetMap, user data is transmitted to the service and stored there. OpenStreetMap collects information about your interactions with the digital map, your IP address, data about your browser, device type, operating system, and the date and time you accessed the service. Tracking software is also used to record user interactions. The company mentions the analytics tool “Piwik” in its privacy policy.

The collected data is accessible to the relevant working groups of the OpenStreetMap Foundation. According to the company, personal data is not shared with other individuals or companies unless required by law. The third-party provider Piwik does store your IP address, but in an anonymized form.

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

- **Name:** `_osm_location`
- **Value:** `9.63312%7C52.41500%7C17%7CM`
- **Purpose:** The cookie is needed to unlock OpenStreetMap content.
- **Expiration date:** After 10 years

If you view the full-screen map, you will be redirected to the OpenStreetMap website. On that site, the following cookies may be stored in your browser:

- **Name:** `_osm_totp_token`
- **Value:** `148253112923324-2`
- **Purpose:** This cookie is used to ensure the functionality of the map section.
- **Expiration date:** After one hour
- **Name:** `_osm_session`
- **Value:** `1d9bfa122e0259d5f6db4cb8ef653a1c`
- **Purpose:** This cookie stores session information (i.e., user behavior).
- **Expiration date:** After session ends
- **Name:** `_pk_id.1.cf09`
- **Value:** `4a5.1593684142.2.1593688396.1593688396112923324-9`
- **Purpose:** This cookie is set by Piwik to store or measure user data, such as click behavior.

- **Expiration date:** After one year

How long and where is the data stored?

The API servers, databases, and support service servers are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information, which is stored in an anonymized form by the web analytics tool Piwik, is deleted after 180 days.

How can I delete my data or prevent data storage?

You have the right to access your personal data at any time and object to its use and processing. Cookies that may be set by OpenStreetMap can be managed, deleted, or disabled in your browser at any time. However, this may prevent the service from functioning fully. The management, deletion, or deactivation of cookies works slightly differently in each browser. In the “Cookies” section, you will find the corresponding links to the instructions for the most popular browsers.

Legal basis

If you have consented to the use of OpenStreetMap, the legal basis for the corresponding data processing is this consent. According to Article 6(1)(a) GDPR (consent), this consent serves as the legal basis for the processing of personal data, such as what may occur when data is collected by OpenStreetMap.

We also have a legitimate interest in using OpenStreetMap to optimize our online service. The corresponding legal basis for this is Article 6(1)(f) GDPR (legitimate interests). However, we only use OpenStreetMap to the extent that you have given consent.

If you want to learn more about data processing by OpenStreetMap, we recommend reading the company’s privacy policy at https://wiki.osmfoundation.org/wiki/Privacy_Policy.

Explanation of terms used

We always strive to make our privacy policy as clear and understandable as possible. However, especially when it comes to technical and legal topics, this is not always straightforward. It often makes sense to use legal terms (such as personal data) or certain technical expressions (such as cookies, IP address). However, we do not want to use these terms without explanation. Below you will find an alphabetical list of important terms we have used, which may not have been sufficiently explained in the privacy policy so far. If these terms are derived from the GDPR and refer to definitions, we will also include the GDPR texts here and, if necessary, add our own explanations.

Data Processor

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Data processor” refers to a natural or legal person, authority, agency, or other body that processes personal data on behalf of the controller.

Explanation:

As a company and website owner, we are responsible for all data we process from you. In addition to the data controller, there may also be so-called data processors. These are any companies or individuals who process personal data on our behalf. Data processors can include service providers such as tax consultants, as well as hosting or cloud providers, payment or newsletter providers, or large companies like Google or Microsoft.

Consent

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Consent” of the data subject means any freely given, specific, informed, and unambiguous indication of the data subject’s wishes, expressed by a statement or by a clear affirmative action, whereby the data subject signifies agreement to the processing of personal data relating to them.

Explanation:

Typically, on websites, such consent is given through a cookie consent tool. You are probably familiar with this: whenever you visit a website for the first time, you are usually asked via a banner whether you agree to the data processing or give your consent. Often, you can also make individual settings and decide which data processing you permit and which you do not. If you do not give consent, no personal data may be processed. In principle, consent can also be given in writing, not necessarily through a tool.

Personal Data

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Personal data” means any information relating to an identified or identifiable natural person (hereinafter referred to as the “data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

Explanation:

Personal data are all those data that can identify you as a person. These are typically data such as:

- Name
- Address
- Email address
- Postal address
- Phone number
- Date of birth
- Identification numbers like social security number, tax ID number, personal ID number, or student registration number
- Bank data like account number, credit information, account balances, etc.

According to the European Court of Justice (ECJ), your IP address is also considered personal data. IT experts can use your IP address to at least determine the approximate location of your device, and thus, identify you as the account holder. Therefore, storing an IP address also requires a legal basis under the GDPR.

There are also so-called “special categories” of personal data, which are particularly sensitive and require additional protection. These include:

- Racial and ethnic origin
- Political opinions
- Religious or philosophical beliefs
- Trade union membership
- Genetic data, such as data derived from blood or saliva samples
- Biometric data (information about mental, physical, or behavioral characteristics that can identify a person)
- Health data
- Data about sexual orientation or sexual life

Profiling

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Profiling” means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning work performance, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements of that natural person.

Explanation:

Profiling involves gathering various pieces of information about a person to learn more about them. In the web context, profiling is often used for advertising purposes or credit assessments. Web or advertising analytics programs, for example, collect data about your behavior and interests on a website. This results in a specific user profile, which can then be used to target advertisements to a particular audience.

Controller

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Controller” means the natural or legal person, authority, agency, or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union law or the law of the Member States, the controller or the specific criteria for their designation may be provided for by Union law or the law of the Member States.

Explanation:

In our case, we are responsible for the processing of your personal data and, therefore, the “Controller.” If we share collected data for processing with other service providers, they are considered “Data Processors.” In such cases, a “Data Processing Agreement (DPA)” must be signed.

Processing

Definition according to Article 4 of the GDPR

For the purposes of this regulation, the term:

“Processing” means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, alteration or retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Note:

When we refer to processing in our privacy

policy, we mean any kind of data processing. As mentioned in the original GDPR definition above, this includes not only the collection but also the storage and processing of data.

Closing Remarks

Congratulations! If you are reading these lines, you’ve really “fought” your way through our entire privacy policy or at least scrolled this far. As you can see from the length of our privacy policy, we take the protection of your personal data very seriously.

It is important to us to inform you, to the best of our knowledge and belief, about the processing of personal data. However, we don’t just want to tell you which data is being processed, but also explain the reasons for using various software programs. Privacy policies often sound very technical and legal. Since most of you are not web developers or lawyers, we wanted to take a different approach and explain the matter in simple and clear language. Of course, this is not always possible due to the subject matter. Therefore, the most important terms are explained in more detail at the end of the privacy policy.

If you have any questions about privacy on our website, please do not hesitate to contact us or the responsible authority. We wish you a pleasant time and hope to welcome you back to our website soon.

All texts are copyrighted.

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