

## Privacy

This privacy policy clarifies the nature, scope and purpose of the processing of personal data (hereinafter referred to as “data”) within our online offering and the related websites, features and content as well as external online presences, such as our social media profile (hereinafter collectively referred to as “online offering”). With regard to the terms used, such as “processing” or “controller”, we refer to the definition in Art. 4 of the General Data Protection Regulation (GDPR).

### Data protection policy

The protection of personal data is important to us. We therefore process the personal data of our employees, customers and business partners in accordance with the applicable legal provisions on the protection of personal data and data security. Safeguarding data protection is a basis for trusting business relationships and brandbook’s reputation as an attractive employer and conscientious business partner. All our employees are obliged to comply with this policy.

### The controller in charge of data processing on this website, within the meaning of the General Data Protection Regulation (GDPR), is

Next design+produktion GmbH  
Gutzkowstraße 25  
60594 Frankfurt am Main, Germany  
+49 (0) 69 40 80 90 00  
[info@brandbook.de](mailto:info@brandbook.de)

### The controller has designated a data protection officer for this website. He can be reached as follows:

Next design+produktion GmbH  
Datenschutzbeauftragter brandbook  
Gutzkowstraße 25  
60594 Frankfurt am Main, Germany  
+49 (0) 69 40 80 90 140  
[datenschutz@brandbook.de](mailto:datenschutz@brandbook.de)

## 1. Data Collection When You Visit Our Website

**1.1** When using our website for information only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called “server log files”). When you visit our website, we collect the following data that is technically necessary for us to display the website to you:

- Our visited website
- Date and time at the moment of access
- Amount of data sent in bytes
- Source/reference from which you came to the page
- Browser used
- Operating system used
- IP address used (if applicable: in anonymized form)

Data processing is carried out in accordance with Art. 6 (1) point f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website.

The data will not be passed on or used in any other way. However, we reserve the right to check the server log files subsequently, if there are any concrete indications of illegal use.

**1.2** This website uses SSL or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the controller). You can recognize an encrypted connection by the character string `https://` and the lock symbol in your browser line.

## **2. Hosting**

We use the system of the following provider to host our website and display the page content: Exoscale, Boulevard de Grancy 19A, 1006 Lausanne, Switzerland.

All data collected on our website is processed on the provider's servers.

We have concluded an order processing agreement with the above mentioned provider Exoscale, which ensures the protection of the data of our website to visitors and prohibits unauthorised disclosure to third parties.

For data transfers to the USA, the provider has signed up to the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **3. Cookies**

In order to make your visit to our website more attractive and to enable the use of certain functions, we use cookies, i.e. small text files that are stored on your end device. In some cases, these cookies are automatically deleted again after the browser is closed (so-called "session cookies"), in other cases, these cookies remain on your end device for longer and allow page settings to be saved (so-called "persistent cookies"). In the latter case, you can find the duration of the storage in the overview of the cookie settings of your web browser.

If personal data is also processed by individual cookies set by us, the processing is carried out either in accordance with Art. 6 (1) point b GDPR for the performance of the contract, in accordance with Art. 6 (1) point a GDPR in the case of consent given or in accordance with Art. 6 (1) point f GDPR to safeguard our legitimate interests in the best possible functionality of the website as well as a customer-friendly and effective design of the page visit.

You can set your browser in such a way that you are informed about the setting of cookies and you can decide individually about their acceptance or exclude the acceptance of cookies for certain cases or in general. Please note that the functionality of our website may be limited if cookies are not accepted.

## **4. Contacting Us**

When you contact us (e.g. via contact form or e-mail), personal data is collected. Which data is collected in the case of a contact form can be seen from the respective contact form. This data is stored and used exclusively for the purpose of responding to your request or for establishing contact and for the associated technical administration.

The legal basis for processing data is our legitimate interest in responding to your request in accordance with Art. 6 (1) point f GDPR. If your contact is aimed at concluding a contract, the additional legal basis for the processing is Art. 6 (1) point b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been finally clarified, provided there are no legal storage obligations to the contrary.

## **5. Data processing when opening a customer account and for contract processing**

In accordance with Art. 6 1 lit. b DSGVO, personal data will continue to be collected and processed if you provide it to us for the execution of a contract or when opening a customer account. Which data is collected can be seen from the respective input forms. Your customer account can be deleted at any time by sending a message to the above mentioned address of the controller. We store and use the data provided by you to fulfill the contract. After completion of the contract or deletion of your customer

account, your data will be blocked with regard to tax and commercial law retention periods and deleted after these periods have expired, unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved by us.

## **6. Use of Client Data for Direct Advertising**

### **6.1 Subscribe to our e-mail newsletter**

If you subscribe to our e-mail newsletter, we will send you regular information about our offers. The only mandatory information for sending the newsletter is your e-mail address. The indication of additional possible data is voluntary and is used to allow us to address you personally. We use the so-called double opt-in procedure for sending newsletters. This means that we will not send you an e-mail newsletter, unless you have expressly confirmed to us that you agree to the sending of such a newsletter. We will then send you a confirmation e-mail asking you to confirm that you wish to receive future newsletters by clicking on an appropriate link.

By activating the confirmation link, you give us your consent to the use of your personal data in accordance with Art. 6 (1) point a GDPR. When you register for the newsletter, we store your IP address entered by the Internet Service Provider (ISP) as well as the date and time of registration so that we can trace any possible misuse of your e-mail address at a later time. The data collected by us when you register for the newsletter will be used exclusively for the purpose of advertising by means of the newsletter. You can unsubscribe from the newsletter at any time via the link provided in the newsletter or by sending a message to the responsible person named above. After your cancellation, your e-mail address will immediately be deleted from our newsletter distribution list, unless you have expressly consented to further use of your data or we reserve the right to use data in excess thereof, which is permitted by law and about which we inform you in this declaration.

### **6.2 Sending e-mail newsletter to existing customers**

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers by e-mail for similar goods or services to those already purchased from our range. In accordance with Section 7 (3) UWG we do not need to obtain separate consent from you for this purpose. In this respect, data processing is carried out solely on the basis of our legitimate interest in personalised direct advertising in accordance with Art. 6 para. 1 lit. f GDPR. If you have initially objected to the use of your email address for this purpose we will not send you email-newsletters anymore..

### **6.3 Brevo**

Our e-mail newsletters are sent via this provider:  
Sendinblue SAS, 55 Rue d'Amsterdam, 75008 Paris, France

On the basis of our legitimate interest in effective and user-friendly newsletter marketing, we pass on the data you provided when registering for the newsletter to this provider in accordance with Art. 6 (1) point f GDPR so that they can send the newsletter on our behalf.

Subject to your express consent pursuant to Art. 6 (1) point a GDPR, the provider also carries out a statistical analysis of the success of newsletter campaigns by means of web beacons or tracking pixels in the emails sent, which can measure opening rates and specific interactions with the newsletter content. In the process, end device information (e.g. time of page view, IP address, browser type and operating system) is also collected and analysed, but not combined with other data records.

You can revoke your consent to newsletter tracking at any time with effect for the future.

We have concluded an order processing agreement with the provider, which safeguards the data of our website visitors and prohibits a transfer to third parties.

### **6.4 Advertising by post**

Based on our legitimate interest in personalized direct mail, we reserve the right to store your first and last name, your postal address and - if we have received this additional information from you within the framework of the contractual relationship - your title, academic degree, year of birth and your professional, industry or business name in accordance with Art. 6 (1) point f GDPR and to use this data for sending interesting offers and information on our products by letter post.

You can object to the storage and use of your data for this purpose at any time by sending an appropriate message to the controller.

## **7. Processing of Data for the Purpose of Order Handling**

**7.1** Insofar as necessary for the processing of the contract for delivery and payment purposes, the personal data collected by us will be passed on to the commissioned transport company and the commissioned credit institution in accordance with Art. 6 Para. 1 lit. b GDPR.

If we owe you updates for goods with digital elements or for digital products on the basis of a corresponding contract, we will process the contact data (name, address, e-mail address) provided by you when placing the order in order to inform you personally by suitable means of communication (e.g. by post or e-mail) about upcoming updates within the legally stipulated period of time within the framework of our statutory duty to inform pursuant to Art. 6 Para. 1 lit. c GDPR. Your contact details will be used strictly for the purpose of informing you about updates owed by us and will only be processed by us for this purpose to the extent that this is necessary for the respective information.

In order to process your order, we also work together with the following service provider(s), who support us in whole or in part in the execution of concluded contracts. Certain personal data is transferred to these service providers in accordance with the following information.

**7.2** We work with external shipping partners to fulfil our contractual obligations to our customers. We pass on your name as well as your delivery address exclusively for the purpose of delivering goods to a shipping partner selected by us, pursuant to Art. 6 (1) point b GDPR.

### **Amazon**

We use the following provider for order processing:  
Amazon EU S.a r.l., 38 avenue John F. Kennedy, L-1855 Luxembourg.

### **JTL**

We use the following provider for order processing: JTL-Software-GmbH, Rheinstr. 7, 41836 Hückelhoven.

Name, address and, if applicable, other personal data will be passed on to the provider in accordance with Art. 6 (1) point b GDPR exclusively for the purpose of processing the online order. Your data will only be passed on insofar as this is actually necessary for the processing of the order.

### **7.3 Passing on Personal Data to Shipping Service Providers**

We pass on your e-mail address and/or telephone number to the provider in accordance with Art. 6 (1) point a GDPR prior to delivery of the goods for the purpose of coordinating a delivery date or for delivery notification, if you have given your express consent in the ordering process. Otherwise, we will only pass on the name of the recipient and the delivery address to the supplier for the purpose of delivery in accordance with Art. 6 (1) point b GDPR. The transmission only takes place to the extent necessary for the delivery of the goods. In this case, prior coordination of the delivery date with the supplier or the delivery announcement is not possible.

The consent can be revoked at any time with effect for the future vis-à-vis the responsible person named above or vis-à-vis the provider.

### **Deutsche Post**

We use the following provider as transport service provider:  
Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn.

### **DHL**

We use the following provider as transport service provider:  
Deutsche Post AG, Charles-de-Gaulle-Straße 20, 53113 Bonn.

### **UPS**

We use the following provider as transport service provider:  
United Parcel Service Deutschland Inc. & Co. OHG, Görlitzer Straße 1, 41460 Neuss.

### **7.4 Use of Payment Service Providers**

#### **Amazon Pay**

Online payment methods from the following provider are available on this website:  
Amazon Payments Europe s.c.a., 38 avenue John F. Kennedy, L-1855 Luxembourg.

If you select a payment method of the provider for which you make an advance payment (e.g. credit card payment), your payment data provided during the ordering process (including name, address, bank and payment card information, currency and transaction number) as well as information about the content of your order will be passed on to the provider in accordance with Art. 6 (1) point b GDPR. In this case, your data will only be passed on for the purpose of processing payment with the provider and only to the extent necessary for this purpose.

### **Paypal**

Online payment methods from the following provider are available on this website:  
PayPal (Europe) S.a.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg.

If you select a payment method of the provider for which you make an advance payment, your payment data provided during the ordering process (including name, address, bank and payment card information, currency and transaction number) as well as information about the content of your order will be passed on to the provider in accordance with Art. 6 (1) point b GDPR. In this case, your data will only be passed on for the purpose of processing payment with the provider and only to the extent necessary for this purpose.

When selecting a payment method of the provider with which the provider makes advance payments, you will also be asked to provide certain personal data (first name and surname, street, house number, postcode, city, date of birth, e-mail address, telephone number, if applicable data on alternative means of payment) during the ordering process.

In order to safeguard our legitimate interest in determining the solvency of our customers, this data is passed on to the provider by us for the purpose of a credit check in accordance with Art. 6 (1) point f GDPR. On the basis of the personal data provided by you as well as further data (such as shopping cart, invoice total, order history, payment history), the provider checks whether the payment option selected by you can be granted with regard to payment and/or bad debt risks.

The credit report may contain probability values (so-called score values). Insofar as score values are included in the result of the credit report, they have their basis in a scientifically recognised mathematical-statistical procedure. The calculation of the score values includes, but is not limited to, address data.

You can object to this processing of your data at any time by sending a message to us or to the provider. However, the provider may still be entitled to process your personal data if this is necessary for the contractual processing of payments.

### **SOFORT**

Online payment methods from the following provider are available on this website:  
SOFORT GmbH, Theresienhöhe 12, 80339 Munich.

If you select a payment method of the provider for which you make an advance payment (e.g. credit card payment), your payment data provided during the ordering process (including name, address, bank and payment card information, currency and transaction number) as well as information about the content of your order will be passed on to the provider in accordance with Art. 6 (1) point b GDPR. In this case, your data will only be passed on for the purpose of processing payment with the provider and only to the extent necessary for this purpose.

### **7.5 Credit Check**

If we make advance payments (e.g. delivery on account), we reserve the right to carry out a credit check on the basis of mathematical-statistical procedures in order to safeguard our legitimate interest in determining the solvency of our customers. We transmit the personal data required for a creditworthiness check to the following service provider in accordance with Art. 6 (1) point b GDPR:  
Creditreform Frankfurt Emil Vogt KG, Bleichstraße 59, D-60313 Frankfurt am Main.

The credit report may contain probability values (so-called score values). If score values are included in the result of the credit report, these are based on recognized scientific mathematical-statistical methods. The calculation of the score values includes, but is not limited to, address data. We use the result of the credit assessment regarding the statistical probability of non-payment for a balanced decision on the establishment, implementation or termination of the contractual relationship.

You can object to this processing of your data at any time by sending a message to the data controller or to the aforementioned credit agency. However, we may still be entitled to process your personal data if this is necessary for contractual processing of payments.

## **8. Web Analysis Services**

### **8.1 Google (Universal) Analytics**

This website uses Google (Universal) Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”).

Google (Universal) Analytics uses “cookies”, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website (including the abbreviated IP address) is usually transferred to a Google server and stored there and may also be transferred to the servers of Google LLC. in the USA.

This website uses Google (Universal) Analytics exclusively with the extension “\_anonymizeIp()”, which ensures anonymization of the IP address by shortening it and excludes the possibility of direct personal reference. Through the extension, your IP address will be shortened by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area before. Only in exceptional cases will the full IP address be transferred to a server of Google LLC. in the USA and shortened there.

On our behalf, Google will use this information to evaluate your use of the website, to compile reports on the website activities and to provide us with further services related to the use of the website and the Internet. The IP address transmitted by your browser within the framework of Google (Universal) Analytics is not combined with other Google data.

All the processing described above, in particular the setting of Google Analytics cookies for reading information on the terminal device used, is only carried out if you have given us your express consent in accordance with Art. 6 Para. 1 letter a GDPR. Without this consent, the use of Google Analytics during your visit to our website will not take place.

You can withdraw your consent at any time with effect for the future. To exercise your right of withdrawal of consent, please deactivate this service in the “Cookie-Consent-Tool” provided on the website.

We have concluded an order processing agreement with Google, which ensures the protection of our site visitors' data and prohibits unauthorised disclosure to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

Further information about Google (Universal) Analytics can be found here:

<https://policies.google.com/privacy?hl=en&gl=en>

### **Demographics**

Via a special function called “Demographics”, Google Analytics also enables the compilation of statistics with statements about the age, gender and interests of site visitors based on an evaluation of interest-related advertising and with the use of third-party information. This allows the definition and differentiation of user groups of the website for the purpose of target-group-optimized marketing measures. However, data sets collected via “Demographics” cannot be assigned to a specific person.

Details on the processing operations initiated and on Google's handling of data collected from websites can be found here: <https://policies.google.com/technologies/partner-sites?hl=en>

### **Google Signals**

On this website, the “Google Signals” service can also be used as an extension of Google Analytics. With Google Signals, cross-device reports can be created by Google (so-called “cross-device tracking”). If you have activated “personalised ads” in your Google account settings and you have linked your internet-enabled devices to your Google account, Google can analyse user behaviour across devices and create database models based on this, provided you have given your consent to the use of Google Analytics in accordance with Art. 6 Para. 1 letter a GDPR (see above). The logins and device types of all page

visitors who were logged into a Google account and performed a conversion are taken into account. The data shows, among other things, on which device you first clicked on an ad and on which device the associated conversion took place. Insofar as Google Signals is used, we do not receive any personal data from Google, but only statistics compiled on the basis of Google Signals. You have the option of deactivating the “personalised ads” function in the settings of your Google account and thus turning off the cross-device analysis. To do this, follow the instructions on this page: <https://support.google.com/ads/answer/2662922?hl=de>

Further information can be found here: <https://support.google.com/analytics/answer/7532985?hl=de>

### **UserIDs**

As an extension of Google Analytics, the “UserIDs” function can also be used on this website. By assigning individual UserIDs, we can have Google create cross-device reports (so-called “cross-device tracking”). This means that your usage behaviour can also be analysed across devices if you have given your corresponding consent to the use of Google Analytics in accordance with Art. 6 Para. 1 letter a GDPR, if you have set up a personal account by registering on this website and are logged into your personal account on different end devices with your relevant login data. The data collected in this way shows, among other things, on which end device you clicked on an ad for the first time and on which end device the relevant conversion took place.

### **8.2 Google Tag Manager**

This website uses the “Google Tag Manager”, a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: “Google”).

The Google Tag Manager provides a technical basis for bundling various web applications, including tracking and analysis services, and for calibrating, controlling and attaching conditions to them via a uniform user interface.

Google Tag Manager itself does not store any information on user end devices or read them. The service also does not perform any independent data analyses.

However, the Google Tag Manager transmits your IP address to Google when you visit a page and may store it there. Also a transmission to servers of Google LLC in the USA is possible.

All processing described above, in particular the reading or saving of information on the end device used, is only carried out if you have given us your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future by deactivating this service in the “cookie consent tool” provided on the website.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors’ data and prohibits unauthorised disclosure to third parties.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

### **8.3 Polyfill**

This website uses the service of the following provider: The Financial Times Ltd, Bracken House, 1 Friday Street, London, England, EC4M 9BT.

The service installs a script on our website that makes it possible to play content in high quality even on older browser versions by providing and transmitting polyfill files during the browser request in order to bridge missing browser functions. For this purpose, certain technical information such as browser details and connection data including your IP address is automatically passed on to the provider in anonymised form.

The information is used to determine which polyfill files are required by your browser for the proper reproduction of the page content.

If personal data is also processed in this context, the processing is based on our legitimate interests in the optimal presentation of our website and the optimisation of the user experience in accordance with Art. 6 (1) point f GDPR.

In case of data transfer to the provider's location, an adequate level of data protection is guaranteed by an adequacy decision of the European Commission.

## 9. Retargeting/Remarketing/Referral Advertising

### 9.1 Facebook pixel for creating custom audiences (with Cookie Consent Tool)

We use the so-called "Facebook pixel" of the social network Facebook, which is operated by Meta Platforms Ireland Limited, 4 Grand Canal Quare, Dublin 2, Ireland ("Facebook").

If a user clicks on an advertisement placed by us, which is displayed on Facebook, an addition is added to the URL of our linked page by Facebook pixels. If our page allows data to be shared with Facebook via pixels, this URL parameter is written into the user's browser via a cookie, which is set by the linked page itself. This cookie is then read by Facebook Pixel and enables the data to be forwarded to Facebook.

With the help of the Facebook pixel, Facebook is able to determine visitors of our online offer as a target group for the presentation of ads (so-called "Facebook ads"). Accordingly, the Facebook pixel to display Facebook ads placed by us will be presented only to Facebook users who have shown an interest in our online offer or who demonstrate certain characteristics (e.g., interest in certain topics or products determined by means of the websites visited) which we will transmit to Facebook (so-called "custom audiences"). When using Facebook pixels, we also want to ensure that our Facebook ads match the potential interest of users and are not annoying. This allows us to evaluate the effectiveness of Facebook ads for statistical and market research purposes by tracking whether users were forwarded to our website after clicking on a Facebook ad ("conversion").

The collected data is anonymous and does not provide us with any information about the user's identity. However, the data is stored and processed by Facebook to enable a connection to the respective user profile and to allow Facebook to use the data for its own advertising purposes in accordance with the Facebook Data Usage Guidelines (<https://www.facebook.com/about/privacy/>). The data may enable Facebook and its partners to serve advertisements on and off Facebook.

The data processing associated with the use of the Facebook Pixel is only carried out with your express consent in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future. If you wish to exercise your right of revocation, remove the tick next to the setting for the "Facebook Pixel" in the "Cookie Consent Tool" embedded on the website.

### 9.2 Google Ads Remarketing

This website uses the online advertising program "Google Ads" and, within the scope of Google Ads, the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). We use Google Ads to draw attention to our attractive offers on external websites with the help of advertising media (so-called Google Adwords). We can determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. In this way, we pursue the concern of showing you advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of the advertising costs incurred.

The conversion tracking cookie is set when a user clicks on an ad placed by Google. Cookies are small text files that are stored on your terminal device. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize if the user has clicked on the ad and has been directed to this page. Each Google Ads customer receives a different cookie. Cookies therefore cannot be tracked across Google Ads customers' websites. The information obtained using the conversion cookie is used to create conversion statistics for Google Ads customers who have chosen conversion tracking. Customers learn the total number of users who clicked on their ad and who were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. The use of Google Ads may also result in the transmission of personal data to the servers of Google LLC. in the USA.

Details on the processing operations initiated by Google Ads conversion tracking and on Google's handling of data collected from websites can be found here:

<https://policies.google.com/technologies/partner-sites?hl=en>

All processing described above, in particular the setting of cookies for the reading of information on the end device used, will only be carried out if you have given us your express consent to do so in accordance with Art. 6 (1) point a GDPR. Without this consent, Google Conversion Tracking will not be used during your visit to the website.



You can permanently disable the setting of cookies by Google Ads Conversion Tracking for advertising preferences. You may download and install the browser plug-in available at the following link:

<https://support.google.com/ads/answer/7395996?>

Please note that certain functions of this website may not be available or may be restricted if you have deactivated the use of cookies.

Further information about Google's privacy policy can be viewed at:

<https://www.google.com/policies/technologies/ads/>

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

## **10. Site Functionalities**

### **10.1 Google Maps**

Our website uses Google Maps (API) of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google Maps is a web service for displaying interactive (country) maps in order to display geographical information visually. Using this service will show you our location and will make it easier for you to find us.

When you access the sub-pages that contain the Google Maps map, information about your use of our website (such as your IP address) is transmitted to and stored by Google on servers. When using Google Maps, personal data may also be transmitted to the servers of Google LLC. in the USA. This is regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your information will be directly associated with your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such an evaluation takes place according to Art. 6 (1) point f GDPR, on the basis of the legitimate interests of Google in the insertion of personalized advertising, market research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles. If you want to do so, you must contact Google to exercise this right.

If you do not agree to the future transmission of your data to Google in the context of using Google Maps, you may completely deactivate the Google Maps web service by switching off the JavaScript application in your browser. In this case, Google Maps as well as the map display on this website cannot be used.

The Google terms of use can be found at: <https://policies.google.com/terms?hl=en>. The additional terms of use can be found at: [https://www.google.com/intl/en-US\\_US/help/terms\\_maps.html](https://www.google.com/intl/en-US_US/help/terms_maps.html).

You can find detailed information on data protection in connection with the use of Google Maps on Google's website ("Google Privacy Policy") at: <https://policies.google.com/privacy?hl=en>.

To the extent required by law, we have obtained your consent to the processing of your data as described above in accordance with Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future. In order to exercise your revocation, please follow the procedure described above for submitting an objection.

For data transfers to the USA, the provider participates in the EU-US Data Privacy Framework, which ensures compliance with the European level of data protection on the basis of an adequacy decision by the European Commission.

### **10.2 Friendly Captcha**

On this website, we use the CAPTCHA service of the following provider: Friendly Captcha GmbH, Am Anger 3-5, 82237 Woerthsee. Weitere Informationen dazu finden Sie hier: <https://friendlycaptcha.com>.

### **10.3 Microsoft Teams**

Für die Durchführung von Online-Meetings, Videokonferenzen und/oder Webinaren nutzen wir diesen Anbieter: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA.

Der Anbieter verarbeitet unterschiedliche Daten, wobei der Umfang der verarbeiteten Daten davon

abhängt, welche Daten Sie vor oder während der Teilnahme an einem Online-Meeting, einer Videokonferenz oder einem Webinar mitteilen. Es werden Ihre Daten als Kommunikationsteilnehmer verarbeitet und auf Servern des Anbieters gespeichert. Dies können insbesondere Ihre Anmeldedaten (Name, E-Mail-Adresse, Telefonnummer (optional) und Passwort) und Sitzungsdaten (Thema, Teilnehmer-IP-Adresse, Geräteinformationen, Beschreibung (optional)) sein.

Darüber hinaus können Bild- und Tonbeiträge der Teilnehmer sowie Spracheingaben in Chats verarbeitet werden.

Für die Verarbeitung von personenbezogenen Daten, die für die Erfüllung eines Vertrages mit Ihnen erforderlich sind (dies gilt auch für Verarbeitungsvorgänge, die zur Durchführung vorvertraglicher Maßnahmen erforderlich sind), dient Art. 6 Abs. 1 lit. b DSGVO als Rechtsgrundlage. Soweit Sie uns eine Einwilligung zur Verarbeitung Ihrer Daten erteilt haben, erfolgt die Verarbeitung auf Grundlage von Art. 6 Abs. 1 lit. a DSGVO. Eine erteilte Einwilligung können Sie jederzeit mit Wirkung für die Zukunft widerrufen.

Im Übrigen ist Rechtsgrundlage für die Datenverarbeitung bei der Durchführung von Online-Meetings, Videokonferenzen oder Webinaren unser berechtigtes Interesse gem. Art. 6 Abs. 1 lit. f DSGVO an der effektiven Durchführung des Online-Meetings, Webinars oder der Videokonferenz.

Wir haben mit dem Anbieter einen Auftragsverarbeitungsvertrag geschlossen, der den Schutz der Daten unserer Seitenbesucher sicherstellt und eine unbefugte Weitergabe an Dritte untersagt.

Für Datenübermittlungen in die USA hat sich der Anbieter dem EU-US-Datenschutzrahmen (EU-US Data Privacy Framework) angeschlossen, das auf Basis eines Angemessenheitsbeschlusses der Europäischen Kommission die Einhaltung des europäischen Datenschutzniveaus sicherstellt.

#### **10.4 Zoom**

We use this provider to conduct online meetings, video conferences and/or webinars: Zoom Video Communications Inc, 55 Almaden Blvd, Suite 600, San Jose, CA 95113, USA.

The provider processes different data, whereby the scope of the processed data depends on the data you provide before or during the participation in an online meeting, video conference or webinar. Your data as a communication participant is processed and stored on servers of the provider. This may include, in particular, your registration data (name, e-mail address, telephone number (optional) and password) and session data (topic, participant IP address, device information, description (optional)). In addition, participants' image and sound contributions as well as voice input in chats may be processed.

For the processing of personal data that is necessary for the performance of a contract with you (this also applies to processing operations that are necessary for the implementation of pre-contractual measures), Art. 6 (1) point b GDPR serves as the legal basis. If you have given us your consent to process your data, the processing is based on Art. 6 (1) point a GDPR. You can revoke your consent at any time with effect for the future.

In addition, the legal basis for data processing when conducting online meetings, video conferences or webinars is our legitimate interest pursuant to Art. 6 (1) point f GDPR in the effective conduct of the online meeting, webinar or video conference.

We have concluded an order processing agreement with the provider, which ensures the protection of our website visitors' data and prohibits unauthorised disclosure to third parties.

For the transfer of data to the USA, the provider relies on standard contractual clauses of the European Commission, which are meant to ensure compliance with the European level of data protection.

#### **10.5 Applications for job advertisements**

On our website, we advertise current vacancies in a separate section, for which interested parties can apply by e-mail using the contact address provided.

If applicants want to be included in the application process, they must provide us with all personal details required for a well-founded and informed assessment and selection in conjunction with their application by e-mail.

The required data should include general personal information (name, address, telephone or electronic contact) as well as performance-specific evidence showing the qualifications required for the advertised position.

In addition, health-related information may be required, which in the interest of social protection must be given special attention to regarding the applicant's person according to labor and social law.

The components an application must contain to be considered and the form in which these components must be sent by e-mail can be found in the respective job advertisement.

After receipt of the application sent using the e-mail contact address supplied, the applicant data will be stored by us and evaluated exclusively for the purpose of processing the application. In the event of queries arising in the course of processing the application, we will use either the e-mail address supplied by the applicant with his application or a telephone number supplied, at our discretion.

The legal basis for such processing, including the contacting of applicants for queries, is basically Art. 6 (1) point b GDPR in conjunction with Art. 26 (1) Federal Data Protection Act. According to these provisions, the completion of the application procedure is deemed to be the initiation of an employment contract.

If special categories of personal data within the meaning of Art. 9 (1) GDPR (e.g. health data such as information on severely disabled status) are requested from applicants as part of the application procedure, processing will take place in accordance with Art. 9 (2) point b GDPR, so as to enable us to exercise the rights arising from labor law, social security and social protection law and to fulfil our obligations in this regard.

The processing of special categories of data may also be based cumulatively or alternatively on Art. 9 (1) point h GDPR if it is used for the purposes of health care or occupational medicine, for the assessment of the applicant's ability to work, for medical diagnostics, health or social care or for the management of systems and services in the health or social sector.

If, in the course of the evaluation described above, the applicant is not selected or if an applicant withdraws his application prematurely, his data transmitted by e-mail as well as all electronic correspondence including the original application e-mail will be deleted at the latest after 6 months following a corresponding notification. This period shall be determined on the basis of our legitimate interest in being able to answer any follow-up questions regarding the application and, if necessary, to comply with our obligation to provide evidence under the regulations governing the equal treatment of applicants.

In the event of a successful application, the data provided will be processed on the basis of Art. 6 (1) point b GDPR in conjunction with Art. 26 (2) Federal Data Protection Act for the purposes of implementing the employment relationship.

## **11. Tools and Miscellaneous**

This website uses a so-called "cookie consent tool" to obtain effective user consent for cookies and cookie-based applications that require consent. The "cookie consent tool" is displayed to users in the form of an interactive user interface when they access the page, on which consent for certain cookies and/or cookie-based applications can be given by ticking the appropriate box.

Using the tool, all cookies/services requiring consent are only loaded if the respective user provides the corresponding consent by ticking the corresponding box. This ensures that such cookies are only set on the respective end device of the user if consent has been granted.

The tool sets technically necessary cookies to save your cookie preferences. Personal user data is generally not processed.

If, in individual cases, personal data (such as the IP address) is processed for the purpose of storing, assigning or logging cookie settings, this is done in accordance with Art. 6 (1) point b GDPR based on our legitimate interest in legally compliant, user-specific and user-friendly consent management for cookies and thus in a legally compliant design of our website.

Further legal basis for the processing is Art. 6 (1) point c GDPR. As the responsible party, we are subject to the legal obligation to make the use of technically unnecessary cookies dependent on the respective user consent.

Further information on the operator and the setting options of the cookie consent tool can be found directly in the corresponding user interface on our website.

## 12. Rights of the Data Subject

12.1 The applicable data protection law grants you the following comprehensive rights of data subjects (rights of information and intervention) vis-à-vis the data controller with regard to the processing of your personal data:

- Right of access by the data subject pursuant to Art. 15 GDPR;
- Right to rectification pursuant to Art. 16 GDPR;
- Right to erasure (“right to be forgotten”) pursuant to Art. 17 GDPR;
- Right to restriction of processing pursuant to Art. 18 GDPR;
- Right to be informed pursuant to Art. 19 GDPR;
- Right to data portability pursuant to Art. 20 GDPR;
- Right to withdraw a given consent pursuant to Art. 7 (3) GDPR;
- Right to lodge a complaint pursuant to Art. 77 GDPR.

### 12.2 Right to object

If, within the framework of a consideration of interests, we process your personal data on the basis of our predominant legitimate interest, you have the right at any time to object to this processing with effect for the future on the grounds that arise from your particular situation.

If you exercise your right to object, we will stop processing the data concerned. However, we reserve the right to further processing if we can prove compelling reasons worthy of protection for processing which outweigh your interests, fundamental rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.

If we process your personal data for direct marketing purposes, you have the right to object at any time to the processing of your personal data which are used for direct marketing purposes. You may exercise the objection as described above.

If you exercise your right to object, we will stop processing the data concerned for direct advertising purposes.

## 13. Duration of Storage of Personal Data

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and – if relevant – on the respective legal retention period (e.g. commercial and tax retention periods).

If personal data is processed on an express consent pursuant to Art. 6 (1) point a GDPR, this data is stored until the data subject revokes his consent.

If there are legal storage periods for data that is processed within the framework of legal or similar obligations on the basis of Art. 6 (1) point b GDPR, this data will be routinely deleted after expiry of the storage periods if it is no longer necessary for the fulfillment of the contract or the initiation of the contract and/or if we no longer have a justified interest in further storage.

When processing personal data on the basis of Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection in accordance with Art. 21 (1) GDPR, unless we can provide compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If personal data is processed for the purpose of direct marketing based on Art. 6 (1) point f GDPR, this data is stored until the data subject exercises his right of objection pursuant to Art. 21 (2) GDPR. Unless otherwise stated in the information contained in this declaration on specific processing situations, stored personal data will be deleted if it is no longer necessary for the purposes for which it was collected or otherwise processed.