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Ihre Datenschutzerklärung (englische Version)

Im Folgenden finden Sie die Textdaten für die englische Version Ihrer persönlichen Datenschutzerklärung für Ihre Website gemäß der von Ihnen getätigten Angaben. Sofern Sie in Ihrer Website einen Eingabe-Editor für Ihre Inhalte nutzen, können Sie den folgenden Text direkt herauskopieren und dort einfügen.

Sofern Sie die Inhalte alternativ als HTML-Quellcode in Ihre Website integrieren möchten, können Sie den anschließend aufgeführten HTML-Quellcode nutzen.

Achtung: Einwilligung erforderlich

Zahlreiche Dienste dürfen Sie nach herrschender Auffassung der Datenschutzbehörden und Gerichte nur mit Einwilligung einsetzen. Das betrifft v. a. Analyse- und Marketing-Tools (z. B. Google Analytics oder Meta-Pixel). Eine Einwilligungspflicht besteht vor allem für die folgenden von Ihnen ausgewählten Tools:

Facebook, Facebook Connect, Google Calendar, Google Forms, Instagram, Klaviyo, Meta Conversion API, Meta-Pixel, Microsoft Clarity, Registrierung mit Google

Achtung: Einwilligung empfohlen

Bei bestimmten Diensten ist nicht abschließend geklärt, ob sie eine Einwilligung benötigen. Angesichts der derzeitigen rechtlichen Entwicklung ist es aber wahrscheinlich, dass die Datenschutzbehörden und Gerichte auch für diese Tools eine Einwilligungspflicht bejahen werden. Wenn Sie das rechtliche Risiko einer Abmahnung oder eines behördlichen Verfahrens / Bußgelds vermeiden möchten, empfehlen wir Ihnen auch für folgende Dienste eine Einwilligung einzuholen:

Brevo Chat, Calendly, Meetergo, Microsoft Bookings, Salesforce Sales Cloud, cituro

Eine Übersicht der von uns empfohlenen Consent Tools finden Sie hier:

<https://www.e-recht24.de/mitglieder/vorteilsangebote/consent-tools/>.

Für das Teilen von Inhalten auf Social-Media-Plattformen bietet eRecht24 außerdem das *eRecht24 Safe Sharing Tool* an:

<https://www.e-recht24.de/mitglieder/tools/erecht24-safe-sharing/>.

Achtung: Sie haben angegeben, dass Sie künstliche Intelligenz bei der Kundenkommunikation verwenden. Ein entsprechender Passus befindet sich bereits in Ihrer Datenschutzerklärung. Wir empfehlen jedoch, Ihre Kunden auch direkt im Rahmen der Kommunikation darauf hinzuweisen, dass Sie mit einer künstlichen Intelligenz kommunizieren (z.B.: „Diese E-Mail wurde maschinell erzeugt. Details entnehmen Sie unserer Datenschutzerklärung.“ oder „Die Antworten dieses Chatbots werden mit Hilfe einer KI generiert. Details entnehmen Sie unserer Datenschutzerklärung.“). Ab dem 2. August 2026 wird ein solcher Hinweis durch die KI-Verordnung verpflichtend sein. Ab dann dürfen Sie auf diesen Hinweis nur noch verzichten, wenn der Einsatz der KI für den Kommunikationspartner offensichtlich ist.

Englische Textversion der Datenschutzerklärung für Ihre Website

Privacy Policy

1. An overview of data protection

General information

The following information will provide you with an easy to navigate overview of what will happen with your personal data when you visit this website. The term “personal data” comprises all data that can be used to personally identify you. For detailed information about the subject matter of data protection, please consult our Data Protection Declaration, which we have included beneath this copy.

Data recording on this website

Who is the responsible party for the recording of data on this website (i.e., the “controller”)?

The data on this website is processed by the operator of the website, whose contact information is available under section “Information about the responsible party (referred to as the “controller” in the GDPR)” in this Privacy Policy.

How do we record your data?

We collect your data as a result of your sharing of your data with us. This may, for instance be information you enter into our contact form.

Other data shall be recorded by our IT systems automatically or after you consent to its recording during your website visit. This data comprises primarily technical information (e.g., web browser, operating system, or time the site was accessed). This information is recorded automatically when you access this website.

What are the purposes we use your data for?

A portion of the information is generated to guarantee the error free provision of the website. Other data may be used to analyze your user patterns. If contracts can be concluded or initiated via the website, the transmitted data will also be processed for contract offers, orders or other order enquiries.

What rights do you have as far as your information is concerned?

You have the right to receive information about the source, recipients, and purposes of your archived personal data at any time without having to pay a fee for such disclosures. You also have the right to demand that your data are rectified or eradicated. If you have consented to data processing, you have the option to revoke this consent at any time, which shall affect all future data processing. Moreover, you have the right to demand that the processing of your data be restricted under certain circumstances. Furthermore, you have the right to log a complaint with the competent supervising agency.

Please do not hesitate to contact us at any time if you have questions about this or any other data protection related issues.

Analysis tools and tools provided by third parties

There is a possibility that your browsing patterns will be statistically analyzed when you visit this website.

Such analyses are performed primarily with what we refer to as analysis programs.

For detailed information about these analysis programs please consult our Data Protection Declaration below.

2. Hosting and Content Delivery Networks (CDN)

We are hosting the content of our website at the following provider:

WIX

The provider is the Wix.com Ltd., 40 Namal Tel Aviv St., Tel Aviv 6350671, Israel (hereinafter: "WIX").

WIX is a tool for creating and hosting websites. When you visit our website, WIX analyses user behavior, visitor sources, region of website visitors and visitor numbers. The WIX stores cookies on your browser, which are necessary for the presentation of the website and to ensure security (necessary cookies).

Date recorded via WIX may be stored on a variety of servers around the globe. Among other locations, WIX servers are also located in the USA.

Details can be found in the privacy policy of WIX:

<https://de.wix.com/about/privacy>.

According to WIX, the transfer of data to the United States as well as other non-EU countries is based on the standard contract clauses of the EU Commission or comparable warranties pursuant to Art. 46 GDPR. For details, please go to:

<https://de.wix.com/about/privacy-dpa-users>.

The WIX is used on the basis of Art. 6(1)(f) GDPR. We have a legitimate interest the most reliable presentation of our website. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5626>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Google Cloud CDN

We use the Google Cloud CDN content delivery network. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google offers a globally distributed content delivery network. Technically, the transfer of information between your browser and our website is routed through the Google network. This enables us to increase

the global accessibility and performance of our website.

The use of Google Cloud CDN is based on our legitimate interest in the most error-free and secure provision of our website (Art. 6(1)(f) GDPR).

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

<https://cloud.google.com/terms/eu-model-contract-clause>.

You can find more information about Google Cloud CDN here:

<https://cloud.google.com/cdn/docs/overview?hl=en>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5780>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Amazon CloudFront CDN

We use the Content Delivery Network Amazon CloudFront CDN. The provider is Amazon Web Services EMEA SARRL, 38 avenue John F. Kennedy, L-1855, Luxembourg (hereinafter referred to as “Amazon”).

Amazon CloudFront CDN is a globally distributed Content Delivery Network. During these transactions, the information transfer between your browser and our website is technically routed via the Content Delivery Network. This enables us to boost the global availability and performance capabilities of our website.

The use of Amazon CloudFront CDN is based on our legitimate interest in keeping the presentation of our web services as error free and secure as possible (Art. 6(1)(f) GDPR).

The data transfer to the United States is based on the Standard Contract Clauses of the EU Commission. You can find the details here:

<https://aws.amazon.com/de/blogs/security/aws-gdpr-data-processing-addendum/>.

For more information on Amazon CloudFront CDN please follow this link:

https://d1.awsstatic.com/legal/privacypolicy/AWS_Privacy_Notice_German_Translation.pdf.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5776>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website

visitors only based on our instructions and in compliance with the GDPR.

3. General information and mandatory information

Data protection

The operators of this website and its pages take the protection of your personal data very seriously. Hence, we handle your personal data as confidential information and in compliance with the statutory data protection regulations and this Data Protection Declaration.

Whenever you use this website, a variety of personal information will be collected. Personal data comprises data that can be used to personally identify you. This Data Protection Declaration explains which data we collect as well as the purposes we use this data for. It also explains how, and for which purpose the information is collected.

We herewith advise you that the transmission of data via the Internet (i.e., through e-mail communications) may be prone to security gaps. It is not possible to completely protect data against third-party access.

Information about the responsible party (referred to as the “controller” in the GDPR)

The data processing controller on this website is:

Sara Friedrich Photography
72218 Wildberg
Germany

Phone: 015733780454
E-mail: sfriedrichphotography@gmail.com

The controller is the natural person or legal entity that single-handedly or jointly with others makes decisions as to the purposes of and resources for the processing of personal data (e.g., names, e-mail addresses, etc.).

Storage duration

Unless a more specific storage period has been specified in this privacy policy, your personal data will remain with us until the purpose for which it was collected no longer applies. If you assert a justified request for deletion or revoke your consent to data processing, your data will be deleted, unless we have other legally permissible reasons for storing your personal data (e.g., tax or commercial law retention periods); in the latter case, the deletion will take place after these reasons cease to apply.

General information on the legal basis for the data processing on this website

If you have consented to data processing, we process your personal data on the basis of Art. 6(1)(a) GDPR or Art. 9 (2)(a) GDPR, if special categories of data are processed according to Art. 9 (1) DSGVO. In the case of explicit consent to the transfer of personal data to third countries, the data processing is also based on Art. 49 (1)(a) GDPR. If you have consented to the storage of cookies or to the access to information in your end device (e.g., via device fingerprinting), the data processing is additionally based on § 25 (1) TDDDG. The consent can be revoked at any time. If your data is required for the fulfillment of a contract or for the implementation of pre-contractual measures, we process your data on the basis of Art. 6(1)(b) GDPR. Furthermore, if your data is required for the fulfillment of a legal obligation, we process it on the basis of Art. 6(1)(c) GDPR. Furthermore, the data processing may be carried out on the basis of our legitimate interest according to Art. 6(1)(f) GDPR. Information on the relevant legal basis in each individual case is provided in the following paragraphs of this privacy policy.

Recipients of personal data

In the scope of our business activities, we cooperate with various external parties. In some cases, this also requires the transfer of personal data to these external parties. We only disclose personal data to external parties if this is required as part of the fulfillment of a contract, if we are legally obligated to do so (e.g., disclosure of data to tax authorities), if we have a legitimate interest in the disclosure pursuant to Art. 6 (1)(f) GDPR, or if another legal basis permits the disclosure of this data. When using processors, we only disclose personal data of our customers on the basis of a valid contract on data processing. In the case of joint processing, a joint processing agreement is concluded.

Revocation of your consent to the processing of data

A wide range of data processing transactions are possible only subject to your express consent. You can also revoke at any time any consent you have already given us. This shall be without prejudice to the lawfulness of any data collection that occurred prior to your revocation.

Right to object to the collection of data in special cases; right to object to direct advertising (Art. 21 GDPR)

IN THE EVENT THAT DATA ARE PROCESSED ON THE BASIS OF ART. 6(1)(E) OR (F) GDPR, YOU HAVE THE RIGHT TO AT ANY TIME OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA BASED ON GROUNDS ARISING FROM YOUR UNIQUE SITUATION. THIS ALSO APPLIES TO ANY PROFILING BASED ON THESE PROVISIONS. TO DETERMINE THE LEGAL BASIS, ON WHICH ANY PROCESSING OF DATA IS BASED, PLEASE CONSULT THIS DATA PROTECTION DECLARATION. IF YOU LOG AN OBJECTION, WE WILL NO LONGER PROCESS YOUR AFFECTED PERSONAL DATA, UNLESS WE ARE IN A POSITION TO PRESENT COMPELLING PROTECTION WORTHY GROUNDS FOR THE PROCESSING OF YOUR DATA, THAT OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS OR IF THE PURPOSE OF THE PROCESSING IS THE CLAIMING, EXERCISING OR DEFENCE OF LEGAL ENTITLEMENTS (OBJECTION PURSUANT TO ART. 21(1) GDPR).

IF YOUR PERSONAL DATA IS BEING PROCESSED IN ORDER TO ENGAGE IN DIRECT ADVERTISING, YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR AFFECTED PERSONAL DATA FOR THE PURPOSES OF SUCH ADVERTISING AT ANY TIME. THIS ALSO APPLIES TO PROFILING TO THE EXTENT THAT IT IS AFFILIATED WITH SUCH DIRECT ADVERTISING. IF YOU OBJECT, YOUR PERSONAL DATA WILL SUBSEQUENTLY NO LONGER BE USED FOR DIRECT ADVERTISING PURPOSES (OBJECTION PURSUANT TO ART. 21(2) GDPR).

Right to log a complaint with the competent supervisory agency

In the event of violations of the GDPR, data subjects are entitled to log a complaint with a supervisory agency, in particular in the member state where they usually maintain their domicile, place of work or at the place where the alleged violation occurred. The right to log a complaint is in effect regardless of any other administrative or court proceedings available as legal recourses.

Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you should demand the direct transfer of the data to another controller, this will be done only if it is technically feasible.

Information about, rectification and eradication of data

Within the scope of the applicable statutory provisions, you have the right to demand information about your archived personal data, their source and recipients as well as the purpose of the processing of your data

at any time. You may also have a right to have your data rectified or eradicated. If you have questions about this subject matter or any other questions about personal data, please do not hesitate to contact us at any time.

Right to demand processing restrictions

You have the right to demand the imposition of restrictions as far as the processing of your personal data is concerned. To do so, you may contact us at any time. The right to demand restriction of processing applies in the following cases:

- In the event that you should dispute the correctness of your data archived by us, we will usually need some time to verify this claim. During the time that this investigation is ongoing, you have the right to demand that we restrict the processing of your personal data.
- If the processing of your personal data was/is conducted in an unlawful manner, you have the option to demand the restriction of the processing of your data instead of demanding the eradication of this data.
- If we do not need your personal data any longer and you need it to exercise, defend or claim legal entitlements, you have the right to demand the restriction of the processing of your personal data instead of its eradication.
- If you have raised an objection pursuant to Art. 21(1) GDPR, your rights and our rights will have to be weighed against each other. As long as it has not been determined whose interests prevail, you have the right to demand a restriction of the processing of your personal data.

If you have restricted the processing of your personal data, these data – with the exception of their archiving – may be processed only subject to your consent or to claim, exercise or defend legal entitlements or to protect the rights of other natural persons or legal entities or for important public interest reasons cited by the European Union or a member state of the EU.

SSL and/or TLS encryption

For security reasons and to protect the transmission of confidential content, such as purchase orders or inquiries you submit to us as the website operator, this website uses either an SSL or a TLS encryption program. You can recognize an encrypted connection by checking whether the address line of the browser switches from “http://” to “https://” and also by the appearance of the lock icon in the browser line.

If the SSL or TLS encryption is activated, data you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website

If you are under an obligation to share your payment information (e.g. account number if you give us the authority to debit your bank account) with us after you have entered into a fee-based contract with us, this information is required to process payments.

Payment transactions using common modes of paying (Visa/MasterCard, debit to your bank account) are processed exclusively via encrypted SSL or TLS connections. You can recognize an encrypted connection by checking whether the address line of the browser switches from “http://” to “https://” and also by the appearance of the lock icon in the browser line.

If the communication with us is encrypted, third parties will not be able to read the payment information you share with us.

Rejection of unsolicited e-mails

We herewith object to the use of contact information published in conjunction with the mandatory information to be provided in our Site Notice to send us promotional and information material that we have

not expressly requested. The operators of this website and its pages reserve the express right to take legal action in the event of the unsolicited sending of promotional information, for instance via SPAM messages.

4. Recording of data on this website

Cookies

Our websites and pages use what the industry refers to as “cookies.” Cookies are small data packages that do not cause any damage to your device. They are either stored temporarily for the duration of a session (session cookies) or they are permanently archived on your device (permanent cookies). Session cookies are automatically deleted once you terminate your visit. Permanent cookies remain archived on your device until you actively delete them, or they are automatically eradicated by your web browser.

Cookies can be issued by us (first-party cookies) or by third-party companies (so-called third-party cookies). Third-party cookies enable the integration of certain services of third-party companies into websites (e.g., cookies for handling payment services).

Cookies have a variety of functions. Many cookies are technically essential since certain website functions would not work in the absence of these cookies (e.g., the shopping cart function or the display of videos). Other cookies may be used to analyze user behavior or for promotional purposes.

Cookies, which are required for the performance of electronic communication transactions, for the provision of certain functions you want to use (e.g., for the shopping cart function) or those that are necessary for the optimization (required cookies) of the website (e.g., cookies that provide measurable insights into the web audience), shall be stored on the basis of Art. 6(1)(f) GDPR, unless a different legal basis is cited. The operator of the website has a legitimate interest in the storage of required cookies to ensure the technically error-free and optimized provision of the operator’s services. If your consent to the storage of the cookies and similar recognition technologies has been requested, the processing occurs exclusively on the basis of the consent obtained (Art. 6(1)(a) GDPR and § 25 (1) TDDDG); this consent may be revoked at any time.

You have the option to set up your browser in such a manner that you will be notified any time cookies are placed and to permit the acceptance of cookies only in specific cases. You may also exclude the acceptance of cookies in certain cases or in general or activate the delete-function for the automatic eradication of cookies when the browser closes. If cookies are deactivated, the functions of this website may be limited.

Which cookies and services are used on this website can be found in this privacy policy.

Consent with Usercentrics

This website uses the consent technology of Usercentrics to obtain your consent to the storage of certain cookies on your device or for the use of specific technologies, and to document the former in a data protection compliant manner. The party offering this technology is Usercentrics GmbH, Sendlinger Straße 7, 80331 München, Germany, website: <https://usercentrics.com/> (hereinafter referred to as “Usercentrics”).

Whenever you visit our website, the following personal data will be transferred to Usercentrics:

- Your declaration(s) of consent or your revocation of your declaration(s) of consent
- Your IP address
- Information about your browser
- Information about your device
- The date and time you visited our website
- Geolocation

Moreover, Usercentrics shall store a cookie in your browser to be able to allocate your declaration(s) of consent or any revocations of the former. The data that are recorded in this manner shall be stored until you ask us to eradicate them, delete the Usercentrics cookie or until the purpose for archiving the data no longer exists. This shall be without prejudice to any mandatory legal retention periods.

The Usercentrics banner on this website has been configured with the assistance of eRecht24. This can be identified by the eRecht24 logo. To display the eRecht24 logo in the banner, a connection to the image server of eRecht24 will be established. In conjunction with this, the IP address is also transferred; however, is only stored in anonymized form in the server logs. The image server of eRecht24 is located in Germany with a German provider. The banner as such is provided exclusively by Usercentrics.

Usercentrics uses cookies to obtain the declarations of consent mandated by law. The legal basis for the use of specific technologies is Art. 6(1)(c) GDPR.

Consent with Cookiebot

Our website uses consent technology from Cookiebot to obtain your consent to the storage of certain cookies on your end device or for the use of certain technologies and to document this in a data protection-compliant manner. The provider of this technology is Usercentrics A/S, Havnegade 39, 1058 Copenhagen, Denmark (hereinafter "Cookiebot").

When you enter our website, a connection is established with the Cookiebot servers to obtain your consent and provide you with other explanations regarding the use of cookies. Cookiebot will then store a cookie in your browser to identify the consent you have given or its revocation. The data collected in this way is stored until you request us to delete it, delete the Cookiebot cookie itself or the purpose for which the data is stored no longer applies. Mandatory legal storage obligations remain unaffected.

Cookiebot is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6(1)(c) GDPR.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Consent with ConsentManager

Our website uses the ConsentManager consent technology to obtain your consent to the storage of certain cookies on your device or for the use of certain technologies and data protection legislation compliant documentation of the former. The party offering this technology is Jaohawi AB, Hålttegelvägen 1b, 72348 Västerås, Sweden, website: <https://www.consentmanager.de> (hereinafter referred to as "ConsentManager").

Whenever you visit our website, a connection to ConsentManager's servers will be established to obtain your consent and other declarations regarding the use of cookies.

Moreover, ConsentManager shall store a cookie in your browser to be able to allocate your declaration(s) of consent or any revocations of the former. The data that are recorded in this manner shall be stored until you ask us to eradicate them, delete the ConsentManager cookie or until the purpose for archiving the data no longer exists. This shall be without prejudice to any mandatory legal retention periods.

ConsentManager uses cookies to obtain the declarations of consent mandated by law. The legal basis for the use of such cookies is Art. 6(1)(c) GDPR.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Consent with Complianz

Our website uses Complianz's consent technology to obtain your consent to store certain cookies on your device or for the use of certain technologies and to document this consent in a manner compliant with data protection regulations. The provider of this technology is Complianz B.V., Kalmarweg 14-5, 9723 JG Groningen, the Netherlands (hereinafter "Complianz").

Complianz is hosted on our servers, so no connection to the servers of the provider of Complianz is established. Complianz stores a cookie in your browser in order to be able to allocate the consents granted to you or their revocation. The data collected in this way is stored until you request us to delete it, delete the Complianz cookie yourself or until the purpose for storing the data no longer applies. Mandatory legal storage obligations remain unaffected.

Complianz serves to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6(1)(c) GDPR.

Pixelmate

Our website uses Pixelmate to obtain your consent for the storage of certain cookies on your device or for the use of certain technologies and to document your consent in a data protection law compliant manner.

Pixelmate is installed locally on our servers, which ensures that a connection with the Pixelmate provider's servers is not established. Pixelmate stores a cookie in your browser to be able to allocate the consent you have granted or revoked. The data recorded in this manner will be stored until you ask us to delete them, revoke your consent to the archiving of your data or until the purpose of archiving the data no longer exists (e.g., upon completion of the processing of your inquiry). This does not affect mandatory statutory provisions – in particular those governing retention periods.

We use Pixelmate to obtain the consent required by law for the use of cookies from site visitors. The legal basis for this is Art. 6(1)(c) GDPR.

CCM19

Our website uses CCM19 to obtain your consent for the storage of certain cookies on your device or for the use of specific technologies and to document the former in a data protection compliant manner. The provider of this technology is Papoo Software & Media GmbH, Auguststr. 4, 53229 Bonn, Germany (hereinafter referred to as "CCM19").

When you access our website, a connection with the servers of CCM19 is established to obtain your consent and other declarations related to the use of cookies. Subsequently, CCM19 will store a cookie in your browser to be able to allocate the granted consent or revocation. The data generated using this system will be archived by us until you ask us to delete it, delete the CCM19 cookie yourself or the purpose for the archiving of the data no longer applies. This shall be without prejudice to any mandatory statutory archiving periods.

We use CCM19 to obtain the consent mandated by law for the use of cookies. The legal basis for this is Art. 6(1)(1)(f) GDPR.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Real Cookie Banner

Our website uses Real Cookie Banner's consent technology to obtain your consent for the storage of certain cookies on your device or for the use of specific technologies and to document the former in a data protection compliant manner. The provider of this technology is devowl.io GmbH, Tannet 12, 94539 Grafing, Germany (hereinafter referred to as "Real Cookie Banner").

Real Cookie Banner is installed locally on our servers, which ensures that a connection with Real Cookie Banner provider's servers is not established. Real Cookie Banner stores a cookie in your browser to be able to allocate the consent you have granted or revoked. The data recorded in this manner will be stored until you ask us to delete them, revoke your consent to the archiving of your data or until the purpose of archiving the data no longer exists (e.g., upon completion of the processing of your inquiry). This does not affect mandatory statutory provisions – in particular those governing retention periods.

We use Real Cookie Banner to obtain the consent required by law for the use of cookies from site visitors. The legal basis for this is Art. 6(1)(c) GDPR.

Server log files

The provider of this website and its pages automatically collects and stores information in so-called server log files, which your browser communicates to us automatically. The information comprises:

- The type and version of browser used
- The used operating system
- Referrer URL
- The hostname of the accessing computer
- The time of the server inquiry
- The IP address

This data is not merged with other data sources.

This data is recorded on the basis of Art. 6(1)(f) GDPR. The operator of the website has a legitimate interest in the technically error free depiction and the optimization of the operator's website. In order to achieve this, server log files must be recorded.

Contact form

If you submit inquiries to us via our contact form, the information provided in the contact form as well as any contact information provided therein will be stored by us in order to handle your inquiry and in the event that we have further questions. We will not share this information without your consent.

The processing of these data is based on Art. 6(1)(b) GDPR, if your request is related to the execution of a contract or if it is necessary to carry out pre-contractual measures. In all other cases the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6(1)(f) GDPR) or on your agreement (Art. 6(1)(a) GDPR) if this has been requested; the consent can be revoked at any time.

The information you have entered into the contact form shall remain with us until you ask us to eradicate the data, revoke your consent to the archiving of data or if the purpose for which the information is being

archived no longer exists (e.g., after we have concluded our response to your inquiry). This shall be without prejudice to any mandatory legal provisions, in particular retention periods.

Use of AI on the website

We use AI-supported services and/or applications on our website.

When you interact or come into contact with elements on our website that use artificial intelligence (e.g. chatbot), your input, including metadata, is processed to generate an appropriate response or reaction.

The use of these AI-supported functions is based on Art. 6(1)(f) GDPR. We have a legitimate interest in using modern technologies on our website in order to improve our performance and services and to recognize new potential from the interaction with our customers. If consent is required, processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and Section 25(1) TDDDG. You can withdraw your consent at any time.

Further information on the data processing of this tool or service can be found in the corresponding section of this privacy policy.

Request by e-mail, telephone, or fax

If you contact us by e-mail, telephone or fax, your request, including all resulting personal data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass these data on without your consent.

These data are processed on the basis of Art. 6(1)(b) GDPR if your inquiry is related to the fulfillment of a contract or is required for the performance of pre-contractual measures. In all other cases, the data are processed on the basis of our legitimate interest in the effective handling of inquiries submitted to us (Art. 6(1)(f) GDPR) or on the basis of your consent (Art. 6(1)(a) GDPR) if it has been obtained; the consent can be revoked at any time.

The data sent by you to us via contact requests remain with us until you request us to delete, revoke your consent to the storage or the purpose for the data storage lapses (e.g. after completion of your request). Mandatory statutory provisions - in particular statutory retention periods - remain unaffected.

Google Forms

We have integrated Google Forms into this website. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter referred to as „Google“).

Google Forms enables us to generate online forms to record messages, inquiries and other entries entered by visitors to our website. All entries you make will be processed on Google's servers. Google Forms stores a cookie in your browser that contains a unique ID (NID cookie). This cookie stores a wide range of information, including, for example your language settings.

We use Google Forms on the basis of our legitimate interest in determining your needs as effectively as possible (Art. 6(1)(f) GDPR). If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

The data you enter into the form will remain in our possession until you ask us to delete them, revoke your consent to the archiving of your data or until the purpose of archiving the data no longer exists (e.g., upon completion of the processing of your inquiry). This does not affect mandatory statutory provisions – in

particular those governing retention periods.

For more information, please consult Google's Data Privacy Policy at <https://policies.google.com/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:
<https://www.dataprivacyframework.gov/participant/5780>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Brevo Chat

To process user requests via chat, we use Brevo Chat (hereinafter: "Brevo Chat"). The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany.

When using Brevo Chat, cookies, and other recognition technologies (e.g., IDs) are used. This enables us to recognize you on your next visit and to assign your previous chat history to you.

Messages that are sent to us remain with us until you request us to delete them or the purpose for storing the data no longer applies (e.g., after we have completed processing your request). Mandatory legal provisions - in particular legal retention periods - remain unaffected.

The use of Brevo Chat is based on Art. 6 (1)(f) GDPR. We have a legitimate interest in processing your requests as quickly, reliably, and efficiently as possible. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1)(a) GDPR and Section 25 (1) TDDDG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g., for device fingerprinting) within the meaning of the TDDDG. The consent can be revoked at any time.

For more information, please refer to Brevo's Data Privacy Policy:
<https://www.brevo.com/de/legal/privacypolicy/>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Calendly

You can make appointments with us on our website. We use the "Calendly" tool for booking appointments. The provider is Calendly LLC, 271 17th St NW, 10th Floor, Atlanta, Georgia 30363, USA (hereinafter "Calendly").

To book an appointment, enter the requested data and the desired date in the screen provided. The data entered will be used for planning, executing and, if necessary, for the follow-up of the appointment. The appointment data is stored for us on the servers of Calendly, whose privacy policy can be viewed here:

<https://calendly.com/privacy>.

The data you have entered will remain with us until you ask us to delete it, revoke your consent for storage or the purpose for which the data was stored ceases to apply. Mandatory legal provisions, in particular retention periods, remain unaffected.

The legal basis for data processing is Art. 6(1)(f) GDPR. The website operator has a justified interest in making appointments with interested parties and customers in as uncomplicated a manner as possible. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the European Commission. Details can be found here:

<https://calendly.com/pages/dpa>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/6050>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Appointment booking via Brevo

You can make appointments with us on our website. We use the "Brevo" tool to book appointments. The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany. (hereinafter referred to as "Brevo").

For the purpose of booking an appointment, you enter the requested data and the desired date in the mask provided for this purpose. The data entered will be used for the planning, execution and, if necessary, follow-up of the appointment. The appointment data is stored for us on the servers of Brevo, whose privacy policy you can view here:

<https://www.brevo.com/de/legal/privacypolicy/>.

The data you enter will remain with us until you ask us to delete it, revoke your consent to storage or the purpose for data storage no longer applies. Mandatory statutory provisions - in particular retention periods - remain unaffected.

The legal basis for data processing is Art. 6 (1)(f) GDPR. The website operator has a legitimate interest in making appointments with interested parties and customers as uncomplicated as possible. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1)(a) GDPR and § 25 (1) TDDDG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TDDDG. Consent can be revoked at any time.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Meetergo

We have integrated Meetergo on this website. The provider is Meetergo GmbH Hauptstr. 44, 40789 Monheim am Rhein (hereinafter “Meetergo”).

Meetergo enables us to make online appointments. For this purpose, we process personal master data, communication data (e.g. telephone, e-mail), content data of the contact (title, area of interest and comment), user behavior, IP address, referrer URL, time of access.

The legal basis for data processing is Art. 6(1)(f) GDPR. The website operator has a legitimate interest in the possibility of making appointments. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25(1) TDDDG. Consent can be revoked at any time.

Further details can be found in the provider's privacy policy at <https://meetergo.com/datenschutz/>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Google Calendar

On our website, you have the option to set up appointments with our company. For planning purposes, we use Google Calendar. The provider is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter referred to as “Google”).

To make reservations for an appointment, you will enter the requested data and your preferred meeting date into the dedicated screen. The data you enter will be used to plan, conduct, and possibly also follow up on the appointment. The appointment information will be stored on the servers of Google Calendar on our behalf. You may review the company's data protection policy here: <https://policies.google.com/privacy>.

The data recorded in this manner will be stored until you ask us to delete them, revoke your consent to the archiving of your data or until the purpose of archiving the data no longer exists. This does not affect mandatory statutory provisions – in particular those governing retention periods.

The legal basis for the processing of the data is Art. 6(1)(f) GDPR. The operator of the website has a legitimate interest in ensuring that appointments with customers and prospective customers can be scheduled as easily as possible. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

Data transfer to the US is based on the standard contractual clauses of the EU Commission. Details can be found here: https://workspace.google.com/terms/dpa_terms.html and <https://cloud.google.com/terms/sccs>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an

agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5780>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Microsoft Bookings

Our website gives you the option to schedule appointments with us. We use Microsoft Bookings to book these appointments. The provider is Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland,

<https://learn.microsoft.com/en-us/microsoft-365/bookings/?view=o365-worldwide>.

To book an appointment, enter the requested data and the desired date in the form provided. The data entered will be used for planning, conducting and, if necessary, for the follow-up of the appointment. The appointment data will be stored for us on the servers of Microsoft Bookings, whose privacy policy you can view here:

<https://privacy.microsoft.com/de-de/privacystatement>.

The data recorded in this manner will be stored until you ask us to delete them, revoke your consent to the archiving of your data or until the purpose of archiving the data no longer exists. This does not affect mandatory statutory provisions – in particular those governing retention periods.

The legal basis for the processing of the data is Art. 6(1)(f) GDPR. The operator of the website has a legitimate interest in ensuring that appointments with customers and prospective customers can be scheduled as easily as possible. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

Data transfer to the US is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://learn.microsoft.com/en-us/compliance/regulatory/offering-eu-model-clauses>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/6474>.

cituro

We have integrated cituro on this website. The provider is cituro GmbH, Peter-Dörfler-Straße 30, 86199 Augsburg (hereinafter referred to as "cituro").

cituro enables us to carry out online appointment management and online appointment booking. For this purpose, we process names, addresses of customers or other personal information about the person, contact details such as telephone numbers and e-mail addresses, other information required for appointments,

which can be specified by the respective client (e.g. age, vehicle license plate number, etc.).

The legal basis for data processing is Art. 6(1)(f) GDPR. The website operator has a legitimate interest in the possibility of organizing appointments. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25(1) TDDDG. Consent can be revoked at any time.

Further details can be found in the provider's privacy policy at <https://www.cituro.com/datenschutz>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Salesforce Sales Cloud

We use Salesforce Sales Cloud to manage customer data. The provider is salesforce.com Deutschland GmbH, Erika-Mann-Str. 31, 80636 Munich, Germany (hereinafter "Salesforce").

Salesforce Sales Cloud is a CRM system and enables us, in particular, to manage existing and potential customers and customer contacts and to organize sales and communication processes. The use of the CRM system also enables us to analyze our customer-related processes. Customer data is stored on Salesforce servers. In the process, personal data may also be transferred to the parent company of salesforce.com Germany GmbH, salesforce.com inc., Salesforce Tower, 415 Mission Street, San Francisco, CA 94105, USA.

Details about Salesforce Sales Cloud's features can be found here: <https://www.salesforce.com/de/products/sales-cloud/overview/>.

The use of Salesforce Sales Cloud takes place on the basis of Art. 6(1)(f) GDPR. The website operator has a legitimate interest on the most efficient customer management and customer communication possible. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TDDDG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TDDDG. This consent can be revoked at any time.

Salesforce has Binding Corporate Rules (BCR) approved by the French data protection authority. These are binding corporate rules that legitimize the transfer of data from companies to third countries outside the EU and EEA. Details can be found here:

<https://www.salesforce.com/de/blog/2020/07/die-binding-corporate-rules-von-salesforce-erfuellen-hoechste-da.html>.

For details, see the Salesforce Privacy Policy: <https://www.salesforce.com/de/company/privacy/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5959>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Registration on this website

You have the option to register on this website to be able to use additional website functions. We shall use the data you enter only for the purpose of using the respective offer or service you have registered for. The required information we request at the time of registration must be entered in full. Otherwise, we shall reject the registration.

To notify you of any important changes to the scope of our portfolio or in the event of technical modifications, we shall use the e-mail address provided during the registration process.

The data entered during registration is processed for the purpose of implementing the user relationship established by the registration and, if necessary, for the initiation of further contracts (Art. 6 (1)(b) GDPR).

The data recorded during the registration process shall be stored by us as long as you are registered on this website. Subsequently, such data shall be deleted. This shall be without prejudice to mandatory statutory retention obligations.

Registration with Facebook Connect

Instead of registering directly on this website, you also have the option to register using Facebook Connect. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Facebook's statement the collected data will be transferred to the USA and other third-party countries too.

If you decide to register via Facebook Connect and click on the "Login with Facebook"/„Connect with Facebook" button, you will be automatically connected to the Facebook platform. There, you can log in using your username and password. As a result, your Facebook profile will be linked to this website or our services. This link gives us access to the data you have archived with Facebook. These data comprise primarily the following:

- Facebook name
- Facebook profile photo and cover photo
- Facebook cover photo
- E-mail address archived with Facebook
- Facebook-ID
- Facebook friends lists
- Facebook Likes ("Likes" information)
- Date of birth
- Gender
- Country
- Language

This information will be used to set up, provide and customize your account.

The registration via Facebook Connect and the affiliated data processing transactions are implemented on the basis of your consent (Art. 6(1)(a) GDPR). You may revoke this consent at any time, which shall affect all future transactions thereafter.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 DSGVO). The joint responsibility is limited

exclusively to the collection of the data and its forwarding to Facebook. The processing by Facebook that takes place after the onward transfer is not part of the joint responsibility. The obligations incumbent on us jointly have been set out in a joint processing agreement. The wording of the agreement can be found under: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the privacy information when using the Facebook tool and for the privacy-secure implementation of the tool on our website. Facebook is responsible for the data security of Facebook products. You can assert data subject rights (e.g., requests for information) regarding data processed by Facebook directly with Facebook. If you assert the data subject rights with us, we are obliged to forward them to Facebook.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum,
<https://de-de.facebook.com/help/56699466033381> and
<https://www.facebook.com/policy.php>.

For more information, please consult the Facebook Terms of Use and the Facebook Data Privacy Policies. Use these links to access this information:

<https://www.facebook.com/about/privacy/> and
<https://www.facebook.com/legal/terms/>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/4452>.

Registration with Google

Instead of registering directly on this website, you can register with Google. The provider of this service is Google Ireland Limited (“Google”), Gordon House, Barrow Street, Dublin 4, Ireland.

To register with Google, you must only enter your Google name and password. Google will identify you and confirm your identity to our website.

When you sign in with Google, we may be able to use certain information in your account to complete your profile with us. You decide whether you want this information to be used and if so, which information it is, within the framework of your Google security settings, which you can find here:

<https://myaccount.google.com/security> and
<https://myaccount.google.com/permissions>.

The data processing associated with Google’s registration is based on our legitimate interest in making the registration process as simple as possible for our users (Art. 6(1)(f) GDPR). Since the use of the registration function is voluntary and the users themselves can decide on the respective access options, no conflicting predominant rights of the data subjects are apparent.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/5780>.

5. Social media

eRecht24 Safe Sharing Tool

Users may share the content of this website and its pages in a data protection law compliant manner on social networks, such as Facebook, X et al. For this purpose, this website uses the [eRecht24 Safe Sharing Tool](#). This tool does not establish a direct connection between the network and the user until the user has actively clicked on one of the buttons. The click on this button constitutes content as defined in Art. 6(1)(a) GDPR and § 25 (1) TDDDG. This consent may be revoked by the user at any time, which shall affect all future actions.

This tool does not automatically transfer user data to the operators of these platforms. If the user is registered with one of the social networks, an information window will pop up as soon as the social media elements of Facebook, X et al is used, which allows the user to confirm the text prior to sending it.

Our users have the option to share the content of this website and its page in a data protection law compliant manner on social networks, without entire browsing histories are being generated by the operators of these networks.

This service is used to obtain the consent to the use of certain technologies required by law. The legal basis for this is Art. 6(1)(c) GDPR.

Facebook

We have integrated elements of the social network Facebook on this website. The provider of this service is Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. According to Facebook's statement the collected data will be transferred to the USA and other third-party countries too.

An overview of the Facebook social media elements is available under the following link:
<https://developers.facebook.com/docs/plugins/>.

If the social media element has been activated, a direct connection between your device and the Facebook server will be established. As a result, Facebook will receive information confirming your visit to this website with your IP address. If you click on the Facebook Like button while you are logged into your Facebook account, you can link content of this website to your Facebook profile. Consequently, Facebook will be able to allocate your visit to this website to your user account. We have to emphasize that we as the provider of the website do not receive any information on the content of the transferred data and its use by Facebook. For more information, please consult the Data Privacy Policy of Facebook at:
<https://de-de.facebook.com/privacy/explanation>.

The use of this service is based on your consent in accordance with Art. 6 (1)(a) GDPR and § 25 (1) TDDDG. Consent can be revoked at any time.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 DSGVO). The joint responsibility is limited exclusively to the collection of the data and its forwarding to Facebook. The processing by Facebook that takes place after the onward transfer is not part of the joint responsibility. The obligations incumbent on us jointly have been set out in a joint processing agreement. The wording of the agreement can be found under: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the privacy information when using the Facebook tool and for the privacy-secure implementation of the tool on our website. Facebook is responsible for the data security of Facebook products. You can assert data subject rights (e.g., requests for information) regarding data processed by Facebook directly with Facebook. If you assert the data subject rights with us, we are obliged to forward them to Facebook.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum,
<https://de-de.facebook.com/help/566994660333381> and
<https://www.facebook.com/policy.php>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/4452>.

Instagram

We have integrated functions of the public media platform Instagram into this website. These functions are being offered by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland.

If the social media element has been activated, a direct connection between your device and Instagram’s server will be established. As a result, Instagram will receive information on your visit to this website.

If you are logged into your Instagram account, you may click the Instagram button to link contents from this website to your Instagram profile. This enables Instagram to allocate your visit to this website to your user account. We have to point out that we as the provider of the website and its pages do not have any knowledge of the content of the data transferred and its use by Instagram.

The use of this service is based on your consent in accordance with Art. 6 (1)(a) GDPR and § 25 (1) TDDDG. Consent can be revoked at any time.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook or Instagram, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 DSGVO). The joint responsibility is limited exclusively to the collection of the data and its forwarding to Facebook or Instagram. The processing by Facebook or Instagram that takes place after the onward transfer is not part of the joint responsibility. The obligations incumbent on us jointly have been set out in a joint processing agreement. The wording of the agreement can be found under:

https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the privacy information when using the Facebook or Instagram tool and for the privacy-secure implementation of the tool on our website. Facebook is responsible for the data security of Facebook or Instagram products. You can assert data subject rights (e.g., requests for information) regarding data processed by Facebook or Instagram directly with Facebook. If you assert the data subject rights with us, we are obliged to forward them to Facebook.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum,
<https://privacycenter.instagram.com/policy/> and
<https://de-de.facebook.com/help/566994660333381>.

For more information on this subject, please consult Instagram’s Data Privacy Declaration at:

<https://privacycenter.instagram.com/policy/>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/4452>.

6. Analysis tools and advertising

Microsoft Clarity

This website uses Microsoft Clarity. The provider is the Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland, <https://learn.microsoft.com/en-us/clarity/faq> (hereinafter referred to as "Microsoft Clarity").

Microsoft Clarity is a tool to analyze user patterns on this website. Microsoft Clarity records in particular cursor movements and compiles graphics that show on which parts of the website users are scrolling with great frequency (heatmaps). Microsoft Clarity can also record sessions so that we can watch the use of the site in the form of videos. Moreover, we receive information on the general user conduct within our website.

Microsoft Clarity uses technologies that make it possible to recognize users for the purpose of analyzing user patterns (e.g., cookies or use of device fingerprinting). Your personal data will be archived on Microsoft servers (Microsoft Azure Cloud Service) in the United States.

If your approval (consent) has been obtained the use of the abovementioned service shall occur on the basis of Art. 6(1)(a) GDPR and § 25 TDDDG (German Telecommunications Act). Such consent may be revoked at any time. If your consent was not obtained, the use of the service will occur on the basis of Art. 6(1)(f) GDPR; the website operator has a legitimate interest in the effective analysis of user patterns.

For more details on Microsoft Clarity's data privacy policy, please see: <https://docs.microsoft.com/en-us/clarity/faq>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link: <https://www.dataprivacyframework.gov/participant/6474>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Klaviyo

We have integrated Klaviyo on this website. The provider is Klaviyo Inc., 125 Summer Street, Floor 6, Boston, MA, 02110, USA (hereinafter Klaviyo).

Klaviyo is a marketing automation tool for sending emails, SMS, push messages and collecting customer reviews for eCommerce merchants.

For this purpose, Klaviyo stores consent for email marketing. In this context, the following data may be processed specifically: name, phone number, email address, address data, IP address, device identifiers, usage data (such as interactions between a user and Klaviyo's online system, website or email, browser used, operating system used, referrer URL).

The use of Klaviyo is based on Art. 6(1)(a) GDPR and § 25 (1) TDDDG. The consent can be revoked at any

time.

For further details, please refer to the provider's privacy policy:

<https://www.klaviyo.com/legal/privacy>.

The company is certified in accordance with the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/6149>.

Standard contractual clauses for the transfer of personal data to third countries are used by the provider.

Details can be found here:

<https://www.klaviyo.com/legal/data-processing-agreement>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

Meta Pixel (formerly Facebook Pixel)

To measure conversion rates, this website uses the visitor activity pixel of Meta. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Meta’s statement the collected data will be transferred to the USA and other third-party countries too.

This tool allows the tracking of page visitors after they have been linked to the website of the provider after clicking on a Meta ad. This makes it possible to analyze the effectiveness of Meta ads for statistical and market research purposes and to optimize future advertising campaigns.

For us as the operators of this website, the collected data is anonymous. We are not in a position to arrive at any conclusions as to the identity of users. However, Meta archives the information and processes it, so that it is possible to make a connection to the respective user profile on Facebook or Instagram and Meta is in a position to use the data for its own promotional purposes in compliance with the Meta Data Usage Policy (<https://www.facebook.com/about/privacy/>). This enables Meta to display ads on Facebook or Instagram and other advertising channels. We as the operator of this website have no control over the use of such data.

The use of these services occurs on the basis of your consent pursuant to Art. 6(1)(a) GDPR and § 25(1) TDDDG. You may revoke your consent at any time.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Meta, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 DSGVO). The joint responsibility is limited exclusively to the collection of the data and its forwarding to Meta. The processing by Meta that takes place after the onward transfer is not part of the joint responsibility. The obligations incumbent on us have been jointly set out in a joint processing agreement. The wording of the agreement can be found under:

https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the privacy information when using the Meta tool and for the privacy-secure implementation of the tool on our website. Meta is responsible for the data security of Meta products. You can assert data subject rights (e.g., requests for information) regarding data processed by Facebook or Instagram directly with Meta. If you assert the data subject rights with us, we are obliged to forward them to Meta.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European

Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum and
<https://de-de.facebook.com/help/56699466033381>.

In Meta's Data Privacy Policies, you will find additional information about the protection of your privacy at:
<https://www.facebook.com/about/privacy/>.

You also have the option to deactivate the remarketing function "Custom Audiences" in the ad settings section under
https://www.facebook.com/ads/preferences?entry_product=ad_settings_screen. To do this, you first have to log into Facebook.

If you do not have a Facebook or Instagram account, you can deactivate any user-based advertising by Meta on the website of the European Interactive Digital Advertising Alliance:
<http://www.youronlinechoices.com/de/praeferenzmanagement/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:
<https://www.dataprivacyframework.gov/participant/4452>.

Meta Conversion API

We have integrated the Meta Conversion API into this website. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, based on the information provided by Meta, the recorded data is also transmitted to the United States and other Non-EU and Non-EEZ countries.

Meta Conversion API enables us to record the interactions of our website visitors with our website and to share this information with Meta to improve the promotional performance with Facebook and Instagram.

To do this, in particular the time you accessed the site, the website you accessed, your IP address and your user agent, as well as, if applicable, other specific data (e.g., purchased products, value of the shopping cart and currency) are tracked. For a complete overview of the tracked data, please visit:
<https://developers.facebook.com/docs/marketing-api/conversions-api/parameters>.

The use of this service occurs on the basis of your consent pursuant to Art. 6 Sect. 1 lit. a GDPR and § 25 Sect. 1 TDDDG. You may revoke your consent at any time.

If personal data is collected on our website with the assistance of the tool described herein and if it is shared with Meta, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland shall be jointly responsible for the processing of your data, i.e., we are the data controllers (Art. 26 GDPR). This shared responsibility is limited exclusively to the recording of your data and its sharing with Meta. The processing that occurs after the data has been shared with Meta is not part of this shared responsibility. The obligations we share responsibility for have been documented in an agreement on joint processing. The concrete wording of this agreement can be found at:
https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for the provision of the data protection information when using the Meta tool and for the data protection law compliant secure implementation of the tool on our website. Meta is liable for the data security of Meta products. You may request information on your rights as a data subject (e.g., request for information) related to the data processed by Facebook or Instagram directly from Meta. If you claim any data subject rights with us, we are required to forward your request to Meta.

The transfer of data to the United States is based on the standard contract clauses of the EU commission. For details please visit:

https://www.facebook.com/legal/EU_data_transfer_addendum and
<https://de-de.facebook.com/help/56699466033381>.

In Meta's data privacy policy, you will find additional information pertaining to the protection of your privacy:

<https://de-de.facebook.com/about/privacy/>.

You can also deactivate the remarketing function 'Custom Audiences' in the settings for adverts at https://www.facebook.com/ads/preferences?entry_product=ad_settings_screen. To do this, you must be logged in to Facebook.

If you do not have a Facebook account with Facebook or Instagram, you can deactivate usage-based advertising from Meta on the website of the European Interactive Digital Advertising Alliance:

<http://www.youronlinechoices.com/de/praeferenzmanagement/>.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the US, which is intended to ensure compliance with European data protection standards for data processing in the US. Every company certified under the DPF is obliged to comply with these data protection standards. For more information, please contact the provider under the following link:

<https://www.dataprivacyframework.gov/participant/4452>.

Data processing

We have concluded a data processing agreement (DPA) for the use of the above-mentioned service. This is a contract mandated by data privacy laws that guarantees that they process personal data of our website visitors only based on our instructions and in compliance with the GDPR.

7. eCommerce and payment service providers

Processing of Customer and Contract Data

We collect, process, and use personal customer and contract data for the establishment, content arrangement and modification of our contractual relationships. Data with personal references to the use of this website (usage data) will be collected, processed, and used only if this is necessary to enable the user to use our services or required for billing purposes. The legal basis for these processes is Art. 6(1)(b) GDPR.

The collected customer data shall be deleted upon completion of the order or termination of the business relationship and upon expiration of any existing statutory archiving periods. This shall be without prejudice to any statutory archiving periods.

Data transfer upon closing of contracts for services and digital content

We share personal data with third parties only if this is necessary in conjunction with the handling of the contract; for instance, with the financial institution tasked with the processing of payments.

Any further transfer of data shall not occur or shall only occur if you have expressly consented to the transfer. Any sharing of your data with third parties in the absence of your express consent, for instance for advertising purposes, shall not occur.

The basis for the processing of data is Art. 6(1)(b) GDPR, which permits the processing of data for the fulfilment of a contract or for pre-contractual actions.

HTML-Quellcode der englischen Version Ihres Datenschutzerklärung für Ihre Website

Den nachfolgenden Quellcode können Sie kopieren, um die Datenschutzerklärung auf Ihrer Website einzufügen.

Hinweis: Einige Browser und PDF-Reader haben Probleme bei der vollständigen Darstellung des nachfolgenden HTML-Quellcodes. Wir empfehlen Ihnen für die Anzeige dieses PDF-Dokuments die Nutzung des kostenlosen Adobe Acrobat Reader DC ([Download](#)).