

# Privacy Policy related to the use of our website

Following information is to be provided pursuant to Art. 13 ff. GDPR where personal data are collected from the data subject on our website.

## 1. Identity and contact details of the controller

Lauterbach GmbH  
Altlaufstraße 40  
85635 Höhenkirchen-Siegertsbrunn  
Tel.: +49 8102 9876 150

(hereinafter "Lauterbach", "we", "us").

## 2. Contact details of the data protection officer

Holzhofer Consulting GmbH  
Martin Holzhofer  
Lochhamer Str. 31  
82152 Planegg  
Tel.: (+49 89) 1 25 01 56 00  
E-Mail: [dsb-lauterbach@holzhofer-consulting.de](mailto:dsb-lauterbach@holzhofer-consulting.de)

## 3. Purposes of the processing for which the personal data are processed as well as the legal basis for the processing

### 3.1. Processing of access data

For technical reasons, we process a limited amount of data (so-called connection data) each time you access our website. This data is technically necessary to set up and execute a connection between your end device and our servers. This data is processed in the main storage of the web server for the duration of the connection.

The following data or data categories are collected:

- IP address
- Source port of the accessing device or a gateway (e.g. firewall or proxy)
- Time stamp (date and time) of the request
- Amount of data transferred
- Message, whether the request was successful (using HTTP error code)
- Message, explaining why the request failed (using the HTTP error code)
- Referrer (website from which our main page or subpages were accessed)
- User agent (type of browser used to access our website as well as its version)



The IP address, timestamp, HTTP error code, referrer and user agent are automatically logged when our websites are accessed in order to ensure the functionality and protection of our websites. Furthermore, the logs are used to optimize the website. It is not possible for us to create user profiles with personal reference with this data.

The processing is based on the legitimate interest pursuant to Art. 6 Sec. 1 lit. f GDPR. A legitimate interest's assessment has been carried out and came to the conclusion that the processing is necessary for the protection of our legitimate interests and that these interests override your interests, fundamental rights and freedoms requiring the protection of personal data.

## **3.2 Cookies and related technologies**

### **3.2.1 General**

This website partly uses so-called cookies and related technologies (e.g. scripts). Cookies do not cause any damage to your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are stored on your terminal device and saved by your browser, for example to "remember" information about you, such as your language settings or login information. These cookies are sometimes set by us and are referred to as first-party cookies. We also use third-party cookies, which come from a different domain than the one of the websites you are visiting.

Basically, we distinguish between the following categories:

- Technically necessary cookies and related technologies
- Comfort cookies and related technologies
- Cookies and related technologies for marketing purposes (e.g. Matomo Tracking)

You can find more information on the individual categories as well as the option to reject each cookie category (with the exception of technically necessary cookies) and in addition a list of all cookies used in the "Cookie Preferences" under the following link:

### **[Cookie Preferences](#)**

### **3.2.2. Technically necessary cookies and related technologies**

Most of the cookies we use are so-called "session cookies". They are automatically deleted after the end of your visit. Such cookies are mandatory and technically necessary for the operation of the website and to provide the service requested by the user and can therefore not be disabled.

Our helpdesk software Deskpro also uses some session cookies. These third-party cookies are automatically deleted as well after the end of your visit. They are technically necessary for the operation of our support website and to provide the support services requested by the user and can therefore not be disabled.

The processing is based on the legitimate interest pursuant to Art. 6 (1) lit. f GDPR. A legitimate interest's assessment was carried out and came to the conclusion that the processing is necessary to protect our legitimate interests and that these outweigh your interests, fundamental rights and freedoms which require protection of personal data.

### **3.2.3. Cookies requiring consent such as analysis and tracking cookies and related technologies (e.g. tracking scripts)**

Additional marketing and analysis tools from third-party providers are integrated on our website. These are not technically necessary for the operation of the website, but serve, for example, to record the behavior of the user,



to provide him or her advertising tailored to this or to enable an analysis of the use of our website (e.g. Matomo Analytics).

These services become active only after you have explicitly given your consent using the Consent Banner.

**An overview of all third-party services integrated on the website, as well as detailed information on each of these services, can be found under section 11.**

### **3.3 Data processing in connection with our contact forms**

When contacting Lauterbach via one of the contact forms on the website (e.g. <https://www.lauterbach.com/company/request-information>), the information you provide will only be stored for the purpose of processing and answering the inquiry as well as for possible follow-up inquiries and, if necessary, for further support (unless you would like to subscribe to the newsletter at the same time by ticking the corresponding checkbox).

The following data or data categories are collected and processed:

- Salutation
- First name
- Last name
- E-Mail address
- Address (Street and Number, ZIP, Country, City)
- Company
- Reason for the request

The following information may also be provided on a voluntary basis:

- Phone number
- More information about your request

The legal basis for processing your data is our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. A legitimate interest's assessment was carried out and came to the conclusion that the interests of the data subject do not outweigh our interests in processing. We have a legitimate interest in answering your inquiry, for which the processing of the data and data categories mentioned here is necessary.

### **3.4 Newsletter registration**

If you would like to be informed regularly about new products or other interesting topics, Lauterbach offers to receive a newsletter.

To subscribe to the newsletter, you can register by ticking the appropriate checkbox under the various forms (e.g. contact form). Subsequently, you will receive an activation link to the specified e-mail address, which you must activate to complete the registration (so-called double opt-in procedure).

The legal basis for the processing is Art. 6 (1) lit. a GDPR, i.e. your explicit and voluntary consent in combination with the double opt-in procedure.

You can withdraw your consent at any time and without giving reasons. You have two options to choose from:

You can unsubscribe from future receipt of the newsletter by clicking on the "unsubscribe" button, which can be found in every newsletter.

You can also send an informal email with your unsubscribe request to [datenschutz@lauterbach.com](mailto:datenschutz@lauterbach.com)



For the newsletter mailing as well as the newsletter campaign management we use the email marketing tool CleverReach of CleverReach GmbH & Co. KG, Schafjückenweg 2, 26180 Rastede, Germany.

### **3.5 Registration for trainings, courses and other online events (e.g. webinars)**

If you would like to use the offer of our trainings, courses and webinars at <https://www.lauterbach.com/support-and-training> and register for them using the corresponding registration forms, we will process the following data or categories of data for the purpose of planning and implementing the respective training:

- Number of participants
- Participant E-mail addresses
- Organizer Information (First name, Last name, E-mail address, Company name, Street Name and Number, ZIP, Country, City)
- Other information such as: Course date, duration, location, price, date of registration/time stamp

The following information may also be provided on a voluntary basis:

- Phone number
- Additional comments

The data collected during registration will be processed exclusively for the purpose of conducting and planning the corresponding event (training and courses). The legal basis for processing your data is our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. A legitimate interest's assessment was carried out and came to the conclusion that the interests of the data subjects do not outweigh our interests in processing. We have a legitimate interest in the implementation and planning of trainings and webinars and the associated conclusion of contracts with B2B customers, for which the registration process and the associated processing of the data and data categories mentioned here is necessary.

### **3.6 Registration in the customer portal "TRACE32"**

To use certain functions (e.g. download of special software) you can register in our customer portal "TRACE32".

The following data or data categories are collected:

- Title
- Name, first name
- E-Mail address
- Address
- Company

The transmitted data is used exclusively for the purpose of using the respective offer or service. Mandatory information requested during registration must be provided completely. Otherwise, we will reject the registration.

In the event of important changes, for example for technical reasons, we will inform you by e-mail. The e-mail will be sent to the address provided during registration.

We store the data collected during registration for the time you are registered on our website. Your data will be deleted if you cancel your registration. Legal retention periods remain unaffected.

The legal basis for processing your data is our legitimate interest pursuant to Art. 6 Sec. 1 lit. f GDPR. A legitimate interest's assessment has been carried out and came to the conclusion that the interests of the data subjects do not override our interests in the processing. We have a legitimate interest in providing a customer portal for the



use of certain functions and services with the possibility for our B2B customers to create a customer account, for which the processing of the data and data categories mentioned here is necessary.

### **3.7 Processing of data for the execution of pre-contractual measures with prospective customers**

Our offer is addressed exclusively to entrepreneurs, tradesmen, freelancers and public institutions. Contracts with consumers according to Sec. 13 of the German Civil Code are not concluded.

If you are interested in our goods and services offered on our website, we process and store the information you provide when you contact us (e.g. via a contact form). Additional information pursuant to Art. 13 ff. GDPR for these processing activities can be found in the special privacy notice for our customers and prospective customers.

### **4. Obligation to provide data**

The provision of the data specified in section 3.5 is mandatory. If you do not provide us with this information, a contract will not be concluded with us. All other data is provided voluntarily.

### **5. Automated decision-making, including profiling**

Automated decision-making including profiling pursuant to Art. 22 Sec. 1 and Sec. 4 GDPR do not take place on the part of Lauterbach GmbH.

### **6. Transfer of personal data to a third country**

Data transfers to countries outside the EU and the European Economic Area ("Third Countries") arise in the context of the administration, development and operation of IT systems. The transfer takes place only on the basis:

- of an adequacy decision of the European Commission according to Art. 45 GDPR.
- of an approved certification mechanism pursuant to Art. 42 GDPR together with legally binding and enforceable obligations of the controller or processor in the third country.
- of standard data protection clauses adopted by the Commission pursuant to the examination procedure referred to in Art. 93 Sec. 2 GDPR.

Currently, when using our website, a transfer of personal data to third countries (in particular to the USA) takes place through the use of third-party services in the following cases:

- Transfer of data to YouTube LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.
- Transfer of data to OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom.
- Transfer of data to InnoCraft Ltd., 7 Waterloo Quay PO625, 6140 Wellington, New Zealand.
- Transfer of data to Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.
- Transfer of data to LinkedIn Corp., 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.
- Sales partners, affiliated companies (e.g. Lauterbach Tunisia in connection with support requests)

- **Lauterbach Technologies Co., Ltd**  
Room 515, Block B of the Haitong Building  
A3, South Lishi Road, XiCheng District  
100037 Beijing  
China



- **Lauterbach Technologies Co., Ltd**  
3rd Haide Avenue  
Nanshan District  
West Block, Coast Building China Room 507  
518052 Shenzhen  
China
- **Lauterbach Technologies Co., Ltd**  
Hengyu Square, Rm 1207, Xing Hai Street 188  
215021 Suzhou  
China
- **Lauterbach Consulting S.A.R.L.**  
Route El Ain Km 3.5  
TN-3042 Sfax  
Tunisia
- **Lauterbach Ltd.**  
Yokohama-shi  
Kouhoku-ku, Nisso 16th Building  
222-0033  
Japan
- **Lauterbach Inc.**  
4 Mount Royal Ave.  
MA 01752 Marlborough  
USA
- **Lauterbach Inc.**  
1111 Main Street Suite 620  
98660 Vancouver  
USA

The web pages and protocols are located exclusively on servers in Germany.

## 7. Categories of recipients of the personal data

For the processing of personal data for the purposes mentioned here, we use the following categories of recipients as processors pursuant to Art. 28 GDPR:

- Provider of servers for hosting our websites.
- Providers of marketing and analytics services for websites (e.g. Matomo, Google, LinkedIn).
- Service provider for email marketing tool (CleverReach)

These service providers process information about you on our behalf and on the basis of our instructions and are contractually bound to comply with applicable data protection laws.

Other recipients are affiliated companies of Lauterbach GmbH. As an international company, we therefore pass on your data, if applicable, to the following affiliated companies:

- Lauterbach Consulting S.A.R.L
- Lauterbach Technologies Co., Ltd
- Lauterbach S.r.l.
- Lauterbach Ltd.



- Lauterbach S.A.R.L.
- Lauterbach Inc.

Your data will also be passed on if we are legally obliged to do so.

## 8. Period for which the personal data will be stored or criteria used to determine that period

Personal data will only be stored as long as necessary to fulfill the purposes mentioned here or as required by the retention periods specified by law. After the respective purpose is fulfilled or after the retention periods have expired, the data will be deleted in accordance with the statutory requirements.

We store your data for advertising purposes until you object to its use, withdraw your consent, or until it is no longer legally permissible to use it. We store your other data for as long as we need it to fulfill the specific purpose (e.g. to fulfill or process a contract) and delete it when the purpose no longer applies.

All connection data (access logs) in the storage of the web server are deleted automatically shortly after the end of the connection. The anonymized access logs are stored for 30 days. In the event that parts of the access logs are required for the preservation of evidence, these are excluded from deletion until final clarification of the respective incident.

## 9. Your rights as a data subject

Lauterbach GmbH, Altlaufstraße 40, 85635 Höhenkirchen-Siegertsbrunn, is responsible for processing your data, unless otherwise stated.

You have the right to request from us **access to personal data (Art. 15 GDPR)** and the **rectification of inaccurate personal data (Art. 16 GDPR)**. Furthermore, you have the right to obtain the **erasure of personal data (Art. 17 GDPR)** concerning your person, the right to **restriction of processing (Art. 18 GDPR)** and the right to **receive (Art. 20 GDPR)** the personal data provided to us by you, in a structured, commonly used and machine-readable format.

In addition, you have the right to **object** at any time to the use of your data based on public or legitimate interests **(Art. 21 GDPR)**.

Where the processing is based on your given consent you can **withdraw the consent (Art. 7 Sec. 3 GDPR)** at any time. Upon receipt of your withdrawal of consent, we will no longer use or process the data concerned for purposes mentioned in your consent.

If you wish to exercise your rights as a data subject, please send your request to:

Lauterbach GmbH  
Altlaufstraße 40  
85635 Höhenkirchen-Siegertsbrunn  
E-Mail: [datenschutz@lauterbach.com](mailto:datenschutz@lauterbach.com)

## 10. Your right to lodge a complaint with a supervisory authority

Furthermore, you have the right to lodge a complaint with a supervisory authority. The Bavarian State Office for Data Protection Supervision, Postfach 1349, 91504 Ansbach, is generally responsible for us. Alternatively, you can approach the supervisory authority that is locally responsible for you.

## 11. Privacy notices for all third-party services implemented on our website

### 11.1 Privacy notice on the use of Deskpro



On this website we use the Helpdesk software of Deskpro Ltd, 79 Hartfield Road, SW19 3ES, London, United Kingdom, to provide a better support experience on our website.

Helpdesk software is a simple and effective alternative for managing customer support requests by consolidating various communication channels into one system, whether it's email, phone, social media or live chat. Deskpro tracks, stores and displays these interactions in a simple user interface.

We operate Deskpro locally (on premise) and thus on our own server at Lauterbach GmbH in Germany. Accordingly, no personal data of our customers is transmitted to Deskpro. All data remains with us.

The Deskpro software sets only three cookies:

Name	Description	Type	Expiration date
dpsid-portal	This is a session identifier for the major interface in Deskpro. A session ID is used to help store various state connected with your current browser session. For example, if you log-in, then the session ID is used to store the fact that you're logged-in. Without sessions, there'd be no way for Deskpro to save any state as you browsed around the helpdesk.	Session cookie	When ending the browser session
dp_last_lang	This is the language you have selected on the Deskpro portal. This is used to make the experience better on multi-lingual helpdesks.	Session cookie	When ending the browser session
_dp_csrf_token	This is a special security token that gets sent with any posted forms on the portal. This token ensures a malicious attacker can't impersonate your session or trick you into submitting	Session cookie	When ending the browser session





	forms that you didn't know about.		
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The storage of and access to information in the end user's terminal device is generally carried out in accordance with Section 25 (1) TTDPA. The legal basis for any further processing of personal data is a voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR.

Since the session cookies are technically necessary so that the service you expressly requested can be provided, however, no consent via Consent Banner is required in the present case (cf. Section 25 (2) no. 2 TTDPA).

Further information on data protection at Deskpro can be found at <https://www.deskpro.com/legal/privacy>

### 11.2 Privacy notice on the use of Matomo (Cloud)

This website uses the open-source web analytics service Matomo. Provider is InnoCraft Ltd., 7 Waterloo Quay PO625, 6140 Wellington, New Zealand. Matomo uses technologies that enable cross-page recognition of the user to analyze user behavior (e.g. device fingerprinting). For this purpose, permanent cookies are stored on your terminal device and read by us. In this way, we are able to recognize and count returning visitors.

- With the help of Matomo, we are able to collect and analyze data about the use of our website-by-website visitors. This allows us to find out, among other things, when which page views were made and from which region they come. We also collect various log files (e.g. IP address, referrer, geolocation, main language of the browser, user agent of the browser, date and time of the request, screen resolution used, pages generation time, etc.) and can measure whether our website visitors perform certain actions (e.g. clicks, purchases, site searches, scroll behavior, etc.). The IP address is anonymized before storage. 24 months raw data retention.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPA. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

For more information on how Matomo Analytics handles user data, please see Matomo's privacy policy: <https://matomo.org/privacy/>

### 11.3 Privacy notice on the use of YouTube

We have integrated YouTube videos into our online offer, which are stored on <http://www.YouTube.com> and can be played directly from our website. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

With this integration, content from the YouTube website is displayed in parts of a browser window. However, the YouTube videos are only called up by clicking on them separately. This technique is also called "framing". When you view a (sub-) page of our website on which YouTube videos are embedded in this form, a connection is established to the YouTube servers and the content is displayed on the website by informing your browser.

YouTube content is only integrated in "expanded data protection mode". YouTube itself provides this mode and thus ensures that YouTube does not initially save any cookies on your device. However, when the relevant pages are viewed up, the IP address and other data (e.g. browser used, operating system and its interface, language and version of the browser software, date and time of the query) are transmitted and thus in particular communicated which of our Internet pages you have visited. However, this information cannot be assigned to you unless



you have logged in to YouTube or another Google service (e.g. Google+) before accessing the page or are permanently logged in.

As soon as you start the playback of an embedded video by clicking on it, YouTube only stores cookies on your device through the expanded data protection mode, which do not contain any personally identifiable data, unless you are currently logged in to a Google service. These cookies can be prevented by appropriate browser settings and extensions.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

The generated data is usually transferred to a YouTube or Google server in the USA and stored there. For the USA, the European Commission has issued an adequacy decision according to Art. 46 (3) GDPR, which applies to the EU-US Data Privacy Framework (DPF). For data exports to recipients in the USA that are certified according to the DPF, the level of data protection is thus considered adequate. YouTube and Google have certified themselves under the DPF and are thus obligated to comply with European data protection principles.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDP. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consent via a so called "two-click solution" (click to load) directly at the respective video.

For more information on the handling of user data, please see YouTube's privacy policy:

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

#### **11.4 Privacy notice on the use of OpenStreetMap**

This website uses the open-source map service of OpenStreetMap (OSM). OSM is used to provide an interactive map on our website that shows you how to find and reach us. This service allows us to present our website in an appealing way by loading map material from an external server. The provider is the Open-Street-Map Foundation (OSMF), St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom.

When you visit a website on which OSM is embedded, your IP address and other information (e.g. your interactions with the digital map, device type, browser data, operating system, timestamp) is forwarded to OSMF. OSM may store cookies in your browser or use similar recognition technologies for this purpose. The IP address and other user data is usually deleted after 180 days.

Furthermore, your location may be recorded if you have allowed this in your device settings - e.g. on your mobile phone. The provider of this website has no influence on this data transmission.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDP. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consent via a so called "two-click solution" (click to load) directly at the respective digital map.

For details, please refer to the OpenStreetMap privacy policy at: [https://wiki.osmfoundation.org/wiki/Privacy\\_Policy](https://wiki.osmfoundation.org/wiki/Privacy_Policy)

#### **11.5 Privacy notice on the use of Shopware eCommerce-Software**

Our web shop is a Shopware eCommerce solution from Shopware AG, Ebbinghoff 10, 48624 Schöppingen.



Shopware stores cookies in your browser to ensure the basic functions of the store. By means of those cookies, e.g. the shopping cart content and the login state is enabled. Without having cookies allowed in the browser, Shopware cannot be used. Shopware only stores IDs in your browser, the assignment to the respective information is done in the application area.

Based on the session cookie, Shopware decides whether you have an active shopping cart and whether you are logged in. It therefore serves as identification between your browser and the server. No other information is stored in the browser except for the session ID.

In addition, a cookie is set, which allows us to recognize you when you return to our online store, even if the session has already expired. This cookie can be deactivated in the basic settings of your browser.

We host the eCommerce software Shopware on our own internal servers ("On Premise"). Therefore, no transmission to and storage of your personal data at Shopware AG occurs.

The storage of and access to information in the end user's terminal device is generally carried out in accordance with Section 25 (1) TTDPA. The legal basis for any further processing of personal data is a voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR.

Since the cookies set by Shopware (esp. shopping card cookies) are technically necessary so that the service you expressly requested can be provided, however, no consent via Consent Banner is required in the present case (cf. Section 25 (2) no. 2 TTDPA).

You can find more information about data protection at Shopware here <https://www.shopware.com/de/datenschutz/>

### **11.6 Privacy notice on the use of Weglot**

We use the translation management tool Weglot for our website. The provider is the French company Weglot SAS, 7 cité Paradis in Paris (75010) France.

Weglot is loaded when you call up the website so that you can select your preferred language via the language icon in the header of the website. This enables a direct connection between your browser and the Weglot server when you visit this website. Weglot thereby receives, among other things, the information that you have visited this website with your IP address.

The Weglot servers are located in data centers within the EU (Frankfurt, Germany).

The storage of and access to information in the end user's terminal device is generally carried out in accordance with § 25 (1) TTDPA by giving your consent via the consent banner.

Since the translation management tool and, if applicable, cookies and related technologies used for this purpose are technically necessary so that the service you expressly requested can be provided, however, no consent via consent banner is required in the present case (cf. § 25 (2) no. 2 TTDPA). The legal basis for any associated processing of your personal data is our legitimate interest pursuant to Art. 6 (1) lit. f GDPR. We have a legitimate interest in presenting a significant scope of our website in common languages for website visitors.

We have also signed a Data Processing Agreement (DPA) according to Art. 28 GDPR with the service provider Weglot.

You can find more information about data protection at Weglot here <https://www.weglot.com/de/privacy>

### **11.7 Privacy notice on the use of Doubleclick.net by Google (Google Ads Conversion-Tracking)**



This website uses the online marketing tool DoubleClick by Google and the associated conversion tracking. This is an analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA ("Google").

DoubleClick uses cookies to serve ads that are relevant to users, to improve campaign performance reports, or to prevent a user from seeing the same ads more than once. Via a cookie ID, Google records which ads are displayed in which browser and can thus prevent them from being displayed more than once. In addition, DoubleClick can use cookie IDs to record so-called conversions that are related to ad requests. This is the case, for example, when a user sees a DoubleClick ad and later views the advertiser's website with the same browser and buys something there. According to Google, DoubleClick cookies do not contain any personal data.

Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you according to our state of knowledge:

Through the integration of DoubleClick, Google receives the information that you have viewed up the corresponding part of our website or clicked on an ad from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, there is the possibility that the provider learns your IP address and stores it. The information obtained with the help of the DoubleClick cookie is used to create conversion statistics. Thereby, we learn the total number of users who clicked on one of our ads and were redirected to a page tagged with a conversion tracking tag. However, we do not receive any information that can be used to identify users personally.

In addition, the DoubleClick Floodlight cookies used allow us to understand whether you take certain actions on our website after you have accessed or clicked on one of our display/video ads on Google or on another platform via DoubleClick (conversion tracking). DoubleClick uses this cookie to understand the content you have interacted with on our websites in order to later send you targeted advertising.

The generated data is usually transferred to a Google server in the USA and stored there. For the USA, the European Commission has issued an adequacy decision according to Art. 46 (3) GDPR, which applies to the EU-US Data Privacy Framework (DPF). For data exports to recipients in the USA that are certified according to the DPF, the level of data protection is thus considered adequate. Google has certified itself under the DPF and thus committing to comply with European data protection principles.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPA. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

For more information about DoubleClick and Google's privacy policies, please refer to the following links:

<https://support.google.com/campaignmanager/answer/9015629?hl=de>

<https://www.google.de/policies/privacy/>

### **11.8 Privacy notice on the use of Google Audiences**

We also use Google Audiences ("GA Audiences") of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"), another web analytics service of Google. Through this service, data is collected and stored, from which pseudonymized usage profiles are created. Through this technology, users who have visited our website can be shown targeted advertising from us on other external pages of the Google Partner Network.

GA Audiences uses, among other things, cookies that are stored on your computer and other mobile devices (e.g. smartphones, tablets, etc.) and that enable an analysis of the use of the respective devices. In some cases, the



data is analyzed across devices. In the course of use, data, such as the IP address and activities of the users, may be transmitted to a Google server in the USA and stored there. For the USA, the European Commission has issued an adequacy decision according to Art. 46 (3) GDPR, which applies to the EU-US Data Privacy Framework (DPF). For data exports to recipients in the USA that are certified according to the DPF, the level of data protection is thus considered adequate. Google has certified itself under the DPF and thus committing to comply with European data protection principles.

Google LLC may transfer this information to third parties where required to do so by law, or where such data is processed by third parties.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPA. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

For more information on the privacy of your use of GA Audiences, please visit: [http://support.google.com/analytics/answer/2700409?hl=en&ref\\_topic=2611283/](http://support.google.com/analytics/answer/2700409?hl=en&ref_topic=2611283/)

### **11.9 Privacy notice on the use of Google Dynamic Remarketing (Google Ads Remarketing)**

We use the remarketing or "similar audiences" function of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") on our website. The application serves the purpose of analyzing visitor behavior and visitor interests. Google uses cookies to perform the analysis of website usage, which forms the basis for the creation of interest-based advertisements. The cookies are used to record visits to the website and anonymized data on website usage. No personal data of the website visitors is stored. If you subsequently visit another website in the Google Display Network, you will be shown advertisements that are highly likely to take into account previously accessed product and information areas.

The generated data is usually transferred to a Google server in the USA and stored there. For the USA, the European Commission has issued an adequacy decision according to Art. 46 (3) GDPR, which applies to the EU-US Data Privacy Framework (DPF). For data exports to recipients in the USA that are certified according to the DPF, the level of data protection is thus considered adequate. Google has certified itself under the DPF and thus committing to comply with European data protection principles.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPA. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

You can find more information about Google Remarketing and the associated privacy policy at: <https://developers.google.com/tag-platform/devguides/dynamic-remarketing?hl=de> and <https://www.google.de/policies/privacy/>

### **11.10 Privacy notice on the use of Google AdSense**

This website uses Google AdSense.. This is a service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA („Google“) for the integration of advertisements.

Google AdSense uses cookies. By storing them on your PC, Google can analyze the data of your use of our website. Furthermore, Google AdSense additionally uses web beacons, which are invisible graphics that allow Google to analyze clicks on this website, traffic on this website and similar information.



The information obtained via cookies and web beacons, your IP address and the delivery of advertising formats are usually transferred to a Google server in the USA and stored there. For the USA, the European Commission has issued an adequacy decision according to Art. 46 (3) GDPR, which applies to the EU-US Data Privacy Framework (DPF). For data exports to recipients in the USA that are certified according to the DPF, the level of data protection is thus considered adequate. Google has certified itself under the DPF and thus committing to comply with European data protection principles.

According to Google, your IP address will not be aggregated with other stored data.

By making the appropriate settings in your internet browser, you can prevent the aforementioned cookies from being stored on your PC. However, this may mean that the contents of this website can no longer be used to the same extent.

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPA. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

For more information about Google AdSense, please visit <https://support.google.com/adsense#topic=3373519>

#### **11.11. Privacy notice on the use of LinkedIn Analytics and LinkedIn Ads**

We use on this website "LinkedIn Analytics" as well as "LinkedIn Ads", services of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA. ("LinkedIn"). Both services store and process information about your user behavior on our website. Among other things, cookies are used for this purpose, which are stored locally in the cache of your web browser on your end device and which enable an analysis of your use of our website.

We use LinkedIn Analytics for marketing and optimization purposes, in particular to analyze the use of our website and to continuously improve individual functions and offers as well as the user experience. Through the statistical evaluation of user behavior, we can improve our offer and make it more interesting for you as a user.

We use LinkedIn Ads to serve personalized ads on LinkedIn to visitors of this website. Furthermore, the possibility arises to create anonymous reports on the performance of the ads as well as information on website interaction. For this purpose, the LinkedIn Insight tag is embedded on this website, which establishes a connection to the LinkedIn server if you visit this website and are logged into your LinkedIn account at the same time.

The LinkedIn Insight Tag sets a cookie in the user's browser. LinkedIn uses this to collect data such as

- URL
- Referrer URL
- Device properties
- Browser properties
- IP address
- Time stamp
- Page views

LinkedIn anonymizes the generated data within 7 days. It deletes the data again within 90 days. Therefore, we do not receive any personal data from LinkedIn. We only receive aggregated reports about the demographics of our target audience and the performance of our ads. In this process, we receive information on criteria such as

- Industry



- Job title,
- Company size
- Career level
- Location of the website visitors

You can prevent the installation of cookies by deleting existing cookies and deactivating the storage of cookies in the settings of your web browser. We would like to point out that in this case you may not be able to use all functions on our website to their full extent. LinkedIn members can control the use of their personal data for advertising purposes in their account settings. To deactivate the Insight tag on our website ("opt-out") click [here](#).

LinkedIn also processes your data in the USA. We would like to point out that in the opinion of the European Court of Justice, there is currently no adequate level of data protection in the USA. From the point of view of the data subjects, this may be associated with various risks for their right and freedoms

The storage of and access to information in the end user's terminal equipment is based on informed consent according to Section 25 (1) TTDPa. The legal basis for the further processing of your personal data is your voluntary and informed consent pursuant to Art. 6 (1) lit. a GDPR. You provide the corresponding consents via the Consent Banner.

For more information about data protection at LinkedIn, please refer to LinkedIn's [privacy policy](#)