

Privacy Policy

Preamble

With this Privacy Policy, we would like to inform you about the types of personal data relating to you (hereinafter also referred to simply as "data") that we process, for what purposes and to what extent. This Privacy Policy applies to all processing of personal data carried out by us, both in connection with the provision of our services and, in particular, on our websites, in mobile applications and within external online presences, such as our social media profiles (hereinafter collectively referred to as the "Online Offering").

The terms used are gender-neutral.

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Controller

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Overview of Processing Activities

The following overview summarises the types of data processed, the purposes for which they are processed and the categories of data subjects concerned.

Types of Data Processed

- Master data.
- Payment data.
- Location data.
- Contact data.
- Content data.
- Contract data.
- Usage data.
- Meta, communication and procedural data.
- Log data.

Categories of Data Subjects

- Recipients of services and clients.
- Prospective customers and interested parties.
- Communication partners.
- Users.
- Participants in prize draws and competitions.
- Business and contractual partners.
- Participants.

Purposes of Processing

- Provision of contractual services and fulfilment of contractual obligations.
- Communication.
- Security measures.
- Direct marketing.
- Audience measurement.
- Tracking.
- Office and organisational procedures.
- Conversion measurement.
- Audience building.
- Organisational and administrative procedures.
- Conducting prize draws and competitions.
- Feedback.
- Surveys and questionnaires.
- Marketing.
- Profiles containing user-related information.
- Provision of our Online Offering and user-friendliness.
- Information technology infrastructure.
- Public relations.
- Sales promotion.
- Business processes and commercial procedures.

Relevant Legal Bases

Relevant legal bases under the GDPR: The following provides an overview of the legal bases under the GDPR on which we process personal data. Please note that, in addition to the provisions of the GDPR, national data protection requirements may apply in your or our country of residence or establishment. Where more specific legal bases apply in individual cases, we will inform you of these in this Privacy Policy.

- **Consent (Art. 6(1)(a) GDPR)** - The data subject has given consent to the processing of personal data relating to him or her for one or more specific purposes.
- **Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR)** - Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.
- **Legal obligation (Art. 6(1)(c) GDPR)** - Processing is necessary for compliance with a legal obligation to which the controller is subject.
- **Legitimate interests (Art. 6(1)(f) GDPR)** - Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such

interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

National data protection provisions in Germany: In addition to the data protection provisions of the GDPR, national data protection provisions apply in Germany. These include, in particular, the Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG). The BDSG contains, in particular, specific provisions concerning the right of access, the right to erasure, the right to object, the processing of special categories of personal data, processing for other purposes and data transfers, as well as automated individual decision-making, including profiling. In addition, the data protection laws of the individual German federal states may apply.

Security Measures

In accordance with the statutory requirements and taking into account the state of the art, the costs of implementation, and the nature, scope, context and purposes of processing, as well as the varying likelihood and severity of risks to the rights and freedoms of natural persons, we implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk.

These measures include, in particular, safeguarding the confidentiality, integrity and availability of data by controlling physical and electronic access to the data as well as access, input, disclosure, availability and separation of such data. We have also established procedures to ensure the exercise of data subject rights, the deletion of data and responses to data security risks. Furthermore, we take the protection of personal data into account when developing or selecting hardware, software and procedures in accordance with the principles of data protection by design and by default.

Securing online connections using TLS/SSL encryption technology (HTTPS): To protect user data transmitted via our online services against unauthorised access, we use TLS/SSL encryption technology. Secure Sockets Layer (SSL) and Transport Layer Security (TLS) are fundamental technologies for secure data transmission on the internet. These technologies encrypt information transmitted between the website or app and the user's browser (or between two servers), thereby protecting the data against unauthorised access. TLS, as the more advanced and secure version of SSL, ensures that data transmissions meet high security standards. Where a website is secured by an SSL/TLS certificate, this is indicated by HTTPS in the URL. This serves as an indication to users that their data is transmitted securely and in encrypted form.

Transmission of Personal Data

In the course of processing personal data, such data may be transmitted to or disclosed to other entities, companies, legally independent organisational units or persons. Recipients of such data may include, for example, service providers entrusted with IT tasks or providers of services

and content integrated into a website. In such cases, we comply with the statutory requirements and, in particular, enter into appropriate contracts or agreements with the recipients of your data in order to protect your data.

Data transmission within the organisation: We may transmit personal data to other departments or units within our organisation or grant them access to such data. Where data is transferred for administrative purposes, this is based on our legitimate business and commercial interests or takes place where necessary for the fulfilment of our contractual obligations, where the data subjects have given their consent, or where such transfer is otherwise permitted by law.

International Data Transfers

Data processing in third countries: Where we transfer data to a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)), or where this occurs in connection with the use of third-party services or the disclosure or transfer of data to other persons, entities or companies (which may be apparent from the postal address of the respective provider or where this Privacy Policy expressly refers to a transfer of data to third countries), this will always be carried out in accordance with the applicable legal requirements.

For transfers of data to the United States, we primarily rely on the Data Privacy Framework (DPF), which was recognised by the European Commission as providing an adequate level of protection by means of an adequacy decision dated 10 July 2023. In addition, we have entered into Standard Contractual Clauses with the relevant providers which comply with the requirements of the European Commission and establish contractual obligations to protect your data.

This two-tier safeguard is intended to provide comprehensive protection for your data: the DPF serves as the primary level of protection, while the Standard Contractual Clauses provide an additional safeguard. Should the DPF framework change, the Standard Contractual Clauses serve as a fallback mechanism. In this way, we seek to ensure that your data remains adequately protected even in the event of political or legal changes.

For the individual service providers, we indicate whether they are certified under the DPF and whether Standard Contractual Clauses are in place. Further information on the DPF and a list of certified companies can be found on the website of the U.S. Department of Commerce at <https://www.dataprivacyframework.gov/> (in English).

For transfers of data to other third countries, corresponding safeguards apply, in particular Standard Contractual Clauses, explicit consent or transfers required by law. Information on transfers to third countries and applicable adequacy decisions is available from the European Commission at:

https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection_en?prefLang=de

General Information on Data Storage and Deletion

We delete personal data processed by us in accordance with the statutory provisions as soon as the underlying consent is withdrawn or no other legal basis for the processing remains. This applies where the original purpose of processing no longer applies or the data is no longer required. Exceptions apply where statutory obligations or particular interests require the data to be retained or archived for a longer period.

In particular, data that must be retained for commercial or tax law purposes, or whose storage is necessary for the pursuit of legal claims or the protection of the rights of other natural or legal persons, must be archived accordingly.

Our privacy information contains additional information on the retention and deletion of data applicable specifically to certain processing activities.

Where different retention periods or deletion deadlines are specified for the same data, the longest period shall apply. Data that is no longer processed for its originally intended purpose but is retained on the basis of statutory requirements or other grounds will be processed exclusively for the purposes justifying its retention.

Retention and deletion of data: The following general periods apply to retention and archiving under German law:

- 10 years - Retention period for books and records, annual financial statements, inventories, management reports, opening balance sheets and the work instructions and other organisational documents necessary for understanding them (§ 147(1) no. 1 in conjunction with subsection 3 of the German Fiscal Code (AO), § 14b(1) German Value Added Tax Act (UStG), § 257(1) no. 1 in conjunction with subsection 4 German Commercial Code (HGB)).
- 8 years - Accounting records, such as invoices and expense receipts (§ 147(1) nos. 4 and 4a in conjunction with subsection 3 sentence 1 AO and § 257(1) no. 4 in conjunction with subsection 4 HGB).
- 6 years - Other business documents: commercial or business correspondence received, reproductions of commercial or business correspondence sent, and other documents insofar as they are relevant for taxation purposes, e.g. hourly wage records, cost-accounting sheets, calculation documents, price labels, as well as payroll documentation insofar as it does not already constitute accounting records, and cash-register receipts (§ 147(1) nos. 2, 3 and 5 in conjunction with subsection 3 AO, § 257(1) nos. 2 and 3 in conjunction with subsection 4 HGB).
- 3 years - Data required in order to take into account potential warranty and damages claims or similar contractual claims and rights, and to process related inquiries, is stored for the duration of the regular statutory limitation period of three years, based on

previous business experience and customary industry practice (§§ 195, 199 German Civil Code (BGB)).

Commencement of periods at the end of the year: Where a period does not expressly commence on a specific date and is at least one year in duration, it automatically begins at the end of the calendar year in which the event triggering the period occurred. In the case of ongoing contractual relationships in connection with which data is stored, the event triggering the period is the effective date of termination or other ending of the legal relationship.

Rights of Data Subjects

Rights of data subjects under the GDPR: As a data subject, you have various rights under the GDPR, arising in particular from Articles 15 to 21 GDPR:

- **Right to object:** You have the right, on grounds relating to your particular situation, at any time to object to the processing of personal data concerning you which is based on Art. 6(1)(e) or (f) GDPR, including profiling based on those provisions. Where personal data concerning you is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for the purposes of such marketing; this includes profiling to the extent that it is related to such direct marketing.
- **Right to withdraw consent:** You have the right to withdraw consent you have given at any time.
- **Right of access:** You have the right to obtain confirmation as to whether personal data concerning you is being processed and, in accordance with the statutory requirements, to obtain access to such data as well as further information and a copy of the data.
- **Right to rectification:** In accordance with the statutory requirements, you have the right to request completion of personal data concerning you or correction of inaccurate personal data concerning you.
- **Right to erasure and restriction of processing:** In accordance with the statutory requirements, you have the right to request that personal data concerning you be erased without undue delay or, alternatively, to request restriction of the processing of such data.
- **Right to data portability:** In accordance with the statutory requirements, you have the right to receive personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format, or to request that such data be transmitted to another controller.
- **Right to lodge a complaint with a supervisory authority:** Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement, if you consider that the processing of personal data concerning you infringes the GDPR.

Business Services

We process data relating to our contractual and business partners, e.g. customers and prospective customers (collectively referred to as "Contractual Partners"), in the context of contractual and comparable legal relationships and related measures, as well as for communication with Contractual Partners (including prior to entering into a contract), for example in order to respond to inquiries.

We use this data to fulfil our contractual obligations. These include, in particular, obligations to provide the agreed services, any update obligations and remedies in the event of warranty claims or other service disruptions. In addition, we use the data to safeguard our rights and for administrative tasks associated with these obligations and for business organisation. We also process the data on the basis of our legitimate interests in proper and commercially sound business management and in security measures to protect our Contractual Partners and our business operations against misuse and against risks to their data, secrets, information and rights (e.g. by involving telecommunications, transport and other auxiliary service providers and subcontractors, banks, tax and legal advisers, payment service providers or tax authorities). Within the framework of applicable law, we disclose data relating to Contractual Partners to third parties only insofar as this is necessary for the aforementioned purposes or for compliance with legal obligations. Contractual Partners are informed about other forms of processing, such as processing for marketing purposes, within this Privacy Policy.

We inform Contractual Partners which data is required for the aforementioned purposes before or during data collection, e.g. in online forms, by means of special markings (e.g. colours) or symbols (e.g. asterisks or similar), or personally.

We delete the data after expiry of statutory warranty and comparable obligations, i.e. generally after four years, unless the data is stored in a customer account, for example for as long as it must be retained for statutory archiving purposes (e.g. generally ten years for tax purposes). Data disclosed to us by a Contractual Partner as part of an engagement will be deleted in accordance with the applicable instructions and generally after completion of the engagement.

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); payment data (e.g. bank details, invoices, payment history); contact data (e.g. postal and email addresses or telephone numbers); contract data (e.g. subject matter of the contract, term, customer category); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Recipients of services and clients; prospective customers and interested parties; business and contractual partners.

- **Purposes of processing:** Provision of contractual services and fulfilment of contractual obligations; security measures; communication; office and organisational procedures; organisational and administrative procedures; business processes and commercial procedures.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); legal obligation (Art. 6(1)(c) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Online shop, order forms, e-commerce and fulfilment:** We process our customers' data in order to enable them to select, purchase or order the selected products, goods and associated services, as well as to make payment and receive or have such products or services provided, delivered or performed. Where necessary for the fulfilment of an order, we use service providers, in particular postal, freight forwarding and shipping companies, to carry out delivery or performance for our customers. We use banks and payment service providers to process payment transactions. The required information is identified as such during the ordering or comparable purchasing process and includes the information necessary for delivery or provision and billing, as well as contact information in order to permit any necessary follow-up communication; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR).

Use of Online Platforms for Offering and Sales Purposes

We offer our services on online platforms operated by other service providers. In this context, the privacy notices of the respective platforms apply in addition to our own privacy information. This applies in particular with regard to payment processing and the methods used on the platforms for audience measurement and interest-based marketing.

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); payment data (e.g. bank details, invoices, payment history); contact data (e.g. postal and email addresses or telephone numbers); contract data (e.g. subject matter of the contract, term, customer category); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Recipients of services and clients; business and contractual partners; users (e.g. website visitors, users of online services).
- **Purposes of processing:** Provision of contractual services and fulfilment of contractual obligations; marketing; business processes and commercial procedures; provision of our Online Offering and user-friendliness.

- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Kickstarter:** Internet platform for project financing by means of crowdfunding as well as the sale of subscriptions and memberships, billing and the provision of access and payment procedures, for the operation of which cookies are used and users' IP addresses, date, time and other technical data concerning the internet browser and operating system used, as well as users' master, contract and payment data, are processed; **Service provider:** Kickstarter, PBC, 58 Kent Street, Brooklyn, NY 11222 USA; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.kickstarter.com/>; **Privacy Policy:** <https://www.kickstarter.com/privacy>.
- **Shopify:** Platform through which e-commerce services are offered and carried out. The services and related processes include, in particular, online shops, websites and their offerings and content, community elements, purchase and payment transactions, customer communications, analytics and marketing; **Service provider:** Shopify International Limited, Victoria Buildings, 2nd Floor, 1-2 Haddington Road, Dublin 4, D04 XN32, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.shopify.com/de/>; **Privacy Policy:** <https://www.shopify.com/de/legal/datenschutz>.

Payment Procedures

In the context of contractual and other legal relationships, on the basis of statutory obligations or otherwise on the basis of our legitimate interests, we offer data subjects efficient and secure payment options and, for this purpose, use additional service providers alongside banks and credit institutions (collectively referred to as "Payment Service Providers"). Payment transactions are carried out exclusively via encrypted connections in accordance with the state of the art, so that data entered during transmission is protected against unauthorised access.

The data processed by Payment Service Providers includes master data, such as name and address, bank data, such as account numbers or credit card numbers, passwords, TANs and check values, as well as information relating to contracts, amounts and recipients. This information is required in order to execute transactions. However, the data entered is processed and stored only by the Payment Service Providers. This means that we do not receive any account- or credit-card-related information, but only information confirming the payment or indicating that the payment was unsuccessful. Under certain circumstances, the Payment Service Providers may transmit data to credit reporting agencies. The purpose of such transmission is identity and creditworthiness checks. In this regard, we refer to the terms and conditions and privacy notices of the respective Payment Service Providers.

Payment transactions are subject to the terms and conditions and privacy notices of the respective Payment Service Providers, which can be accessed on the respective websites or transaction applications. We also refer to these for further information and for the exercise of withdrawal, access and other data subject rights.

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); payment data (e.g. bank details, invoices, payment history); contract data (e.g. subject matter of the contract, term, customer category); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved); contact data (e.g. postal and email addresses or telephone numbers).
- **Data subjects:** Recipients of services and clients; business and contractual partners; prospective customers and interested parties.
- **Purposes of processing:** Provision of contractual services and fulfilment of contractual obligations; business processes and commercial procedures.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Amazon Payments:** Payment services (technical integration of online payment methods); **Service provider:** Amazon Payments Europe S.C.A., 38 avenue J.F. Kennedy, L-1855 Luxembourg; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); **Website:** <https://pay.amazon.de/>; **Privacy Policy:** <https://pay.amazon.de/help/201212490>.
- **Apple Pay:** Payment services (technical integration of online payment methods); **Service provider:** Apple Inc., Infinite Loop, Cupertino, CA 95014, USA; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); **Website:** <https://www.apple.com/de/apple-pay/>; **Privacy Policy:** <https://www.apple.com/legal/privacy/de-ww/>.
- **Google Pay:** Payment services (technical integration of online payment methods); **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); **Website:** https://pay.google.com/intl/de_de/about/; **Privacy Policy:** <https://policies.google.com/privacy>.
- **Mastercard:** Payment services (technical integration of online payment methods); **Service provider:** Mastercard Europe SA, Chaussée de Tervuren 198A, B-1410 Waterloo, Belgium; **Legal basis:** Performance of a contract and pre-contractual requests

(Art. 6(1)(b) GDPR); **Website:** <https://www.mastercard.de/de-de.html>; **Privacy Policy:** <https://www.mastercard.de/de-de/datenschutz.html>.

- **PayPal:** Payment services (technical integration of online payment methods) (e.g. PayPal, PayPal Plus, Braintree); **Service provider:** PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); **Website:** <https://www.paypal.com/de>; **Privacy Policy:** <https://www.paypal.com/de/legalhub/paypal/privacy-full>.
- **Visa:** Payment services (technical integration of online payment methods); **Service provider:** Visa Europe Services Inc., London Branch, 1 Sheldon Square, London W2 6TT, United Kingdom; **Legal basis:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); **Website:** <https://www.visa.de>; **Privacy Policy:** <https://www.visa.de/nutzungsbedingungen/visa-privacy-center.html>.

Provision of the Online Offering and Web Hosting

We process users' data in order to provide our online services to them. For this purpose, we process the user's IP address, which is necessary in order to transmit the content and functions of our online services to the user's browser or end device.

- **Types of data processed:** Usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved); log data (e.g. log files relating to logins or data retrieval or access times).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Provision of our Online Offering and user-friendliness; information technology infrastructure (operation and provision of information systems and technical devices (computers, servers, etc.)); security measures.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Provision of the Online Offering using rented hosting capacity:** For the provision of our Online Offering, we use storage space, computing capacity and software that we rent or otherwise obtain from an appropriate server provider (also referred to as a "web host"); **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).
- **Collection of access data and log files:** Access to our Online Offering is logged in the form of so-called "server log files". Server log files may include the address and name of the websites and files accessed, the date and time of access, the volume of data transferred, notification of successful retrieval, browser type and version, the user's

operating system, the referrer URL (the previously visited page) and, as a rule, IP addresses and the requesting provider. Server log files may be used, on the one hand, for security purposes, e.g. to prevent server overload (particularly in the event of abusive attacks, so-called DDoS attacks), and, on the other hand, to ensure server capacity utilisation and stability; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR). **Deletion of data:** Log file information is stored for a maximum period of 30 days and is then deleted or anonymised. Data whose further retention is necessary for evidentiary purposes is excluded from deletion until the relevant incident has been finally clarified.

Use of Cookies

The term "cookies" refers to functions that store information on users' end devices and read information from them. Cookies may be used for various purposes, for example to ensure the functionality, security and convenience of online offerings and to analyse visitor traffic. We use cookies in accordance with statutory requirements. Where required, we obtain users' consent in advance. Where consent is not required, we rely on our legitimate interests. This applies where the storage and reading of information is strictly necessary in order to provide content and functions expressly requested by users. This includes, for example, storing preferences and ensuring the functionality and security of our Online Offering. Consent may be withdrawn at any time. We provide clear information regarding the scope of consent and the cookies used.

Information on the legal bases under data protection law: Whether we process personal data by means of cookies depends on whether consent has been given. Where consent has been given, it constitutes the legal basis. Without consent, we rely on our legitimate interests as explained above in this section and in the context of the respective services and procedures.

Storage period: With regard to the storage period, the following types of cookies are distinguished:

- **Temporary cookies (also known as session cookies):** Temporary cookies are deleted at the latest after a user leaves an Online Offering and closes their end device (e.g. browser or mobile application).
- **Persistent cookies:** Persistent cookies remain stored even after the end device has been closed. For example, login status may be stored and preferred content may be displayed immediately when the user visits a website again. Usage data collected by means of cookies may also be used for audience measurement. Unless we provide users with explicit information on the type and storage period of cookies (e.g. when obtaining consent), users should assume that such cookies are persistent and may be stored for up to two years.

General information on withdrawal and objection (opt-out): Users may withdraw any consent they have given at any time and may also object to processing in accordance with the statutory requirements, including by using the privacy settings of their browser.

- **Types of data processed:** Meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Legal bases:** Legitimate interests (Art. 6(1)(f) GDPR); consent (Art. 6(1)(a) GDPR).

Further information on processing activities, procedures and services:

- **Processing of cookie data on the basis of consent:** We use a consent management solution through which users' consent is obtained for the use of cookies or for the procedures and providers specified within the consent management solution. This procedure is used to obtain, record, manage and withdraw consent, in particular in relation to the use of cookies and comparable technologies used to store, read and process information on users' end devices. As part of this procedure, users' consent is obtained for the use of cookies and the associated processing of information, including the specific processing activities and providers identified in the consent management procedure. Users are also able to manage and withdraw their consent. Declarations of consent are stored in order to avoid requesting consent again and to be able to demonstrate consent in accordance with statutory requirements. Storage takes place on the server side and/or in a cookie (a so-called opt-in cookie) or using comparable technologies in order to associate the consent with a specific user or device. Unless specific information on providers of consent management services is provided, the following general information applies: consent is stored for up to two years. A pseudonymous user identifier is created and stored together with the time at which consent was given, information on the scope of the consent (e.g. relevant categories of cookies and/or service providers), and information about the browser, system and end device used; **Legal basis:** Consent (Art. 6(1)(a) GDPR).

Blogs and Publication Media

We use blogs or comparable means of online communication and publication (hereinafter referred to as "Publication Media"). Readers' data is processed for the purposes of the Publication Media only to the extent necessary for its presentation, communication between authors and readers, or for security reasons. In all other respects, we refer to the information in this Privacy Policy concerning the processing of visitors to our Publication Media.

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and

procedural data (e.g. IP addresses, time information, identification numbers, persons involved).

- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Feedback (e.g. collecting feedback via an online form); provision of our Online Offering and user-friendliness; security measures; organisational and administrative procedures.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Comments and posts:** Where users leave comments or other posts, their IP addresses may be stored on the basis of our legitimate interests. This is done for our protection in the event that a person leaves unlawful content in comments or posts (e.g. insults, prohibited political propaganda, etc.). In such a case, we may ourselves be held liable for the comment or post and therefore have an interest in identifying the author.

In addition, on the basis of our legitimate interests, we reserve the right to process user information for spam detection purposes.

On the same legal basis, we reserve the right, in the case of polls, to store users' IP addresses for the duration of the poll and to use cookies in order to prevent multiple voting.

Personal information provided in connection with comments and posts, any contact and website information, as well as the substantive information provided, will be stored by us on a permanent basis until the user objects; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Contact and Inquiry Management

When you contact us (e.g. by post, contact form, email, telephone or via social media), and in the context of existing user and business relationships, the information provided by the person making the inquiry is processed to the extent necessary to respond to the contact request and to carry out any requested measures.

- **Types of data processed:** Contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Communication partners.

- **Purposes of processing:** Communication; organisational and administrative procedures; feedback (e.g. collecting feedback via an online form); provision of our Online Offering and user-friendliness.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Legitimate interests (Art. 6(1)(f) GDPR); performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR).

Further information on processing activities, procedures and services:

- **Contact form:** When you contact us via our contact form, by email or through other communication channels, we process the personal data transmitted to us in order to respond to and handle the respective inquiry. This generally includes information such as name, contact details and, where applicable, further information provided to us that is necessary for appropriate handling. We use this data exclusively for the stated purpose of contact and communication; **Legal bases:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Newsletters and Electronic Communications

We send newsletters, emails and other electronic communications (hereinafter referred to as "Newsletters") only with the recipients' consent or on the basis of a statutory legal basis. Where the content of the Newsletter is specified during registration, such content is decisive for the scope of the user's consent. As a rule, providing your email address is sufficient to subscribe to our Newsletter. However, in order to provide a personalised service, we may ask you to provide your name so that we can address you personally in the Newsletter, or to provide other information where this is necessary for the purposes of the Newsletter.

Deletion and restriction of processing: On the basis of our legitimate interests, we may retain unsubscribed email addresses for up to three years before deleting them in order to demonstrate that consent had previously been given. Processing of this data is restricted to the purpose of defending against potential claims. An individual request for deletion may be made at any time, provided that the previous existence of consent is confirmed at the same time. Where we are required to permanently observe objections, we reserve the right to store the email address in a suppression list (a so-called "blocklist") solely for this purpose.

The registration process is logged on the basis of our legitimate interests for the purpose of demonstrating that it was carried out properly. Where we engage a service provider to send emails, this is based on our legitimate interests in an efficient and secure mailing system.

Content:

Information about us, our services, promotions and offers.

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); contact data (e.g. postal and email addresses or telephone numbers); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Communication partners; users (e.g. website visitors, users of online services).
- **Purposes of processing:** Direct marketing (e.g. by email or post); provision of contractual services and fulfilment of contractual obligations.
- **Legal basis:** Consent (Art. 6(1)(a) GDPR).
- **Opt-out:** You may unsubscribe from our Newsletter at any time, i.e. withdraw your consent or object to further receipt. You will find an unsubscribe link at the end of each Newsletter. Alternatively, you may use one of the contact methods specified above, preferably email.

Further information on processing activities, procedures and services:

- **Condition for the use of free services:** Consent to receive mailings may be made a condition for using free services (e.g. access to certain content or participation in certain promotions). If users wish to use the free service without subscribing to the Newsletter, we ask them to contact us.

Promotional Communications via Email, Post, Fax or Telephone

We process personal data for the purposes of promotional communications, which may be conducted through various channels, such as email, telephone, post or fax, in accordance with the statutory requirements.

Recipients have the right to withdraw any consent given at any time or to object to promotional communications at any time and free of charge using the contact details specified above.

Following withdrawal of consent or objection, on the basis of our legitimate interests we retain the data required to demonstrate our previous authorisation to contact or send communications for up to three years after the end of the year in which the consent was withdrawn or the objection was made. Processing of this data is restricted to the purpose of defending against potential claims. On the basis of our legitimate interest in permanently observing users' withdrawal or objection, we also retain the data required to prevent renewed contact (e.g. depending on the communication channel, email address, telephone number or name).

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation).

- **Data subjects:** Communication partners.
- **Purposes of processing:** Direct marketing (e.g. by email or post); marketing; sales promotion.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Consent (Art. 6(1)(a) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Prize Draws and Competitions

We process the personal data of participants in prize draws and competitions only in compliance with the applicable data protection provisions, insofar as processing is contractually necessary for the provision, conduct and administration of the prize draw or competition, the participants have consented to the processing, or the processing serves our legitimate interests (e.g. in the security of the prize draw or competition or in protecting our interests against misuse, including through the possible recording of IP addresses when competition entries are submitted).

Where participants' entries are published in connection with a prize draw or competition (e.g. as part of a vote, presentation of competition entries or winners, or reporting on the prize draw or competition), we point out that participants' names may also be published in this context. Participants may object to this at any time.

Where the prize draw or competition takes place on an online platform or social network (e.g. Facebook or Instagram, hereinafter referred to as an "Online Platform"), the terms of use and privacy provisions of the respective platforms also apply. In such cases, we point out that we are responsible for the information provided by participants in connection with the prize draw or competition and that inquiries relating to the prize draw or competition should be directed to us.

Participants' data will be deleted as soon as the prize draw or competition has ended and the data is no longer required to notify the winners or because further inquiries concerning the prize draw or competition are no longer expected. As a general rule, participants' data will be deleted no later than six months after the end of the prize draw or competition. Winners' data may be retained for longer in order, for example, to respond to inquiries concerning prizes or to fulfil the prize-related obligations; in such cases, the retention period depends on the nature of the prize and may be up to three years in the case of goods or services, for example in order to handle warranty claims. In addition, participants' data may be stored for longer periods, for example in the form of reporting on the prize draw or competition in online and offline media.

Where data is also collected for other purposes in connection with the prize draw or competition, its processing and retention period will be governed by the privacy information relating to that use (e.g. where a participant subscribes to the Newsletter in connection with a prize draw).

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); contact data (e.g. postal and email addresses or

telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation).

- **Data subjects:** Participants in prize draws and competitions.
- **Purposes of processing:** Conducting prize draws and competitions.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal bases:** Performance of a contract and pre-contractual requests (Art. 6(1)(b) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Surveys and Questionnaires

We conduct surveys and questionnaires in order to collect information for the purpose communicated in connection with the respective survey or questionnaire. The surveys and questionnaires we conduct (hereinafter referred to as "Surveys") are evaluated anonymously. Personal data is processed only to the extent necessary for the provision and technical implementation of the Surveys (e.g. processing the IP address in order to display the Survey in the user's browser or using a cookie to enable the Survey to be resumed).

- **Types of data processed:** Master data (e.g. full name, residential address, contact information, customer number, etc.); contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions).
- **Data subjects:** Participants.
- **Purposes of processing:** Feedback (e.g. collecting feedback via an online form); surveys and questionnaires (e.g. surveys with input fields, multiple-choice questions).
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Google Forms:** Creation and evaluation of online forms, surveys, feedback forms, etc.; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.google.de/intl/de/forms>; **Privacy Policy:** <https://policies.google.com/privacy>; **Data Processing Agreement:** <https://cloud.google.com/terms/data-processing-addendum>; **Basis for third-country transfers:** Data Privacy Framework (DPF), Standard Contractual Clauses (<https://cloud.google.com/terms/eu-model-contract-clause>).

Web Analytics, Monitoring and Optimisation

Web analytics (also referred to as "audience measurement") is used to evaluate visitor traffic to our Online Offering and may include behaviour, interests or demographic information about visitors, such as age or gender, in the form of pseudonymous values. Audience measurement enables us, for example, to identify when our Online Offering or its functions or content are used most frequently or encourage repeated use. It also enables us to identify areas requiring optimisation.

In addition to web analytics, we may use testing procedures, for example to test and optimise different versions of our Online Offering or its components.

Unless otherwise stated below, profiles, i.e. data combined in relation to a particular usage process, may be created for these purposes, and information may be stored in and subsequently read from a browser or end device. The information collected includes, in particular, websites visited and elements used on those websites, as well as technical information such as the browser used, the computer system used and information concerning usage times. Where users have consented to the collection of their location data by us or by providers of services used by us, location data may also be processed.

In addition, users' IP addresses are stored. However, we use an IP masking procedure (i.e. pseudonymisation by shortening the IP address) in order to protect users. As a general rule, no directly identifying user data (such as email addresses or names) is stored in connection with web analytics, A/B testing and optimisation; instead, pseudonyms are used. This means that neither we nor the providers of the software used know the users' actual identity, but only the information stored in their profiles for the purposes of the respective procedures.

Information on legal bases: Where we ask users for their consent to the use of third-party providers, consent constitutes the legal basis for processing. Otherwise, users' data is processed on the basis of our legitimate interests (i.e. our interest in efficient, economical and user-friendly services). In this context, we also refer you to the information on the use of cookies in this Privacy Policy.

- **Types of data processed:** Usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Audience measurement (e.g. access statistics, recognition of returning visitors); profiles containing user-related information (creation of user profiles); provision of our Online Offering and user-friendliness.

- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion". Cookies may be stored for up to two years (unless otherwise stated, cookies and similar storage methods may be stored on users' devices for a period of two years).
- **Security measures:** IP masking (pseudonymisation of the IP address).
- **Legal bases:** Consent (Art. 6(1)(a) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Google Analytics:** We use Google Analytics to measure and analyse use of our Online Offering on the basis of a pseudonymous user identification number. This identification number does not contain directly identifying data such as names or email addresses. It is used to associate analytics information with an end device in order to identify which content users have accessed within one or more usage sessions, which search terms they have used, whether they have accessed content again, or whether they have interacted with our Online Offering. The time and duration of use, the sources referring users to our Online Offering, and technical aspects of users' end devices and browsers are also stored.

In this context, pseudonymous user profiles containing information from the use of different devices are created, and cookies may be used. Google Analytics does not log or store individual IP addresses for EU users. Analytics does, however, provide approximate geographical location data by deriving the following metadata from IP addresses: city (and the derived latitude and longitude of the city), continent, country, region, subcontinent (and corresponding ID-based values). For EU traffic, IP address data is used solely for this derivation of geolocation data and is then immediately deleted. It is not logged, is not accessible and is not used for any further purposes. When Google Analytics collects measurement data, all IP queries are performed on EU-based servers before traffic is forwarded to Analytics servers for processing; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://marketingplatform.google.com/intl/de/about/analytics/>; **Security measures:** IP masking (pseudonymisation of the IP address); **Privacy Policy:** <https://policies.google.com/privacy>; **Data Processing Agreement:** <https://business.safety.google/adsprocessorterms/>; **Basis for third-country transfers:** Data Privacy Framework (DPF), Standard Contractual Clauses (<https://business.safety.google/adsprocessorterms/>); **Opt-out:** Opt-out plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>, ad display settings: <https://myadcenter.google.com/personalizationoff>; **Further information:** <https://business.safety.google/adsservices/> (types of processing and data processed).

Online Marketing

We process personal data for online marketing purposes, which may include, in particular, the marketing of advertising space or the display of advertising and other content (collectively referred to as "Content") based on users' potential interests, as well as measurement of its effectiveness.

For these purposes, so-called user profiles are created and stored in a file (a so-called "cookie"), or similar procedures are used to store information relating to the user that is relevant to the display of the aforementioned Content. Such information may include, for example, Content viewed, websites visited, online networks used, communication partners and technical information, such as the browser used, the computer system used, and information concerning usage times and functions used. Where users have consented to the collection of their location data, such data may also be processed.

Users' IP addresses are also stored. However, we use available IP masking procedures (i.e. pseudonymisation by shortening the IP address) in order to protect users. As a general rule, no directly identifying user data (such as email addresses or names) is stored as part of the online marketing process; instead, pseudonyms are used. This means that neither we nor the providers of the online marketing procedures know the users' actual identity, but only the information stored in their profiles.

The information contained in the profiles is generally stored in cookies or using similar procedures. These cookies may subsequently also be read on other websites that use the same online marketing procedure and may be analysed for the purpose of displaying Content, supplemented with additional data and stored on the server of the provider of the online marketing procedure.

In exceptional cases, directly identifying data may be associated with the profiles, primarily where users are members of a social network whose online marketing procedures we use and the network links the user profiles with the aforementioned information. Please note that users may enter into additional arrangements with the providers, for example by giving consent during registration.

As a rule, we only receive access to aggregated information concerning the success of our advertisements. However, as part of so-called conversion measurement, we may determine which of our online marketing procedures resulted in a so-called conversion, i.e. for example the conclusion of a contract with us. Conversion measurement is used exclusively to analyse the success of our marketing activities.

Unless otherwise stated, please assume that cookies used for these purposes are stored for a period of two years.

Information on legal bases: Where we ask users for their consent to the use of third-party providers, consent constitutes the legal basis for processing. Otherwise, users' data is processed on the basis of our legitimate interests (i.e. our interest in efficient, economical and user-friendly services). In this context, we also refer you to the information on the use of cookies in this Privacy Policy.

Information on withdrawal and objection:

We refer to the privacy notices of the respective providers and the opt-out options specified by those providers. Where no explicit opt-out option is provided, you may disable cookies in your browser settings. This may, however, restrict functions of our Online Offering. We therefore additionally recommend the following opt-out options, which are offered for the respective regions:

a) Europe: <https://www.youronlinechoices.eu>

b) Canada: <https://youradchoices.ca/>

c) USA: <https://optout.aboutads.info/>

d) Cross-regional: <https://optout.aboutads.info>

- **Types of data processed:** Usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Audience measurement (e.g. access statistics, recognition of returning visitors); tracking (e.g. interest-/behaviour-based profiling, use of cookies); audience building; marketing; profiles containing user-related information (creation of user profiles); conversion measurement (measurement of the effectiveness of marketing activities).
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion". Cookies may be stored for up to two years (unless otherwise stated, cookies and similar storage methods may be stored on users' devices for a period of two years).
- **Security measures:** IP masking (pseudonymisation of the IP address).
- **Legal bases:** Consent (Art. 6(1)(a) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Google Ads and conversion measurement:** Online marketing procedures for the purpose of placing Content and advertisements within the service provider's advertising network (e.g. in search results, videos, websites, etc.) so that they are displayed to users who are presumed to have an interest in the advertisements. In addition, we measure conversions generated by advertisements, i.e. whether users have interacted with the advertisements and used the advertised offers (so-called conversions). However, we receive only anonymous information and no personal information concerning individual users; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal bases:** Consent (Art. 6(1)(a) GDPR), legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://marketingplatform.google.com>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Further information:** Types of processing and data processed: <https://business.safety.google/adsservices/>. Data processing terms between controllers and Standard Contractual Clauses for transfers of data to third countries: <https://business.safety.google/adscontrollerterms>.
- **Google AdSense with personalised advertisements:** We integrate Google AdSense, which enables personalised advertisements to be displayed within our Online Offering. Google AdSense analyses user behaviour and uses this data to display targeted advertising tailored to the interests of our visitors. We receive financial remuneration for each ad display or other use of these advertisements; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://marketingplatform.google.com>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Further information:** Types of processing and data processed: <https://business.safety.google/adsservices/>. Data processing terms for Google advertising products: information on services, data processing terms between controllers and Standard Contractual Clauses for transfers of data to third countries: <https://business.safety.google/adscontrollerterms>.
- **Google AdSense with non-personalised advertisements:** We use Google AdSense to display non-personalised advertisements within our Online Offering. These advertisements are not based on individual user behaviour, but are selected on the basis of general characteristics such as the content of the page or your approximate geographical location. We receive remuneration for the display or other use of these advertisements; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://marketingplatform.google.com>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Further information:** Types of processing and data processed: <https://business.safety.google/adsservices/>. Data processing terms for Google advertising products: information on services, data processing terms between controllers and Standard Contractual Clauses for transfers of data to third countries: <https://business.safety.google/adscontrollerterms>.

Customer Reviews and Rating Procedures

We participate in review and rating procedures in order to evaluate, optimise and promote our services. Where users review us or otherwise provide feedback via the review platforms or procedures involved, the providers' terms and conditions or terms of use and privacy notices also apply. As a rule, submitting a review also requires registration with the respective provider.

In order to ensure that persons submitting reviews have actually used our services, with the customers' consent we transmit to the respective review platform the data required in relation to the customer and the service used (including name, email address and order number or item number). This data is used solely to verify the authenticity of the user.

- **Types of data processed:** Contract data (e.g. subject matter of the contract, term, customer category); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved).
- **Data subjects:** Recipients of services and clients; users (e.g. website visitors, users of online services).
- **Purposes of processing:** Feedback (e.g. collecting feedback via an online form); marketing.
- **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **kundentests.com:** Review platform; **Service provider:** kundentests.com, Sokelantstraße 5, 30165 Hannover, Germany; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://kundentests.com>; **Privacy Policy:** <https://kundentests.com/datenschutz/>.
- **kununu:** Review platform; **Service provider:** XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.kununu.com/de>; **Privacy Policy:** <https://privacy.xing.com/de/datenschutzerklaerung>.
- **Yelp:** Review platform; **Service provider:** Yelp Inc., 140 New Montgomery Street, 9th Floor, San Francisco, CA 94105, USA; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.yelp.de>; **Privacy Policy:** <https://www.yelp.de/static?p=privacy>; **Opt-out:** https://www.yelp.com/tos/privacy_en_us_20190329#third-parties.

Social Media Presences

We maintain online presences within social networks and, in this context, process user data in order to communicate with users active on those networks or to provide information about us.

We point out that user data may be processed outside the European Union. This may involve risks for users, for example because it could make the enforcement of users' rights more difficult.

In addition, users' data is generally processed within social networks for market research and advertising purposes. For example, user profiles may be created on the basis of usage behaviour and the users' resulting interests. Such profiles may in turn be used, for example, to display advertisements inside and outside the networks that are presumed to correspond to users' interests. As a rule, cookies are therefore stored on users' computers in which usage behaviour and users' interests are stored. Data may also be stored in user profiles independently of the devices used by users, particularly where users are members of the respective platforms and are logged in.

For a detailed description of the respective forms of processing and the options for objection (opt-out), we refer to the privacy policies and information provided by the operators of the respective networks.

With regard to access requests and the exercise of data subject rights, we also point out that these can most effectively be asserted against the respective providers. Only the providers have direct access to users' data and can directly take appropriate measures and provide information. If you nevertheless require assistance, you may contact us.

- **Types of data processed:** Contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation); usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Communication; feedback (e.g. collecting feedback via an online form); public relations.
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion".
- **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Instagram:** Social network enabling the sharing of photos and videos, commenting on and favouriting posts, sending messages, and following profiles and pages; **Service provider:** Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.instagram.com>; **Privacy Policy:** <https://privacycenter.instagram.com/policy/>; **Basis for third-country transfers:** Data Privacy Framework (DPF).
- **Facebook Pages:** Profiles within the Facebook social network - The Controller is jointly responsible with Meta Platforms Ireland Limited for the collection and transmission of data relating to visitors to our Facebook Page ("Fan Page"). This includes, in particular, information concerning user behaviour (e.g. content viewed or interacted with, actions taken) and device information (e.g. IP address, operating system, browser type, language settings and cookie data). Further details are available in Facebook's Data Policy: <https://www.facebook.com/privacy/policy/>. Facebook also uses this data to provide us with statistical evaluations via the "Page Insights" service, which provide information on how people interact with our Page and its content. This is based on an agreement with Facebook ("Information about Page Insights": https://www.facebook.com/legal/terms/page_controller_addendum), which governs, among other things, security measures and the exercise of data subject rights. Further information is available at: https://www.facebook.com/legal/terms/information_about_page_insights_data. Users may therefore submit access or deletion requests directly to Facebook. Users' rights (in particular access, deletion, objection and the right to lodge a complaint with a supervisory authority) remain unaffected. Joint controllership is limited exclusively to the collection of data by Meta Platforms Ireland Limited (EU). Meta Platforms Ireland Limited is solely responsible for any subsequent processing, including any possible transfer to Meta Platforms Inc. in the United States; **Service provider:** Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.facebook.com>; **Privacy Policy:** <https://www.facebook.com/privacy/policy/>; **Basis for third-country transfers:** Data Privacy Framework (DPF), Standard Contractual Clauses (https://www.facebook.com/legal/EU_data_transfer_addendum).
- **Pinterest:** Social network enabling the sharing of photos, commenting, favouriting and curating posts, sending messages and following profiles; **Service provider:** Pinterest Europe Limited, 2nd Floor, Palmerston House, Fenian Street, Dublin 2, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.pinterest.com>; **Privacy Policy:** <https://policy.pinterest.com/de/privacy-policy>.
- **YouTube:** Social network and video platform; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Opt-out:** <https://myadcenter.google.com/personalizationoff>.

Plugins and Embedded Functions and Content

We integrate functional and content elements into our Online Offering that are obtained from the servers of their respective providers (hereinafter referred to as "Third-Party Providers"). These may include, for example, graphics, videos or maps (hereinafter collectively referred to as "Content").

Such integration always requires the Third-Party Providers of this Content to process users' IP addresses, since without the IP address they would not be able to send the Content to the users' browsers. The IP address is therefore necessary in order to display this Content or these functions. We endeavour to use only Content whose respective providers use the IP address solely for the purpose of delivering the Content. Third-Party Providers may also use so-called pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. Pixel tags may be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on users' devices and may contain, among other things, technical information about the browser and operating system, referring websites, the time of the visit and further information concerning use of our Online Offering, and may also be linked with corresponding information from other sources.

Information on legal bases: Where we ask users for their consent to the use of Third-Party Providers, consent constitutes the legal basis for processing. Otherwise, users' data is processed on the basis of our legitimate interests (i.e. our interest in efficient, economical and user-friendly services). In this context, we also refer you to the information on the use of cookies in this Privacy Policy.

- **Types of data processed:** Usage data (e.g. page views and time spent, click paths, intensity and frequency of use, device types and operating systems used, interactions with content and functions); meta, communication and procedural data (e.g. IP addresses, time information, identification numbers, persons involved); location data (information concerning the geographical location of a device or person); contact data (e.g. postal and email addresses or telephone numbers); content data (e.g. textual or visual messages and posts and related information, such as authorship or time of creation).
- **Data subjects:** Users (e.g. website visitors, users of online services).
- **Purposes of processing:** Provision of our Online Offering and user-friendliness; audience measurement (e.g. access statistics, recognition of returning visitors); tracking (e.g. interest-/behaviour-based profiling, use of cookies); audience building; marketing; profiles containing user-related information (creation of user profiles).
- **Retention and deletion:** Deletion in accordance with the information provided in the section "General Information on Data Storage and Deletion". Cookies may be stored for up to two years (unless otherwise stated, cookies and similar storage methods may be stored on users' devices for a period of two years).

- **Legal bases:** Consent (Art. 6(1)(a) GDPR); legitimate interests (Art. 6(1)(f) GDPR).

Further information on processing activities, procedures and services:

- **Google Fonts (hosted on our own server):** Provision of font files for the purpose of presenting our Online Offering in a user-friendly manner; **Service provider:** Google Fonts are hosted on our server; no data is transmitted to Google; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR).
- **Google Fonts (retrieved from Google's servers):** Retrieval of fonts (and symbols) for the purpose of technically secure, maintenance-free and efficient use of fonts and symbols with regard to their currentness and loading times, their uniform presentation and the observance of possible licensing restrictions. The user's IP address is transmitted to the font provider so that the fonts can be made available in the user's browser. In addition, technical data (language settings, screen resolution, operating system, hardware used) is transmitted where necessary for the provision of the fonts depending on the devices used and the technical environment. This data may be processed on a server of the font provider in the United States. When visiting our Online Offering, users' browsers send browser HTTP requests to the Google Fonts Web API (i.e. a software interface for retrieving fonts). The Google Fonts Web API provides users with the Cascading Style Sheets (CSS) of Google Fonts and subsequently the fonts specified in the CSS. These HTTP requests include (1) the IP address used by the respective user to access the internet, (2) the requested URL on the Google server and (3) the HTTP headers, including the user agent describing the browser and operating system versions of website visitors, as well as the referrer URL (i.e. the webpage on which the Google font is to be displayed). IP addresses are neither logged nor stored on Google servers and are not analysed. The Google Fonts Web API logs details of HTTP requests (requested URL, user agent and referrer URL). Access to this data is restricted and strictly controlled. The requested URL identifies the font families for which the user wishes to load fonts. This data is logged so that Google can determine how frequently a particular font family is requested. In the Google Fonts Web API, the user agent is required to tailor the font generated for the respective browser type. The user agent is primarily logged for debugging purposes and is used to generate aggregated usage statistics measuring the popularity of font families. These aggregated usage statistics are published on the Google Fonts "Analytics" page. Finally, the referrer URL is logged so that the data can be used for production maintenance and an aggregated report on top integrations can be generated based on the number of font requests. According to Google, none of the information collected by Google Fonts is used to create profiles of end users or to serve targeted advertisements; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://fonts.google.com/>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Further information:** <https://developers.google.com/fonts/faq/privacy?hl=de>.

- **Google Maps:** We integrate maps provided by the Google Maps service. The data processed may include, in particular, users' IP addresses and location data; **Service provider:** Google Cloud EMEA Limited, 70 Sir John Rogerson's Quay, Dublin 2, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://mapsplatform.google.com/>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF).
- **MyFonts:** Fonts; data processed when fonts are retrieved includes the identification number of the webfont project (anonymised), the URL of the licensed website linked to a customer number in order to identify the licensee and the licensed webfonts, and the referrer URL; the anonymised webfont project identification number is stored in encrypted log files together with such data for 30 days in order to determine the monthly number of page views; following the extraction and storage of the number of page views, the log files are deleted; **Service provider:** Monotype Imaging Holdings Inc., 600 Unicorn Park Drive, Woburn, Massachusetts 01801, USA; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://www.myfonts.co>; **Privacy Policy:** <https://www.myfonts.com/info/legal/#Privacy>.
- **X plugins and content:** Plugins and buttons of the "X" platform - these may include, for example, content such as images, videos or text and buttons enabling users to share Content from this Online Offering within X; **Service provider:** X Internet Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://x.com/de>; **Privacy Policy:** <https://x.com/de/privacy>, settings: <https://x.com/personalization>; **Data Processing Agreement:** <https://privacy.x.com/en/for-our-partners/global-dpa>; **Basis for third-country transfers:** Standard Contractual Clauses (<https://privacy.x.com/en/for-our-partners/global-dpa>).
- **YouTube videos:** Video content; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://www.youtube.com>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for third-country transfers:** Data Privacy Framework (DPF); **Opt-out:** Opt-out plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>, ad display settings: <https://myadcenter.google.com/personalizationoff>.
- **YouTube videos:** Our Online Offering includes embedded videos stored on YouTube. These YouTube videos are integrated via a special domain using the "youtube-nocookie" component in so-called "privacy-enhanced mode". In privacy-enhanced mode, until the video is started, only information including your IP address and information concerning your browser and end device may be stored on your end device in cookies or by comparable means where YouTube requires such information to display, control and optimise the video display. Once you play the videos, additional information may be processed by YouTube for the analysis of usage behaviour, storage in the user profile and personalisation of content and advertisements. Cookies may be stored for up to two years; **Service provider:** Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland; **Legal basis:** Consent (Art. 6(1)(a) GDPR); **Website:** <https://www.youtube.com>; **Privacy Policy:** <https://policies.google.com/privacy>; **Basis for**

third-country transfers: Data Privacy Framework (DPF); **Further information:**

<https://support.google.com/youtube/answer/171780?hl=de-DE#zippy=%2Cturn-on-privacy-enhanced-mode%2Cerweiterten-datenschutzmodus-aktivieren>.

- **Vimeo video player:** Integration of a video player; **Service provider:** Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA; **Legal basis:** Legitimate interests (Art. 6(1)(f) GDPR); **Website:** <https://vimeo.com>; **Privacy Policy:** <https://vimeo.com/legal/privacy>; **Data Processing Agreement:** <https://vimeo.com/legal/enterprise-terms/dpa>; **Basis for third-country transfers:** Standard Contractual Clauses (<https://vimeo.com/legal/enterprise-terms/dpa>).

Amendments and Updates

We ask you to review the content of our Privacy Policy regularly. We will amend this Privacy Policy whenever changes to the data processing activities carried out by us make this necessary. We will inform you where changes require action on your part (e.g. consent) or other individual notification.

Where we provide addresses and contact information of companies and organisations in this Privacy Policy, please note that addresses may change over time and we therefore ask you to verify the relevant information before making contact.

Definitions

This section provides an overview of the terms used in this Privacy Policy. To the extent that terms are defined by law, the statutory definitions apply. The following explanations are intended primarily to aid understanding.

- **Master data:** Master data comprises essential information required for the identification and administration of contractual partners, user accounts, profiles and similar assignments. This data may include, among other things, personal and demographic information such as names, contact details (addresses, telephone numbers, email addresses), dates of birth and specific identifiers (user IDs). Master data forms the basis for formal interactions between persons and services, organisations or systems by enabling clear identification and communication.
- **Content data:** Content data comprises information generated in the course of creating, editing and publishing content of all kinds. This category of data may include text, images, videos, audio files and other multimedia content published on various platforms and media. Content data is not limited to the content itself but also includes metadata providing information about the content, such as tags, descriptions, author information and publication dates.
- **Contact data:** Contact data is essential information that enables communication with persons or organisations. It includes, among other things, telephone numbers, postal

addresses and email addresses, as well as means of communication such as social media handles and instant messaging identifiers.

- **Conversion measurement:** Conversion measurement (also referred to as "conversion tracking") is a procedure used to determine the effectiveness of marketing activities. As a rule, a cookie is stored on users' devices on the websites on which the marketing activities take place and is subsequently retrieved again on the destination website. This enables us, for example, to determine whether advertisements placed by us on other websites were successful.
- **Meta, communication and procedural data:** Meta, communication and procedural data are categories containing information about the manner in which data is processed, transmitted and managed. Metadata, also known as data about data, includes information describing the context, origin and structure of other data. It may include information on file size, creation date, the author of a document and modification histories. Communication data records exchanges of information between users through various channels, such as email correspondence, call logs, social-network messages and chat histories, including the persons involved, timestamps and transmission channels. Procedural data describes processes and workflows within systems or organisations, including workflow documentation, logs of transactions and activities, and audit logs used to trace and review operations.
- **Usage data:** Usage data refers to information recording how users interact with digital products, services or platforms. This data encompasses a broad range of information showing how users use applications, which functions they prefer, how long they remain on certain pages and which paths they take through an application. Usage data may also include frequency of use, timestamps of activities, IP addresses, device information and location data. It is particularly valuable for analysing user behaviour, optimising user experiences, personalising content and improving products or services. In addition, usage data plays an important role in identifying trends, preferences and potential problem areas within digital offerings.
- **Personal data:** "Personal data" means any information relating to an identified or identifiable natural person (hereinafter referred to as the "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier (e.g. a cookie) or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Profiles containing user-related information:** The processing of "profiles containing user-related information", or "profiles" for short, encompasses any form of automated processing of personal data consisting of the use of such personal data to analyse, evaluate or predict certain personal aspects relating to a natural person (depending on the type of profiling, this may include different information concerning demographics, behaviour and interests, such as interaction with websites and their content, etc.), for example interests in certain content or products, click behaviour on a website or location. Cookies and web beacons are frequently used for profiling purposes.

- **Log data:** Log data is information concerning events or activities recorded in a system or network. Such data typically contains information such as timestamps, IP addresses, user actions, error messages and other details concerning the use or operation of a system. Log data is often used to analyse system problems, for security monitoring or to generate performance reports.
- **Audience measurement:** Audience measurement (also referred to as web analytics) is used to evaluate visitor traffic to an Online Offering and may include visitors' behaviour or interests in certain information, such as website content. Audience measurement enables operators of Online Offerings, for example, to determine when users visit their websites and which content they are interested in. This may enable them to tailor website content more closely to visitors' needs. Pseudonymous cookies and web beacons are frequently used for audience measurement in order to recognise returning visitors and thereby obtain more accurate analyses of the use of an Online Offering.
- **Location data:** Location data arises when a mobile device (or another device with the technical capability to determine location) connects to a cellular network, Wi-Fi network or similar technical means and location-determination functions. Location data indicates the geographically identifiable position on Earth at which the relevant device is located. Location data may be used, for example, to display map functions or other location-dependent information.
- **Tracking:** "Tracking" refers to the ability to trace users' behaviour across multiple Online Offerings. As a rule, behavioural and interest-related information concerning the Online Offerings used is stored in cookies or on the servers of the providers of the tracking technologies (so-called profiling). This information may subsequently be used, for example, to display advertisements to users that are likely to correspond to their interests.
- **Controller:** "Controller" means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
- **Processing:** "Processing" means any operation or set of operations performed on personal data, whether or not by automated means. The term is broad and encompasses practically any handling of data, whether collection, analysis, storage, transmission or deletion.
- **Contract data:** Contract data is specific information relating to the formalisation of an agreement between two or more parties. It documents the terms under which services or products are provided, exchanged or sold. This category of data is essential for the administration and performance of contractual obligations and includes both the identification of the contracting parties and the specific terms and conditions of the agreement. Contract data may include the start and end dates of a contract, the nature of the agreed services or products, pricing arrangements, payment terms, termination rights, renewal options and specific terms or clauses. It serves as the legal basis for the relationship between the parties and is important for clarifying rights and obligations, enforcing claims and resolving disputes.

- **Payment data:** Payment data comprises all information required to process payment transactions between buyers and sellers. This data is of fundamental importance to e-commerce, online banking and any other form of financial transaction. It includes details such as credit card numbers, bank details, payment amounts, transaction data, verification numbers and billing information. Payment data may also include information concerning payment status, chargebacks, authorisations and fees.
- **Audience building:** Audience building (also referred to as "Custom Audiences") means determining target groups for advertising purposes, e.g. for the display of advertisements. For example, a user's interest in certain products or topics on the internet may be used to infer that the user is interested in advertisements for similar products or for the online shop in which the user viewed those products. "Lookalike Audiences" (or similar audiences), in turn, refers to content considered suitable being displayed to users whose profiles or presumed interests correspond to those of the users for whom the profiles were created. Cookies and web beacons are generally used for the purposes of creating Custom Audiences and Lookalike Audiences.

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