

# Privacy policy

## Introduction and overview

We have written this privacy statement (version 10.03.2023-112445745) to explain to you, in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller – and the processors (e.g. providers) commissioned by us – process, will process in the future and what lawful options you have. The terms used are to be understood as gender-neutral.

**In short**, we provide you with comprehensive information about data we process about you.

Privacy statements usually sound very technical and use legal terminology. This privacy statement, on the other hand, is intended to describe the most important things to you as simply and transparently as possible. To the extent that it is conducive to transparency, technical **terms are explained in a reader-friendly manner**, links to further information are provided and **graphics are** used. In this way, we inform you in clear and simple language that we only process personal data in the course of our business activities if there is a corresponding legal basis. This is certainly not possible if

gives the most concise, unclear and legal-technical explanations possible, as they are often standard on the Internet when it comes to data protection. I hope you find the following explanations interesting and informative, and perhaps there is one or two pieces of information you did not know.

If you still have questions, we would like to ask you to contact the responsible office mentioned below or in the imprint, to follow the existing links and to look at further information on third party sites. Our contact details can of course also be found in the imprint.

## Scope

This data protection declaration applies to all personal data processed by us in the company and to all personal data processed by companies commissioned by us (order processors). By personal data, we mean information within the meaning of Art. 4 No. 1 DSGVO, such as a person's name, e-mail address and postal address. The processing of personal data ensures that we can offer and invoice our services and products, whether online or offline. The scope of this privacy policy includes:

- All online presences (websites, online stores) that we operate
- Social media presences and e-mail communication
- mobile apps for smartphones and other devices

**In short**, the privacy policy applies to all areas in which personal data is processed in a structured manner within the company via the aforementioned channels. Should we process outside

of these channels enter into legal relations with you, we will inform you separately, if necessary.

## Legal basis

In the following privacy policy, we provide you with transparent information on the legal principles and regulations, i.e. the legal basis of the Basic Data Protection Regulation, which enable us to process personal data.

As far as EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016. You can, of course, read this EU data protection basic regulation online on EUR-Lex, the access to EU law, at <https://eur-lex.europa.eu/legal-content/DE/ALL/?uri=celex%3A32016R0679>.

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

1. **Consent** (Article 6(1) lit. a DSGVO): You have given us your consent to process data for a specific purpose. An example would be the storage of your entered data of a contact form.
2. **contract** (Article 6(1)(b) DSGVO): In order to conclude a contract or pre-contractual obligations with you, we process your data. For example, if we conclude a purchase contract with you, we need personal information in advance.
3. **Legal obligation** (Article 6(1)(c) DSGVO): If we are subject to a legal obligation, we process your data. For example, we are required by law to keep invoices for accounting purposes. These usually contain personal data.
4. **Legitimate interests** (Article 6(1)(f) DSGVO): In the case of legitimate interests that do not restrict your fundamental rights, we reserve the right to process personal data. For example, we need to process certain data in order to operate our website in a secure and economically efficient manner. This processing is therefore a legitimate interest.

Further conditions such as the performance of recordings in the public interest and the exercise of official authority as well as the protection of vital interests do not generally occur with us. If such a legal basis should be relevant, it will be indicated at the appropriate place.

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

- In **Austria**, this is the Federal Act on the Protection of Individuals with regard to the Processing of Personal Data (**Data Protection Act**), or **DSG for** short.
- In **Germany**, the **Federal Data Protection Act**, or **BDSG for** short, applies.

If other regional or national laws apply, we will inform you about them in the following sections.

## Contact details of the responsible person

If you have any questions about data protection or the processing of personal data, you will find the contact details of the responsible person or office below:

Wakonig - Jury OG

An der Wirtschaftsbrücke 2, 9800 Spittal/Drau, Austria

+43 (0)4762 2772 | [office@brueckenwirt-spittal.at](mailto:office@brueckenwirt-spittal.at)

Imprint: <https://www.musterfirma.at/impressum/>

## Storage duration

The fact that we only store personal data for as long as is absolutely necessary for the provision of our services and products applies as a general criterion with us. This means that we delete personal data as soon as the reason for processing the data no longer exists. In some cases, we are required by law to store certain data even after the original purpose has ceased to exist, for example for accounting purposes.

Should you wish your data to be deleted or revoke your consent to data processing, the data will be deleted as soon as possible and insofar as there is no obligation to store it.

We will inform you about the specific duration of the respective data processing below, provided that we have further information on this.

## Rights under the General Data Protection Regulation

In accordance with Articles 13, 14 of the GDPR, we inform you about the following rights you have to ensure that data processing is fair and transparent:

- According to Article 15 of the GDPR, you have the right to know whether we process data about you. If this is the case, you have the right to receive a copy of the data and the following information:
  - the purpose for which we carry out the processing;
  - the categories, i.e. the types of data that are processed;
  - who receives this data and, if the data is transferred to third countries, how security can be guaranteed;
  - how long the data will be stored;
  - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
  - that you can complain to a supervisory authority (links to these authorities can be found below);
  - the origin of the data if we have not collected it from you;
  - whether profiling is carried out, i.e. whether data is automatically evaluated in order to arrive at a personal profile of you.

- You have a right to rectify data according to Article 16 of the GDPR, which means that we must correct data if you find errors.
- According to Article 17 of the GDPR, you have the right to erasure ("right to be forgotten"), which specifically means that you may request the deletion of your data.
- According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it any further.
- According to Article 20 DSGVO, you have the right to data portability, which means that we will provide you with your data in a common format upon request.
- According to Article 21 of the GDPR, you have a right to object, which, once enforced, entails a change in processing.
  - If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.
  - If data is used to conduct direct marketing, you may object to this type of data processing at any time. We may not use your data for direct marketing thereafter.
  - If data is used to perform profiling, you can object to this type of data processing at any time. We may not use your data for profiling thereafter.
- According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example, profiling).
- According to Article 77 of the GDPR, you have the right to lodge a complaint. This means that you can complain to the data protection authority at any time if you believe that the data processing of personal data violates the GDPR.

**In short,** you have rights - do not hesitate to contact the responsible party listed above with us!

If you believe that the processing of your data violates data protection law or that your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>. In Germany, there is a data protection officer for each federal state. For more information, you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#). The following local data protection authority is responsible for our company:

## **Austria data protection authority**

**Head:** Mag. Dr. Andrea Jelinek

**Address:** Barichgasse 40-42, 1030 Vienna

**Phone number:** +43 1 52 152-0

**E-mail address:** [dsb@dsb.gv.at](mailto:dsb@dsb.gv.at)

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

## Data processing security

To protect personal data, we have implemented both technical and organizational measures. Where possible, we encrypt or pseudonymize personal data. In this way, we make it as difficult as possible for third parties to infer personal information from our data.


Article 25 of the GDPR refers to "data protection through technical design and data protection-friendly default settings" and thus means that both software (e.g., forms) and hardware (e.g., access to the server room) should always be designed with security in mind and that appropriate measures should be taken. If necessary, we will go into more detail on specific measures below.

## TLS encryption with https

TLS, encryption and https sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transfer protocol") to transfer data over the Internet in a tap-proof way.

This means that the complete transmission of all data from your browser to our web server is secured – no one can "listen in".

We have thus introduced an additional layer of security and comply with data protection by design of technology ([Article 25\(1\) DSGVO](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data.

You can recognize the use of this data transmission protection by the small lock symbol  at the top left of the browser, to the left of the Internet address (e.g. examplepage.de) and the use of the scheme https (instead of http) as part of our Internet address.

If you'd like to know more about encryption, we recommend doing a Google search for "Hypertext Transfer Protocol Secure wiki" to get good links to more in-depth information.

## Communication

### Communication summary

Data subjects: All those who communicate with us by telephone, e-mail or online form  
Data processed: e.g. telephone number, name, e-mail address, form data entered. More details can be found in the respective contact type used  
Purpose: Handling of communication with customers, business partners, etc.

Storage period: Duration of the business case and legal regulations  
Legal basis: Art. 6 para. 1 lit. a DSGVO (Consent), Art. 6 para. 1 lit. b DSGVO (Contract), Art. 6 para. 1 lit. f DSGVO (Legitimate Interests)

When you contact us and communicate by phone, e-mail or online form, personal data may be processed.

The data will be processed for the handling and processing of your question and the related business transaction. The data is stored for as long as it is required by law.

## **Persons concerned**

All those who seek contact with us via the communication channels provided by us are affected by the aforementioned processes.

## **Phone**

When you call us, the call data is stored pseudonymously on the respective terminal device and with the telecommunications provider used. In addition, data such as name and telephone number may subsequently be sent by e-mail and stored for the purpose of responding to inquiries. The data is deleted as soon as the business case has been terminated and legal requirements permit.

## **E-mail**

If you communicate with us by e-mail, data may be stored on the respective end device (computer, laptop, smartphone,...) and data is stored on the e-mail server. The data is deleted as soon as the business case has been terminated and legal requirements allow it.

## **Online forms**

If you communicate with us using an online form, data is stored on our web server and, if necessary, forwarded to an e-mail address of ours. The data is deleted as soon as the business case has been terminated and legal requirements permit.

## **Legal basis**

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

- Art. 6 para. 1 lit. a DSGVO (consent): You give us your consent to store your data and to further use it for purposes related to the business case;
- Art. 6 para. 1 lit. b DSGVO (contract): There is a need for the performance of a contract with you or a processor such as the telephone provider or we need to process the data for pre-contractual activities, such as the preparation of an offer;
- Art. 6 para. 1 lit. f DSGVO (Legitimate Interests): We want to operate customer inquiries and business communication in a professional framework. For this purpose, certain technical facilities such as e-mail programs, exchange servers and mobile network operators are necessary in order to be able to operate the communication efficiently.

# Cookies

## **Cookies summary**

Data subjects: Visitors to the website

Purpose: depending on the cookie. You can find more details below or from the manufacturer of the software that sets the cookie.

Data processed: Depending on the cookie used in each case. More details can be found below or from the manufacturer of the software that sets the cookie.

Storage period: depends on the respective cookie, can vary from hours to years Legal basis: Art. 6 para. 1 lit. a DSGVO (Consent), Art. 6 para. 1 lit.f DSGVO (Legitimate Interests)

## **What are cookies?**

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

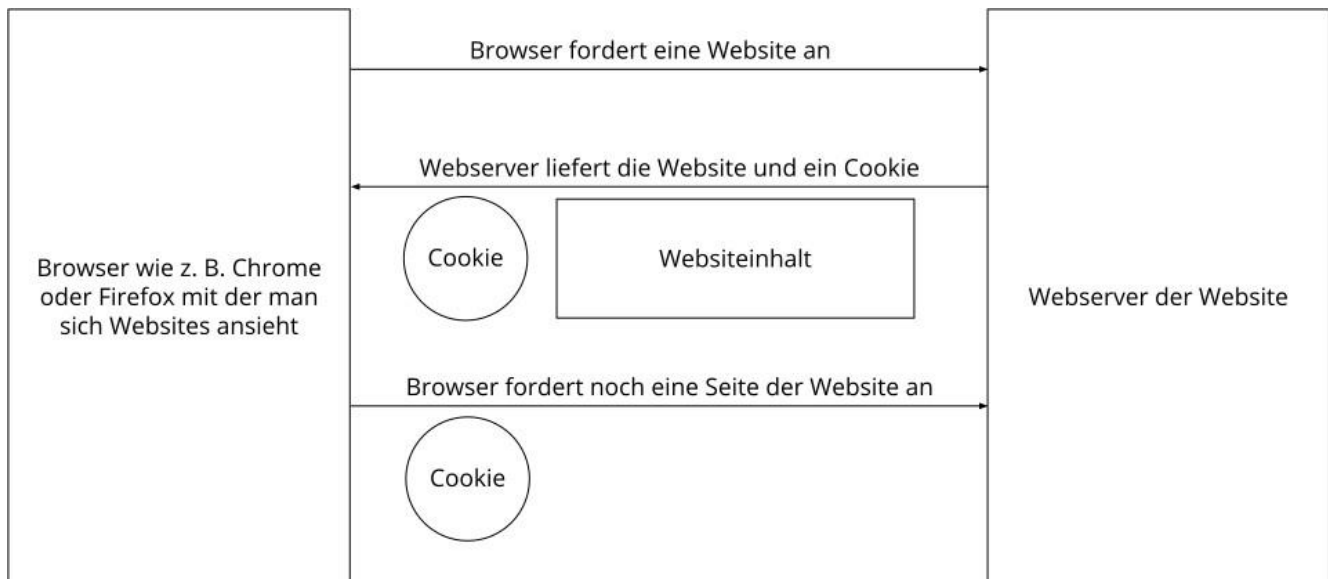
Below we explain what cookies are and why they are used so that you can better understand the following privacy policy.

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

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are other cookies for other applications. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically placed in the cookie folder, effectively the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you call up our site again, your browser transmits the "user-related" information back to our site. Thanks to the cookies, our site knows who you are and offers you the setting you are used to. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

The following graphic shows a possible interaction between a web browser such as Chrome and the web server. Here, the web browser requests a website and receives a cookie back from the server, which the browser uses again as soon as another page is requested.



There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. Also, the expiration time of a cookie varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other "pests".

Cookies also cannot access information from your PC. For example,

cookie data may look like this:

**Name:** \_ga

**Wert:** GA1.2.1326744211.152112445745-9

**Intended use:** differentiation of website visitors

**Expiration date:** after 2 years

A browser should be able to support these minimum sizes: At least

- 4096 bytes per cookie
- At least 50 cookies per domain At least
- 3000 cookies in total

## What are the types of cookies?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point, we would like to briefly discuss the different types of HTTP cookies.

We can distinguish 4 types of cookies:

### Essential cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed when a user adds a product to the shopping cart, then continues surfing on other pages and only later goes to the checkout. Through these cookies, the shopping cart is not



deleted even if the user closes his browser window.

### **Purpose cookies**

These cookies collect information about user behavior and whether the user receives any error messages. In addition, these cookies are also used to measure the loading time and the behavior of the website with different browsers.

### **Targeting cookies**

These cookies provide a better user experience. For example, entered locations, font sizes or form data are stored.

### **Advertising cookies**

These cookies are also called targeting cookies. They are used to deliver customized advertising to the user. This can be very convenient, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these cookie types you want to allow. And, of course, this decision is also stored in a cookie.

If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://datatracker.ietf.org/doc/html/rfc6265>, the Internet Engineering Task Force (IETF) Request for Comments called "HTTP State Management Mechanism".

### **Purpose of processing via cookies**

The purpose ultimately depends on the cookie in question. You can find more details below or from the manufacturer of the software that sets the cookie.

### **What data is processed?**

Cookies are small helpers for many different tasks. Unfortunately, it is not possible to generalize what data is stored in cookies, but we will inform you about the processed or stored data in the following privacy policy.

### **Cookies storage duration**

The storage period depends on the particular cookie and is specified further below. Some cookies are deleted after less than an hour, others can remain stored on a computer for several years.

You can also influence the storage period yourself. You can manually delete all cookies at any time via your browser (see also "Right of objection" below). Furthermore, cookies that are based on consent will be deleted at the latest after revocation of your consent, whereby the legality of the storage remains unaffected until then.

## Right to object - how can I delete cookies?

How and whether you want to use cookies, you decide. Regardless of which service or website the cookies come from, you always have the option to delete, disable or only partially allow cookies. For example, you can block third-party cookies, but allow all other cookies.

If you want to determine which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

[Chrome: Delete, enable and manage cookies in Chrome Safari:](#)

[Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer Internet](#)

[Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies in principle, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. It is best to search for the instructions in Google using the search term "delete cookies Chrome" or "disable cookies Chrome" in the case of a Chrome browser.

## Legal basis

The so-called "Cookie Guidelines" have been in place since 2009. These state that the storage of cookies requires your **consent** (Article 6 (1) a DSGVO). Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG). In Germany, the Cookie Directives were not implemented as national law. Instead, this directive was largely implemented in Section 15 (3) of the German Telemedia Act (TMG).

For absolutely necessary cookies, even in the absence of consent, there are **legitimate interests** (Article 6(1)(f) DSGVO), which in most cases are of an economic nature. We want to provide the visitors of the website with a pleasant user experience and for this purpose certain cookies are often absolutely necessary.

If cookies are used that are not absolutely necessary, this only happens in the case of your consent. The legal basis in this respect is Art. 6 para. 1 lit. a DSGVO.

In the following sections, you will be informed in more detail about the use of cookies, if used software uses cookies.

# Web hosting introduction

## Web hosting summary

Data subjects: Visitors to the website

Purpose: professional hosting of the website and securing its operation

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

Storage period: depends on the respective provider, but usually 2 weeks Legal basis: Art. 6 para. 1 lit.f DSGVO (Legitimate Interests)

## What is web hosting?

When you visit websites nowadays, certain information - including personal data - is automatically created and stored, including on this website. This data should be processed as sparingly as possible and only with justification. By the way, by website we mean the entirety of all web pages on a domain, i.e. everything from the home page (homepage) to the very last subpage (like this one). By domain, we mean, for example, example.de or sampleexample.com.

When you want to view a website on a computer, tablet, or smartphone, you use a program called a web browser to do so. You probably know some web browsers by name: Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. We say browser or web browser for short.

To display the website, the browser must connect to another computer where the website's code is stored: the web server. Operating a web server is a complicated and costly task, which is why this is usually done by professional providers, the providers. These offer web hosting and thus ensure reliable and error-free storage of website data. A whole lot of technical terms, but please stay tuned, it gets better!

When the browser on your computer (desktop, laptop, tablet or smartphone) connects and during data transfer to and from the web server, personal data may be processed. On the one hand, your computer stores data; on the other hand, the web server must also store data for a while to ensure proper operation.

A picture is worth a thousand words, so the following graphic illustrates the interaction between the browser, the Internet and the hosting provider.



## Why do we process personal data?

The purposes of data processing are:

1. Professional hosting of the website and securing its operation
2. to maintain operational and IT security
3. Anonymous evaluation of access behavior for the improvement of our offer and, if necessary, for criminal prosecution or the pursuit of claims

## What data is processed?

Even while you are visiting our website right now, our web server, which is the computer on which this website is stored, usually automatically stores data such as

- The complete Internet address (URL) of the accessed web page
- Browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellseite.de/vondabinichgekommen/>)
- the hostname and IP address of the device being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- Date and time
- in files, the so-called web server log files

## How long is data stored?

As a rule, the above data is stored for two weeks and then automatically deleted. We do not pass on this data, but we cannot exclude the possibility that this data may be viewed by authorities in the event of unlawful conduct.

**In short**, your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not share your information without consent!

## Legal basis

The lawfulness of the processing of personal data in the context of web hosting results from Art. 6 para. 1 lit. f DSGVO (protection of legitimate interests), because the use of professional hosting with a provider is necessary to keep the company safe on the internet

and user-friendly and to be able to pursue attacks and claims from this if necessary.

As a rule, there is a contract between us and the hosting provider for commissioned processing pursuant to Art. 28 f. DSGVO, which ensures compliance with data protection and guarantees data security.

## **Web Hosting Provider External Privacy Policy**

Below you will find the contact details of our external hosting provider, where, in addition to the information above, you can learn more about data processing:

kwilium network services  
Florianigasse 2  
9131 Grafenstein  
Austria

You can learn more about the data processing at this provider in the [privacy policy](#).

## **Web design introduction**

### **Web design privacy policy summary**

Data subjects: Visitors to the website

Purpose: Improve the user experience

Data processed: The data that is processed depends largely on the services used. Mostly it is about IP address, technical data, language settings, browser version, screen resolution and name of the browser. You can find more details about this in the respective web design tools used.

Storage duration: depending on the tools used

Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

## **What is web design?**

We use several tools on our website that serve our web design. Web design is not, as often assumed, only about that our website looks pretty, but also about functionality and performance. But of course, the appropriate appearance of a website is also one of the major goals of professional web design. Web design is a branch of media design and deals with the visual as well as the structural and functional design of a website. The goal is to use web design to improve your experience on our website. In web design jargon, this is referred to as user experience (UX) and usability. User experience refers to all impressions and experiences that the website visitor experiences on a website. Usability is a sub-item of user experience. This refers to the user-friendliness of a website. The main emphasis here is on ensuring that content, subpages or products are clearly structured and that you can easily and quickly find what you are looking for. In order to provide you with the best possible experience on our website, we have

we also use so-called third-party web design tools. Under the category "Web design" in this privacy policy therefore includes all services that improve the design of our website. This can be, for example, fonts, various plugins or other integrated web design functions.

### **Why do we use web design tools?**

How you absorb information on a website depends very much on the structure, functionality and visual perception of the website. Therefore, a good and professional web design became more and more important for us as well. We are constantly working on improving our website and also see this as an extended service for you as a website visitor. Furthermore, a beautiful and functioning website also has economic advantages for us.

After all, you will only visit us and take advantage of our offers if you feel completely comfortable.

### **What data is stored by web design tools?**

When you visit our website, web design elements may be embedded in our pages that can also process data. Exactly what data is involved depends, of course, strongly on the tools used. Further below you can see exactly which tools we use for our website. We recommend that you also read the respective privacy policy of the tools used for more detailed information on data processing. In most cases, you will find out there which data is processed, whether cookies are used and how long the data is stored. Through fonts such as Google Fonts, for example, information such as language settings, IP address, browser version, browser screen resolution and browser name are also automatically transmitted to the Google servers.

### **Duration of data processing**

How long data is processed is very individual and depends on the web design elements used. For example, if cookies are used, the retention period can be as short as a minute or as long as a few years. Please make yourself clear in this regard. For this purpose, we recommend on the one hand our general text section on cookies, as well as the privacy statements of the tools used. There you will usually find out exactly which cookies are used and what information is stored in them. Google font files, for example, are stored for one year. This is to improve the loading time of a website. In principle, data is only ever stored for as long as is necessary for the provision of the service. In the case of legal requirements, data may also be stored for longer.

### **Right of objection**

You also have the right and the possibility to revoke your consent to the use of cookies or third-party providers at any time. This works either via our cookie management tool or via other opt-out functions. You can also prevent data collection through cookies by managing cookies in your browser, disabling or

delete. Among web design elements (mostly fonts), however, there is also data that cannot be deleted quite so easily. This is the case when data is automatically collected directly when a page is called up and transmitted to a third-party provider (such as Google). In this case, please contact the support of the respective provider. In the case of Google, you can reach the support at <https://support.google.com/?hl=de>.

## Legal basis

If you have consented to web design tools being used, the legal basis for the corresponding data processing is this consent. According to Art. 6 para. 1 lit. a DSGVO (consent), this consent constitutes the legal basis for the processing of personal data as it may occur during the collection by web design tools. From our side, there is also a legitimate interest to improve the web design on our website. After all, only then can we provide you with a beautiful and professional web offer. The corresponding legal basis for this is Art. 6 para. 1 lit. f DSGVO (Legitimate Interests). Nevertheless, we only use web design tools insofar as you have given your consent. In any case, we want to emphasize this again here.

Information on specific web design tools - if available - is provided in the following sections.

## Google Fonts Local Privacy Policy

On our website we use Google Fonts of the company Google Inc. For the European area the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible. We have embedded the Google fonts locally, i.e. on our web server - not on Google's servers. This means that there is no connection to Google servers and thus no data transfer or storage.

### What are Google Fonts?

Google Fonts used to be called Google Web Fonts. This is an interactive directory of over 800 fonts that [Google](#) provides for free. With Google Fonts, you could use fonts without uploading them to your own server. But in order to prevent any information transfer to Google servers in this regard, we have downloaded the fonts to our server. This way we act privacy compliant and do not send any data to Google Fonts.

## Online map services introduction

### Online Map Services Privacy Policy Summary

Data subjects: Visitors to the website

Purpose: Improve the user experience

Data processed: What data is processed depends heavily on the services used. Mostly it is IP address, location data, search items and/or technical data. You can find more details about this in the respective tools used.

Storage duration: depending on the tools used

Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

## **What are online map services?**

We also use online map services for our website as an enhanced service. Google Maps is probably the service you are most familiar with, but there are other providers that specialize in creating digital maps. Such services allow you to view locations, route maps or other geographic information directly through our website. By using an embedded map service, you no longer have to leave our website to view the route to a location, for example. In order for the online map to work on our website, map sections are embedded using HTML code. The services can then display street maps, the earth's surface or aerial or satellite images.

When you use the built-in map service, data is also transmitted to the tool used and stored there. Among this data may also be personal data.

## **Why do we use online mapping services on our website?**

Generally speaking, our aim is to provide you with a pleasant time on our website. And, of course, your time is pleasant only if you can easily find your way around our website and find all the information you need quickly and easily. That is why we thought that an online map system could be another significant optimization of our service on the website. Without leaving our website, you can easily view route descriptions, locations or even points of interest with the help of the map system. Of course, it is also super convenient that you can see at a glance where we are located, so you can find us quickly and safely. As you can see, there are simply many advantages and we clearly consider online map services on our website as part of our customer service.

## **What data are stored by online map services?**

When you open a page on our website that has an online map function built in, personal data may be transmitted to the respective service and stored there. In most cases, this is your IP address, which can also be used to determine your approximate position. In addition to the IP address, data such as search terms entered and latitude and longitude coordinates are also stored. If you enter an address for route planning, for example, this data is also stored. The data is not stored by us, but on the servers of the integrated tools. You can imagine it like this: You are on our website, but when you interact with a map service, this interaction actually happens on their website. In order for the service to work properly, at least one cookie is usually set in your browser as well. Google Maps, for example, also uses cookies to record user behavior in order to optimize its own service and serve personalized advertising. You can learn more about cookies in our "Cookies" section.

## **How long and where is the data stored?**

Each online map service processes different user data. Provided that we have further



information is available, we will inform you about the duration of data processing below in the corresponding sections on the individual tools. In principle, personal data is always stored only for as long as is necessary for the provision of the service. Google Maps, for example, stores certain data for a fixed period of time, while you must delete other data yourself. With Mapbox, for example, the IP address is stored for 30 days and then deleted. As you can see, each tool stores data for different lengths of time. We therefore recommend that you take a close look at the privacy statements of the tools used.

The providers also use cookies to store data about your user behavior with the map service. You can find more general information about cookies in our "Cookies" section, but you can also find out which cookies may be used in the privacy texts of the individual providers. In most cases, however, this is only an exemplary list and is not complete.

## **Right of objection**

You always have the possibility and also the right to access your personal data and also to object to the use and processing. You can also revoke the consent you have given us at any time. Usually, the easiest way to do this is via the cookie consent tool. However, there are also other opt-out tools that you can use. Possible cookies set by the providers used, you can also manage, delete or deactivate yourself with a few mouse clicks. It may then happen that some functions of the service no longer work as usual. How you manage cookies in your browser also depends on the browser you use. In the section "Cookies" you will also find links to the instructions of the most important browsers.

## **Legal basis**

If you have consented to the use of an online map service, the legal basis for the corresponding data processing is this consent. According to Art. 6 para. 1 lit. a DSGVO (consent), this consent constitutes the legal basis for the processing of personal data as it may occur when collected by an online map service.

We also have a legitimate interest in using an online map service to optimize our service on our website. The corresponding legal basis for this is Art. 6 para. 1 lit. f DSGVO (Legitimate Interests). However, we only ever use an online map service if you have given your consent. We definitely want to have this stated again at this point.

Information on special online map services - if available - is provided in the following sections.

# OpenStreetMap Privacy Policy

## **OpenStreetMap Privacy Policy Summary**

Data subjects: Visitors to the website

Purpose: Optimization of our service performance

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

More details can be found below in this privacy policy. Storage period: the IP address is deleted after 180 days

Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. f DSGVO (legitimate interests)

## **What is OpenStreetMap?**

We have integrated map sections of the online mapping tool "OpenStreetMap" on our website. This is a so-called open source mapping, which we can access via an API (interface). This function is offered by the OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom.

By using this map function, your IP address is forwarded to OpenStreetMap. In this privacy policy you will learn why we use functions of the tool OpenStreetMap, where which data is stored and how you can prevent this data storage.

The OpenStreetMap project was launched in 2004. The goal of the project is and was to create a free map of the world. Users collect data worldwide about buildings, forests, rivers and roads. Over the years, an extensive digital world map has been created by users themselves. Of course, the map is not complete, but in most regions it contains a lot of data.

## **Why do we use OpenStreetMap on our website?**

First and foremost, our website should be helpful to you. And from our point of view, it is always helpful when you can find information quickly and easily. On the one hand, this is of course about our services and products, but on the other hand, we also want you to have access to other helpful information. That's why we also use the OpenStreetMap map service. Because this way we can show you, for example, exactly how to find our company. The map shows you the best way to us and your journey becomes a breeze.

## **What data is stored by OpenStreetMap?**

When you visit one of our websites that offers OpenStreetMap, user data is transmitted to the service and stored there. OpenStreetMap collects information about your interactions with the digital map, your IP address, data about your browser, device type, operating system and on which day and at what time you used the service. Tracking software is also used to record user interactions for this purpose. The company discloses here in its own privacy policy the analysis tool

"Piwik.

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

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

**Name:** \_osm\_location

**Wert:** 9.63312%7C52.41500%7C17%7CM

**Purpose:** The cookie is needed to unlock OpenStreetMap content.

**Expiration date:** after 10 years

If you want to view the full-screen map, you will be linked to the OpenStreetMap website. There, among other things, the following cookies can be stored in your browser:

**Name:** \_osm\_totp\_token

**Value:** 148253112445745-2

**Purpose:** This cookie is used to ensure the operation of the map section.

**Expiration date:** after one hour

**Name:** \_osm\_session

**Wert:** 1d9bfa122e0259d5f6db4cb8ef653a1c

**Purpose:** **With the** help of the cookie, session information (i.e. user behavior) can be stored.

**Expiration date:** after **end** of session

**Name:** \_pk\_id.1.cf09

**Wert:** 4a5.1593684142.2.1593688396.1593688396112445745-9

**Purpose:** This cookie is set by Piwik to store or measure user data such as click behavior.

**Expiration date:** after one year

## **How long and where is the data stored?**

The API servers, databases and ancillary services servers are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information stored in truncated form by the web analytics tool Piwik will be deleted after 180 days.

## **How can I delete my data or prevent data storage?**

You have the right to access and object to the use and processing of your personal data at any time. Cookies that may be used by OpenStreetMap

are set, you can manage, delete or deactivate them in your browser at any time. However, this will prevent the service from working to its full extent. In each browser, the management, deletion or deactivation of cookies works slightly differently. Under the section "Cookies" you will find the corresponding links to the respective instructions of the most popular browsers.

## Legal basis

If you have consented to OpenStreetMap being used, the legal basis for the corresponding data processing is this consent. According to **Art. 6 para. 1 lit. a DSGVO (consent)**, this **consent** constitutes the legal basis for the processing of personal data as it may occur during the collection by OpenStreetMap.

We also have a legitimate interest in using OpenStreetMap to optimize our online service. The corresponding legal basis for this is **Art. 6 para. 1 lit. f DSGVO (Legitimate Interests)**. Nevertheless, we only use OpenStreetMap if you have given your consent.

If you want to learn more about OpenStreetMap's data processing, we recommend that you read the company's privacy policy at [https://wiki.osmfoundation.org/wiki/Privacy\\_Policy](https://wiki.osmfoundation.org/wiki/Privacy_Policy).

## Explanation of used terms

We always try to write our privacy policy as clear and understandable as possible. However, this is not always easy, especially when it comes to technical and legal topics. It often makes sense to use legal terms (such as personal data) or certain technical terms (such as cookies, IP address). However, we do not want to use these without explanation. Below you will now find an alphabetical list of important terms used that we may not have sufficiently addressed in the previous privacy policy. If these terms are taken from the GDPR and are definitions, we will also list the GDPR texts here and add our own explanations if necessary.

## Processor

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

*"Processor" means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the Controller;*

**Explanation:** As a company and website owner, we are responsible for all data that we process from you. In addition to the responsible parties, there may also be so-called

Processors. This includes any company or person that processes personal data on our behalf. Processors can therefore be, in addition to service providers such as tax advisors, hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

## Consent

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

*"Consent" of the data subject means any freely given specific, informed and unambiguous indication of his or her wishes in the form of a statement or other unambiguous affirmative act by which the data subject signifies his or her agreement to the processing of personal data relating to him or her;*

**Explanation:** As a rule, websites provide such consent via a cookie consent tool. You are probably familiar with this. Whenever you visit a website for the first time, you are usually asked via a banner whether you agree or consent to data processing. In most cases, you can also make individual settings and thus decide for yourself which data processing you allow and which you do not. If you do not consent, no personal data of yours may be processed. In principle, consent can of course also be given in writing, i.e. not via a tool.

## Personal data

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

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

**Explanation:** Personal data is therefore all data that can identify you as a person. This is usually data such as:

- Name
- Address
- E-mail address
- Postal address
- Phone number
- Date of birth
- Identification numbers such as social security number, tax identification number, identity card number or matriculation number
- Bank data such as account number, credit information, account balances, and more.

According to the European Court of Justice (ECJ), your **IP address** also counts **as personal data**. IT experts can use your IP address to at least determine the approximate location of your device and subsequently identify you as the connection owner. Therefore, the storage of an IP address also requires a legal basis in terms of the GDPR. There are also so-called "**special categories**" of personal data that also require special protection. These include:

- racial and ethnic origin political opinions
- religious or ideological convictions the trade union
- affiliation
- Genetic data, such as data taken from blood or saliva samples
- biometric data (this is information on mental, physical or behavioral characteristics that can identify a person).  
Health data
- Data on sexual orientation or sexual life

## Profiling

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

*"profiling" means any automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or change of location;*

**Explanation:** Profiling involves gathering various pieces of information about a person in order to learn more about that person. In the web sector, profiling is often used for advertising purposes or for credit checks. Web or

Advertising analysis programs, for example, collect data about your behavior and interests on a website. This results in a special user profile, which can be used to play advertising to a specific target group.

## Responsible

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

*"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; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its designation may be provided for by Union or Member State law;*

**Explanation:** In our case, we are responsible for the processing of your personal data and consequently the "controller". If we pass on collected data to other service providers for processing, they are "processors". For this purpose, a "processing order contract (AVV)" must be signed.

## Processing

### Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

*"Processing" means any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organization, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;*

**Note:** When we talk about processing in our privacy statement, we mean any kind of data processing. This includes, as mentioned above in the original GDPR statement, not only the collection but also the storage and processing of data.

All texts are protected by copyright.

Source: Created with the [privacy generator](#) from AdSimple