

## **Data Protection Declaration**

## 1 Introduction

With this information, we inform visitors and users of the website about the type, scope and purpose of processing personal data when visiting the website or using the services provided on it. We also inform you about the rights that data subjects have due to data processing.

It is possible to visit the website without collecting personal data. In order to use some of the services offered on the website, it may be necessary to process personal data. The processing takes place either on the basis of a legal permission standard or, in the event that a legal permission standard does not exist, on the basis of a consent that has been obtained beforehand from the person concerned.

## 2 Definitions

The present information and explanations are based on the terms used in the General Data Protection Regulation (GDPR):

### 2.1 Personal Data

Personal data is all information that relates to an identified or identifiable natural person (hereinafter "data subject" "person concerned"). An identifiable person is a natural person who, directly or indirectly, in particular by assigning an identifier such as a name, an identification number, location data, an online identifier or one or more special characteristics, that might express the physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person can be identified.

### 2.2 Processing

Processing is any operation or series of operations carried out with or without the help of automated processes in connection with personal data such as the collection, capture, organization, arrangement, storage, adaptation or modification, reading, querying, use, the disclosure by transmission, distribution or any other form of provision, comparison or linking, restriction, deletion or destruction.

### 2.3 Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of restricting their future processing.

### 2.4 Profiling

Profiling is any type of automated processing of personal data, which consists in the fact that this personal data is used to evaluate certain personal aspects that relate to a natural person, in particular to aspects related to work performance, economic situation, health, personal Analyze or predict the preferences, interests, reliability, behavior, location or relocation of this natural person.

### 2.5 Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific person concerned without the use of additional information, provided that this additional information is kept separately and is subject to technical and organizational measures that ensure that the personal data cannot be assigned to an identified or identifiable natural person.

## 2.6 Person responsible for processing

The person responsible or responsible for processing is the natural or legal person, public authority, agency or other body that alone or together with others decides on the purposes and means of processing personal data. If the purposes and means of this processing are specified by the laws of the European Union or the laws of its Member States, the person responsible or the specific criteria for naming them can be provided in accordance with laws of the European Union or the laws of its Member States.

## 2.7 Processor

The processor is a natural or legal person, public authority, agency or other body that processes personal data on behalf of the person responsible.

## 2.8 Receiver

The recipient is a natural or legal person, public authority, agency or other body to which personal data is disclosed, regardless of whether it is a third party or not. However, authorities that may receive personal data as part of a specific investigation mandate under the laws of the European Union or the laws of its Member States are not considered recipients.

## 2.9 Third Party

A third party is a natural or legal person, public authority, agency or other body other than the visitor to the website, the controller, the processor and the persons who are authorized to process the personal data under the direct responsibility of the controller or processor.

## 2.10 Consent

Consent is any expression of will voluntarily given in an informed manner and unequivocally for the specific case in the form of a declaration or other clear confirmatory act, with which the person concerned indicates that he / she agrees to the processing of their personal data.

# 3 Responsible for data protection

The following body is responsible for data protection:

valido GmbH, Steinacher Straße 6-12, 90427 Nürnberg

External data protection officer: Sepire GmbH, Georg-Löhlein-Straße 7, 90530 Wendelstein

# 4 Cookies

## 4.1 General Information

So-called cookies are used on the website. Cookies are text files that are stored on the computer system. Many cookies contain a unique identifier, which consists of a character string that can be used to recognize users from the system. This serves to adapt the Internet offer individually and user-friendly to the respective visitor.

There are different types of cookies. Most cookies are deleted from the hard drive at the end of the browser session (so-called session cookies). Other cookies remain on the computer and make it possible to recognize the computer again the

next time you visit (so-called permanent cookies). These cookies serve, for example, to greet you with your individual user name and make it unnecessary, for example, to re-enter user names and passwords or to fill out forms.

#### 4.2 Consent and functionality of the cookie banner

The necessary legal basis for the processing of data through the use of cookies differs according to whether the data processing is technically necessary or not technically necessary and whether the data collected is transmitted to recipients in a third country. As a rule, the use of cookies is only permitted with the individual consent of the data subject.

If the use of cookies is not desired, the visitor can prevent the use of cookies by preventing the setting and storage of cookies in the settings of his browser. Existing cookies can also be deleted at any time in the settings. This is possible in all common internet browsers.

In addition, a cookie banner is set up on the website, which appears each time you visit the website. Via the cookie banner, the consent can be limited to the use of technically necessary cookies or extended to cookies that are not technically necessary. Consent can only be given for individual cookies.

### 5 Collection of data and information

When the website is called up, general data and information are collected, which are stored in log files on the server.

This includes data on the type of browser used and the version of the browser, the operating system used to access the website, the website from which the visitor accesses the website, the sub-pages that the visitor accesses, the date and time of the Access, IP address, Internet service provider and other similar data and information that serve to avert risks in the event of attacks on the IT system.

Under no circumstances are conclusions drawn about the person of the visitor. Rather, the information is required so that the content of the website can be displayed correctly. The data is also collected so that, in the event of a cyber-attack, the information required for law enforcement by the responsible law enforcement authorities is available.

In any case, the data is collected anonymously and stored separately from other personal data, which may be collected elsewhere in compliance with legal data protection requirements.

### 6 Possibility of registration

On the website there is eventually the possibility that visitors and users register.

The type, scope and content of the data that is collected results from the input mask. In any case, the data collected is collected and stored exclusively for our own purposes in order to be able to carry out processing operations that the visitor initiates.

When registering, the IP address, the date and the time of registration are saved. This is done in order to prevent misuse of the services provided and to be able to investigate any crimes if necessary. In principle, the data will not be passed on to third parties. The data will only be passed on if there is a legal obligation to pass it on or if it is used for law enforcement purposes.

Insofar as information can be provided voluntarily during registration, it will only be

used for the purpose of offering the visitor of the site content or services that can only be offered to registered users. The data collected during registration can be changed or complete at any time. The data can also be deleted at any time.

Registered users have the right to make a request to the operator of the website at any time to obtain information about what data is stored about them. Registered users also have the right to request the correction or deletion of their data at any time. In the event that the data must be stored due to legal regulations, the data will be blocked until the retention period expires, so that data processing can no longer take place and the data can only be processed for the purpose on which the retention obligation applies.

## **7 Newsletter**

As far as there is the possibility on the website to subscribe to a newsletter, personal data is collected. The type, content and scope of the data result from the relevant registration mask.

In order to prevent third-party data from being used when registering, a confirmation email is first sent to the e-mail address provided, which contains a link with which the recipient confirms the registration to receive the newsletter. As a result, we receive a message that registration for the newsletter has been confirmed. Only then will newsletter messages be sent to the registered email address.

When registering for the newsletter, the IP address and the date and time of registration are saved. The survey therefore serves both to prevent misuse and to provide legal protection.

The personal data collected when registering for the newsletter will only be used to send newsletters.

The data will not be shared with third parties. Registration for the newsletter can be revoked at any time. For this purpose, a link is included in every newsletter with which the revocation of the registration is transmitted to our system.

## **8 Contact via the website**

Due to legal regulations, the website contains information that enables quick electronic contact or direct communication with the operator of the website.

In the case of contact for example by email or a contact form, the transmitted personal data will be saved automatically.

In any case, the data will only be processed for the purpose resulting from the establishment of contact and will not be passed on to third parties, unless the disclosure is necessary to process the establishment of contact.

## **9 Routine deletion and blocking of personal data**

Personal data is only stored for the period as long as this is necessary for the respective purpose of processing or due to legal requirements.

After the purpose has been achieved or the statutory retention period has expired, the personal data will be routinely deleted in accordance with the statutory provisions. If the intended purpose of the processing has been achieved, but the data may not yet be deleted due to legal requirements, the data will be blocked.

## **10 Legal basis for processing**

- 10.1 The data processing is based on Art. 6 Para. 1 GDPR. Thereafter, data processing is permitted if this
- is done with the consent of the person concerned;
  - is necessary for the performance of a contract to which the person concerned is a party or for the implementation of pre-contractual measures;
  - is required to fulfill a legal obligation;
  - is necessary to protect the vital interests of the visitor to the website or another natural person;
  - is necessary to safeguard the legitimate interests of the person responsible or a third party, unless the interests or fundamental rights and freedoms of the visitor to the website that require the protection of personal data outweigh them, especially if the person concerned is a child.
- 10.2 Insofar as the data processing cannot be based on any other legal basis, the data processing is generally only carried out with the consent of the person concerned, which is obtained and documented from the person concerned before the processing begins.
- 10.3 Insofar as data processing is based on a legitimate interest, it is also necessary to weigh the interests of the person concerned before the start of processing, which can still preclude data processing, even if the data processing appears appropriate for business purposes. In this case, expediency is usually not enough. Rather, it is necessary that significant interests of the company, its employees or shareholders or owners are directly affected by the data processing.

## **11 Right to information and correction**

Persons whose data are processed have a legal right to information, correction and deletion of their data. The rights can be exercised at any time by submitting a request to the person responsible for data protection or the management.

In the event of a request for information, the following content must be provided:

- processing purposes;
- categories of personal data that are processed;
- recipients or categories of recipients to whom the personal data has been or will be disclosed, in particular to recipients in third countries or to international organizations;
- if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration;
- existence of a right to correction or deletion of the personal data concerning them or restriction of processing by the person responsible or a right to object to this processing;
- right to file a complaint with a supervisory authority;
- if the personal data is not collected from the person concerned: all available information about the origin of the data;
- the existence of automated decision-making including profiling in accordance with Article 22 Paragraph 1 and 4 GDPR and - at least in these

cases - meaningful information about the logic involved as well as the scope and the intended effects of such processing for the person concerned; Transfer of data to a third country or to an international organization as well as the appropriate guarantees in connection with the transfer.

In the event of a request for correction, incorrect data must be corrected or completed.

## **12 Right to deletion**

In the event of a request for deletion, the relevant personal data must be deleted immediately,

- if the personal data was collected or otherwise processed for purposes for which it is no longer required;
- the data were collected solely on the basis of the person's concerned consent, which the person concerned has revoked;
- the person concerned objects to the processing in accordance with Art. 21 GDPR and, in the event of revocation in accordance with Art. 21 Para. 1 GDPR, there are no overriding legitimate reasons for the processing;
- the personal data have been processed unlawfully;
- the deletion is required by law.

In the event that the data to be deleted have been made public, appropriate measures will be taken in accordance with Art. 17 Para. 1 GDPR, taking into account the available technology and the implementation costs, to inform third parties who process the published personal data about the request for deletion.

## **13 Right to restriction of processing**

The person concerned has a legal right to request that the processing of their data be restricted if they contest the accuracy of the personal data or if they have objected pursuant to Art. 21 Para. 1 GDPR. In this case, the processing is to be restricted for a period of time that is necessary to check the accuracy of the personal data or to determine whether there are reasons for the data processing that outweigh the interests of the person concerned. If the processing is unlawful afterwards and the person concerned refuses to delete his data, he can instead request that the processing of his data be restricted.

The processing of the data must also be restricted if it is no longer needed for the purpose for which the data was collected, but the data still have to be kept for the establishment, exercise or defense of legal claims.

The above rights can be exercised at any time by making a request to the person responsible for data protection or the management.

## **14 Right to data portability**

Persons whose data are processed have a legal right to have the data transferred in a structured, common and machine-readable format or to a third party without hindrance if the processing is based on consent in accordance with Art. 6 Para. 1 Letter a DS GDPR or Art. 9 Para. 2 Letter a GDPR or on a contract in accordance with Art. 6 Para. 1 Letter b GDPR and the processing is carried out using automated processes, unless the processing is necessary for the performance of

a task which is in the public interest or in the exercise of official authority vested in the person responsible.

The rights can be exercised at any time by submitting a request to the person responsible for data protection or the management.

## **15 Right to object**

Persons concerned have a legal right to object to data processing at any time.

In the event of an objection, the data will no longer be processed, unless there are demonstrable compelling legitimate reasons for continuing the data processing that outweigh the interests, rights and freedoms of the visitor to the website, or the processing of the assertion, exercise or defense of legal claims.

In the event of an objection to processing for advertising purposes, the objection has priority. The data will then no longer be used for advertising purposes.

The rights can be exercised at any time by submitting a request to the person responsible for data protection or the management.

## **16 Automated decisions in individual cases including profiling**

Persons concerned have a legal claim that a decision affecting them, which has legal effect, is not made solely on automated processing, or in a similar manner significantly affects. This does not apply to decisions that are necessary for the conclusion or performance of a contract with the person concerned, or that is permitted by law and that contains reasonable measures to safeguard the rights and freedoms as well as the legitimate interests of the visitor to the website or with this explicit consent of the visitor to the website.

If the decision is necessary to conclude or fulfill a contract or if the automated decision is made with the express consent of the person concerned, appropriate measures are taken to protect the rights and freedoms and the legitimate interests of the visitor to the website, such as for example measures according to which the person concerned can influence and intervene in the procedure and state his point of view.

If the person concerned wishes to assert rights with regard to automated decisions, they can contact our data protection officer or another employee of the controller at any time. The rights can be exercised at any time by submitting a request to the person responsible for data protection or the management.

Irrespective of this, an automated decision in individual cases and profiling does not take place here.

## **17 Right to withdraw consent under data protection law**

Persons concerned can revoke their consent to data processing at any time. The rights can be exercised at any time by submitting a request to the person responsible for data protection or the management.

## **18 Use of analysis tools and other services**

### **18.1 General Information**

Components from various third-party companies can be used on the website, with

which information about the visitors to the website and their surfing behavior can in part be recorded and analyzed in real time. Interactions are statistically recorded and processed in order to get an overview of the online activities of visitors and users of the website.

On the one hand, the use of these components serves the purpose of tailoring marketing for the website to visitors and users and thus increasing the advertising effectiveness of the website. On the other hand, this serves to identify and correct technical or other errors.

The components are software components from third-party companies. As far as such components are used, the type, content and scope as well as the purpose of the data processing are explained below and pointed out.

The components use different types of cookies. These are also explained below. As already described above, the settings in the Internet browser can be used to prevent cookies from being set. This prevents personal data from being collected by the components used. In addition, the visitor must agree to the use of cookies via the settings in the cookie banner. Details on this are presented under Section 4 above.

In addition, provider companies frequently provide a way to centrally object to the collection of data by their components. To the extent that this is possible, this is also explained below.

## 18.2 Data transfer to the USA

Through the use of tools from providers based in the USA, data is also transmitted to the provider in the USA, even if a contract for the use of the tool is concluded with a subsidiary of the provider whose headquarters are within the European Union (e. g. B. Ireland).

The legal basis for the transfer of data through the use of the tool is an individual consent in accordance with Art. 49 Paragraph 1 Letter a) GDPR.

In this context, it should be noted that there is no adequacy decision by the EU Commission for the USA. In this respect, there is a risk for those affected that government agencies in the USA could access the transmitted data without a specific reason, without guaranteeing the possibility of seeking effective legal protection.

You can object to the use of cookies at any time (Section 4 above).

## 18.3 Data protection provisions on the application and use of Google services

Operating company is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The provider is a subsidiary of a US-based company. It cannot therefore be ruled out that data will be transferred to the USA. Reference is made to the above information in Section 18.2.

### 18.3.1 Google AdWords

Google AdWords is an internet advertising service that allows advertisers to place advertisements in Google's search engine results as well as in the Google advertising network. Google AdWords enables an advertiser to define certain keywords in advance by means of which an advertisement is only displayed in Google's search engine results if the user calls up a keyword-relevant search result with the search engine. In the Google advertising network, the ads are distributed to topic-related websites using an automatic algorithm and taking into account the previously defined keywords.

The purpose of Google AdWords is to advertise the website by displaying interest-

relevant advertising on the websites of third-party companies and in the search-engine results of the Google search engine and by displaying third-party advertisements on our website.

If a visitor arrives at the website via a Google ad, a so-called conversion cookie is stored on his system. A conversion cookie loses its validity after thirty days and is not used to identify the visitor to the website. If the cookie has not yet expired, the conversion cookie is used to track whether certain sub-pages, for example the shopping cart from an online shop system, have been accessed on the website, to be able to understand whether the visitor completed the purchase or has canceled.

The data and information collected through the use of the conversion cookie are used by Google to compile visit statistics for the website, to determine the success or failure of the respective AdWords advertisement and to optimize our AdWords advertisements for the future. It is not possible to identify the visitor to the site.

The conversion cookie is used to transfer personal data, including the IP address of the internet connection used, to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass this personal data collected through the technical process on to third parties.

In addition to the options already described for preventing cookies from being set, the website visitor also has the option of objecting to interest-based advertising by Google. To do this, the person concerned must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from each of the Internet browsers used and make the desired settings there.

#### 18.3.2 Use of Google Analytics (with anonymization function)

Google Analytics is a web analysis service. Web analysis is the gathering, collection and evaluation of data on the behavior of visitors to websites. A web analysis service collects, among other things, data on the website from which a data subject came to a website (so-called referrer), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimize a website and for a cost-benefit analysis of internet advertising.

The IP address of the Internet connection of the visitor to the website is shortened and anonymized by Google if the website is accessed from a member state of the European Union or from another signatory to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze the flow of visitors to our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us that show the activities on our website, and to provide other services related to the use of our website.

Google Analytics places a cookie on the system of the website visitor in order to enable analysis of the use of the website. When the website is accessed, data is transmitted to Google for the purpose of online analysis. As part of this technical process, Google gains knowledge of personal data, such as the IP address of the visitor to the website, which Google uses, among other things, to understand the origin of the visitors and clicks and subsequently to enable commission accounting.

The cookie is used to store personal information, such as the access time, the location from which access was made and the frequency of visits to our website by the person concerned. Each time you visit the website, this personal data, including the IP address of the Internet connection visiting the website, is transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass this personal data collected

through the technical process on to third parties.

### 18.3.3 Use of Google Web Fonts

Further information and the applicable data protection regulations from Google can be found at <https://www.google.de/intl/de/policies/privacy/>. Google Web Fonts is a service via which fonts are integrated into a website. When visiting the website on which Google Web Fonts is integrated, the browser downloads the font. In this way, Google Web Fonts gains knowledge of which pages are visited.

### 18.3.4 Use of DoubleClick

Google DoubleClick is a service that offers digital advertising on websites. For this purpose, the service collects information on the frequency of page views in order to understand how often, how long and which parts of the website are used by the same user.

## 18.4 Use of LinkedIn

The operating company for LinkedIn Analytics 's services is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. The applicable data protection provisions of LinkedIn are available at <https://www.linkedin.com/legal/privacy-policy>.

The provider is a subsidiary of a US-based company. It cannot therefore be ruled out that data will be transferred to the USA. Reference is made to the above information in Section 18.2.

LinkedIn is an Internet-based social network for business contacts. When you visit the website that contains the LinkedIn plug-in, the browser downloads a representation of the LinkedIn component. In this way, LinkedIn receives information about which pages are being visited.

If the user clicks one of the integrated buttons, the transferred data and information are assigned to the personal LinkedIn user account of the visitor to the website and are saved and processed by LinkedIn. In addition, LinkedIn always receives information about the visit to the website if the visitor to the website is logged into LinkedIn at the same time. This applies regardless of whether the button is clicked. To prevent this, the user must log out of the account during this time.

At <https://www.linkedin.com/psettings/guest-controls>, LinkedIn offers an additional option to unsubscribe from email messages, SMS messages and advertisements, and to manage advertisement settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, who can set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>.

## 18.5 Use of Cloudflare

The operating company for Cloudflare's services is Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107 USA. Further information and the applicable data protection provisions can be found at <https://www.cloudflare.com/de-de/gdpr/introduction/>.

The provider's service is a so-called content delivery network (CDN) to integrate external content on the website. When the page is called up, there is basically the possibility that data will be collected and transmitted to the provider of the service. According to the provider, he does not use this option. Accordingly, no data is collected and is not transmitted to the provider. Details on this can be found under the link <https://www.cloudflare.com/de-de/privacy-and-compliance/>.

## 18.6 Use of Hotjar

Hotjar's services are operated by Hotjar Limited (Level 2, St Julian's Business Center, 3, Elia Zammit Street, St Julian's STJ 1000, Malta). The following data is collected via Hotjar: IP address, screen size, browser information, country of location, language setting, subpages visited, date and time.

Further information and Hotjar's current data protection regulations can be found at <https://www.hotjar.com/legal/policies/privacy/>.