

## Privacy Policy (Information obligations according to Art. 13 GDPR)

In our view, data protection should be transparent, easily understandable, and above all, fair for all parties involved. Therefore, we would like to inform you in these privacy notices about the personal data we collect and use from you, whether and if so, to which third parties this may be passed on, how long we store the data, and what rights you have should you ever disagree with our responsible handling of your data. If you still have questions after these detailed privacy notices, do not hesitate to contact us using the contact details below.

### Definitions

To ensure we are all on the same page, let's first clarify some definitions. This ensures that all parties involved know what we are referring to in the following notices.

**Personal Data:** This refers to all 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, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

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

**Restriction of Processing:** This means the marking of stored personal data with the aim of limiting their processing in the future.

**Profiling:** Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements is referred to as profiling.

**Pseudonymization:** Pseudonymization is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

**Controller:** This is 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 nomination may be provided for by Union or Member State law.

**Recipient:** A natural or legal person, public authority, agency, or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law

shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

**Third Party:** A natural or legal person, public authority, agency, or body other than the data subject, controller, processor, and persons who, under the direct authority of the controller or processor, are authorized to process personal data.

**Consent:** Consent is any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

### **1. Name and Contact Details of the Controller**

The controller for data processing is:

**RMP e.K.**

**Robert Ladanyi**

Neuwiesenstr. 10

88214 Ravensburg

You can reach us by mail, email at [management@rmp-umzug.de](mailto:management@rmp-umzug.de), or by phone at 0173/4553655.

### **2. Collection of Personal Data During Informational Use**

When using the website for informational purposes only, i.e., if you do not register or otherwise provide us with information, we only collect the personal data that your browser transmits to our server. If you wish to view our website, we collect the following data, which are technically necessary for us to display our website to you and to ensure stability and security (the legal basis is Art. 6 para. 1 sentence 1 lit. f GDPR):

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- Amount of data transmitted in each case
- Website from which the request comes
- Browser
- Operating system and its interface
- Language and version of the browser software.

### **3. Use of Cookies**

(1) We use cookies on our websites. Cookies are small text files that are assigned and stored on your hard drive by your browser via a characteristic string and through which certain information flows to the place that sets the cookie. Cookies cannot execute programs or transmit viruses to your computer and therefore cannot cause any damage. They are used to make the Internet offer more user-friendly and effective, i.e., more pleasant for you.

(2) Cookies may contain data that makes it possible to recognize the device used. Sometimes cookies only contain information about certain settings that are not personally identifiable. However, cookies cannot directly identify a user.

(3) A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session. With regard to their function, cookies are again differentiated between:

- **Technical Cookies:** These are mandatory to navigate on the website, use basic functions and ensure the security of the website; they do not collect information about you for marketing purposes, nor do they store which websites you have visited;
- **Performance Cookies:** These collect information about how you use our website, which pages you visit, and whether errors occur during website usage; they do not collect any information that could identify you – all information collected is anonymous and is only used to improve our website and find out what interests our users;
- **Advertising Cookies, Targeting Cookies:** These are used to offer website users needs-based advertising on the website or offers from third parties and to measure the effectiveness of these offers; Advertising and Targeting Cookies are stored for a maximum of 13 months;
- **Sharing Cookies:** These are used to improve the interactivity of our website with other services (e.g., social networks); Sharing Cookies are stored for a maximum of 13 months.

(4) The use of any cookies that are not strictly necessary for the technical functions of the website is a data processing operation that is only permitted with your express and active consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR. This applies in particular to the use of Advertising, Targeting, or Sharing Cookies. In addition, we only pass on your personal data processed by cookies to third parties if you have given your express consent to this in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

(5) On our website, we use the following cookies and local storage elements:

Name	Purpose	Category	Storage Duration
laravel_session	Paperform	Technical Cookie	7 days
XSRF-TOKEN	Paperform	Technical Cookie	7 days
_fbp	Facebook Pixel	Targeting Cookie	90 days
_ga	Google Analytics	Targeting Cookie	2 years
_gid	Google Analytics	Targeting Cookie	1 day

Name	Purpose	Category	Storage Duration
deviceId	Paperform	Local storage	
partialSaveId	Paperform	Local storage	
Saved:*	Paperform	Local storage	
Elementor	RMP Umzug	Local storage	
jetPopupData	RMP Umzug	Local storage	

(6) Whether cookies can be set and retrieved can be determined by the settings in your browser. For example, you can completely deactivate the storage of cookies in your browser, limit it to certain websites, or configure your browser so that it automatically notifies you as soon as a cookie is to be set and asks you for feedback. You can block or delete individual cookies. However, for technical reasons, this can lead to some functions of our internet presence being impaired and no longer fully functioning.

(7) If cookies are only used on our website with your consent, you can also make the settings mentioned in paragraph 6 additionally in our Cookie Consent Tool.

#### **4. Use of Features of Our Website**

(1) In addition to purely informational use of our website, we offer various services that you can use if you are interested. To do this, you usually need to provide further personal data, which we use to provide the respective service. If additional voluntary information is possible, it is marked accordingly.

(2) When you contact us by email or via the contact form, your email address and, if you provide it, your name and telephone number will be stored by us to answer your questions. (Legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR)

#### **5. Newsletter**

(1) With your consent, you can subscribe to our newsletter, which informs you about our current exciting offers. The goods and services advertised are named in the declaration of consent.

(2) We use the so-called double-opt-in procedure for subscribing to our newsletter. This means that after your registration, we will send an email to the provided email address asking you to confirm that you wish to receive the newsletter. If you do not confirm your registration within 24 hours, your information will be blocked and automatically deleted after one month. In addition, we store your IP addresses and the times of registration and confirmation. The purpose of this procedure is to verify your registration and, if necessary, to clarify any misuse of your personal data.

(3) The only mandatory information for sending the newsletter is your email address. The provision of further, separately marked data is voluntary and is used to address you personally. After your confirmation, we will store your email address for the purpose of sending the newsletter. The legal basis is Art. 6 Para. 1 S. 1 lit. a GDPR.

(4) You can revoke your consent to the sending of the newsletter at any time and unsubscribe from the newsletter. You can declare the revocation by clicking on the link provided in each newsletter email or by sending a message to the contact details given in the imprint.

(5) We would like to inform you that we evaluate your user behavior when sending the newsletter. For this evaluation, the emails sent include so-called web beacons or tracking pixels, which are one-pixel image files stored on our website. For the evaluations, we link the data mentioned in paragraph 3 and the web beacons with your email address and an individual ID. Links received in the newsletter also contain this ID. With the data thus obtained, we create a user profile to tailor the newsletter to your individual interests. We record when you read our newsletters, which links you click in them, and deduce your personal interests from this. We link this data with actions you have taken on our website. You can object to this tracking at any time by clicking on the separate link provided in each email or informing us via another contact path. The information will be stored as long as you have subscribed to the newsletter. After unsubscribing, we store the data purely for statistical purposes and anonymously. Such tracking is also not possible if you have deactivated the display of images by default in your email program. In this case, the newsletter will not be displayed completely, and you may not be able to use all functions. If you manually enable the display of images, the aforementioned tracking will occur.

## **6. Social Media Profiles**

(1) We have various presences on social media platforms. We operate the presences with the following providers:

- Facebook, operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, whose privacy policy can be viewed at [https://www.facebook.com/about/privacy/update?ref=old\\_policy](https://www.facebook.com/about/privacy/update?ref=old_policy);

(2) We use the technical platform and services of the providers for these information services. We would like to point out that you use our presences on social media platforms and their functions under your own responsibility. This applies in particular to the use of interactive functions (e.g., commenting, sharing, rating). When visiting our presences, the providers of the social media platforms collect, among other things, your IP address and other information present in the form of cookies on your device. This information is used to provide us, as the operator of the accounts, with statistical information about the interaction with us.

(3) The data collected about you in this context is processed by the platforms and may be transferred to countries outside the European Union, in particular to the USA. All the aforementioned providers maintain, according to their statements, an adequate level of data protection corresponding to that of the former EU-US Privacy Shield, and we have concluded standard data protection clauses with the companies (with the exception of Xing, as this provider is based within the EU). We are not aware of the extent to which social media platforms use data from your visit to our account and interaction with our posts for their purposes, how long these data are stored, and whether data are passed on to third parties. The data processing may differ depending on whether you are registered and logged in to the social network or visit the page as an unregistered and/or not logged-in user. When accessing a post or the account, the IP address assigned to your device is transmitted to the provider of the social media platform. If you are currently logged in as a user, a cookie on your device can be used to track how you have moved on the network. Embedded buttons on websites make it possible for the

platforms to record your visits to these websites and assign them to your respective profile. Based on this data, content or advertising can be offered tailored to you. If you want to avoid this, you should log out or deactivate the "stay logged in" function, delete the cookies present on your device, and restart your browser.

(4) As the provider of the information service, we process only the data from your use of our service that you provide to us and that require interaction. For example, if you ask a question that we can only answer by email, we will store your information according to the general principles of our data processing described in this privacy policy. The legal basis for processing your data on the social media platform is Art. 6 Para. 1 S. 1 lit. f GDPR.

(5) To exercise your rights as a data subject, you can contact either us or the provider of the social media platform. If one party is not responsible for answering or needs to obtain the information from the other party, we or the provider will forward your request to the respective partner. Please contact the operator of the social media platform directly for questions about profile creation, processing of your data when using the website. For questions about the processing of your interaction with us on our page, write to the contact details provided by us above.

(6) The information the social media platform receives and how it is used is described by the providers in their privacy policies (link see in the above table). There you will also find information on contact options and the settings options for advertisements. You can also find more information on social networks and how you can protect your data at [www.youngdata.de](http://www.youngdata.de).

## **7. Data Transfer to Third Parties**

(1) We will only transfer your personal data to third parties if participations in actions, competitions, bookings, or contract conclusions are offered by us together with a third-party provider. In this case, you will be separately informed about the transmission to third parties before transferring your data.

(2) We partly use external service providers to process your data. These have been carefully selected and commissioned in writing by us. They are bound by our instructions and are regularly monitored by us. The service providers will not pass on this data to third parties. If these service providers are based in the USA, we will inform you of this in connection with the respective functions. This data processing also takes place according to the applicable legal situation. **We would like to point out that there is currently no adequate level of data protection in the USA, and there is also no adequacy decision by the EU Commission. We also point out that due to the CLOUD Act and other regulations (e.g., intelligence collection powers according to Section 702 FISA and Executive Order 12 333), US authorities can access these data and you do not have the rights of data subjects in the USA as is the case within the EU.**

### **7.1. Use of Google Maps**

(1) On this website, we use the service of Google Maps. This allows us to display interactive maps directly on the website and enable you to use the map function comfortably. The legal basis for the use of the maps is Art. 6 Para. 1 S. 1 lit. a GDPR, i.e., the integration only takes place after your consent.

(2) By visiting the website, Google receives the information that you have accessed the corresponding subpage of our website. In addition, the basic data mentioned above, such as IP address and timestamp, are transmitted. This happens regardless of whether Google provides a user account that you are logged in to or whether there is no user account. If you are logged into Google, your data will be directly assigned to your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google stores your data as usage profiles and uses them for purposes of advertising, market research, and/or demand-oriented design of its website. Such an evaluation takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you must contact Google to exercise this right.

(3) The collected information is stored on servers of Google, also in the USA. For these cases, the provider has imposed a standard on itself that corresponds to the former EU-US Privacy Shield and has promised to comply with applicable data protection laws in international data transfer. We have also concluded so-called standard data protection clauses with Google, the purpose of which is to maintain an adequate level of data protection in the third country.

(4) Further information on the purpose and scope of data collection and processing by the plug-in provider can be found in the privacy policies of the provider. There you will also find further information on your rights in this regard and setting options to protect your privacy:

[www.google.de/intl/de/policies/privacy](http://www.google.de/intl/de/policies/privacy).

(5) You can revoke your consent at any time by accessing the data protection settings on our website. Here you will be directed to our Cookie Consent Tool, with which you can revoke and manage the consent.

## **7.2. Use of Google Analytics**

(1) This website uses Google Analytics, a web tracking service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). The purpose of our use of the tool is to analyze your user interactions on websites and in apps, and to improve our offerings and make them more interesting for you as a user based on the statistics and reports obtained.

(2) The interactions between you as a user of the website and our website are primarily recorded using cookies, device/browser data, IP addresses, and website or app activities. Google Analytics also captures your IP addresses to ensure the security of the service and to inform us, as the website operator, about the country, region, or location of each user (so-called "IP location determination"). For your protection, we use the anonymization function ("IP masking"), meaning that Google truncates the IP addresses within the EU/EEA by the last octet.

(3) Google acts as a processor, and we have entered into a corresponding contract with Google. The information generated by the cookie and the (usually shortened) IP addresses about your use of this website are generally transferred to a Google server in the USA and processed there. For these cases, Google has committed to a standard that corresponds to the former EU-US Privacy Shield and has promised to comply with applicable data protection laws during international data transfer. We have

also agreed on standard contractual clauses with Google, which aim to maintain an adequate level of data protection in third countries.

(4) The legal basis for the collection and further processing of the information (which occurs for a maximum of 14 months) is your given consent (Art. 6 (1) sentence 1 lit. a GDPR). You can revoke your consent at any time without affecting the legality of the processing until the revocation. In apps, you can reset the advertising ID under the settings of Android or iOS. The easiest way to revoke consent is through our consent manager or by installing the Google browser add-on available at: [tools.google.com/dlpage/gaoptout?hl=de/](https://tools.google.com/dlpage/gaoptout?hl=de/).

(5) More information about the scope of Google Analytics can be found at [marketingplatform.google.com/about/analytics/terms/de/](https://marketingplatform.google.com/about/analytics/terms/de/). Information on data processing when using Google Analytics is provided by Google at: [support.google.com/analytics/answer/6004245?hl=de/](https://support.google.com/analytics/answer/6004245?hl=de/). General information on data processing, which according to Google also applies to Google Analytics, can be found in Google's privacy policy at [www.google.de/intl/de/policies/privacy/](https://www.google.de/intl/de/policies/privacy/).

### **7.3. Use of Google Ads**

(1) We use Google Ads to draw attention to our offers through advertisements. If you reach our website via a Google ad, a cookie is stored on your device by Google Ads. The legal basis for processing your data is Art. 6 (1) sentence 1 lit. a GDPR, meaning the integration only occurs after your consent.

(2) The advertising materials are delivered by Google through so-called "Ad Servers". We and other websites use Ad Server cookies, which can measure certain parameters for measuring success, such as the display of ads or clicks by users. We receive information about the success of our advertising campaigns through Google Ads cookies stored on our website. These cookies are not intended to personally identify you. Typically, the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions), and opt-out information (marking that a user no longer wishes to be addressed) are stored as analysis values.

(3) The cookies set by Google enable Google to recognize your internet browser. If a user visits certain pages of an Ads customer's website and the cookie stored on their computer has not expired, Google and the customer can recognize that the user clicked on the ad and was redirected to that page. Each Ads customer is assigned a different cookie, so the cookies cannot be tracked across websites of other Ads customers. By integrating Google Ads, Google receives the information that you have accessed the corresponding part of our website or clicked on an ad from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or have not logged in, there is a possibility that the provider may find out and store your IP address.

(4) Due to the marketing tools used, your browser automatically establishes a direct connection with the Google server. We do not independently collect personal data in the mentioned advertising measures but only provide Google with the opportunity to collect the data. We receive only statistical evaluations from Google, which provide information about which ads were clicked how often and at



what prices. We do not receive further data from the use of the advertising tools, in particular, we cannot identify users based on this information.

(5) You can revoke your consent at any time without affecting the legality of the processing until the revocation. The easiest way to revoke consent is through our consent manager or via the following functions: a) by adjusting your browser software accordingly, especially suppressing third-party cookies means you will not receive ads from third-party providers; b) by setting your browser to block cookies from the domain "[www.googleadservices.com](http://www.googleadservices.com)", [www.google.de/settings/ads](http://www.google.de/settings/ads), which will be deleted if you delete your cookies; c) by deactivating interest-based ads from providers that are part of the self-regulation campaign "About Ads" at [www.aboutads.info/choices](http://www.aboutads.info/choices), which will be deleted if you delete your cookies; d) by permanently deactivating in your browsers Firefox, Internet Explorer, or Google Chrome at [www.google.com/settings/ads/plugin](http://www.google.com/settings/ads/plugin). Please note that in this case, you may not be able to fully use all features of this offer.

(6) Further information on data protection at Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland, can be found here: [www.google.com/intl/de/policies/privacy](http://www.google.com/intl/de/policies/privacy) and [services.google.com/sitestats/de.html](http://services.google.com/sitestats/de.html).

#### **7.4. Google Conversion Tracking**

(1) We use Google Ads with the additional application "Google Conversion Tracking". This is a process with which we can check the success of our advertising campaigns. The ads are equipped with a technical arrangement, e.g., an ID, with which we can determine how a user interacts after clicking on the ads and whether one of our services is actually used. This provides us with statistical information about the total number of readers of our ads, which ads are particularly popular, and possibly further information about the consequences of the ad.

(2) The legal basis for processing your data in this regard is also Art. 6 (1) sentence 1 lit. a GDPR, meaning the integration only occurs after your consent. You can prevent or stop using the Conversion Tracking function in the same way as previously described for Google Ads.

#### **7.5. Google Remarketing**

(1) We use Google Ads with the additional application "Google Remarketing". With this process, we can create ads based on existing information about you and address you again during your further internet use. This is done using cookies set when visiting our offers (usually through cookies), through which Google captures and pseudonymously evaluates your usage behavior when visiting various websites. According to its own statements, Google does not merge the data collected in the context of remarketing with your personal data that may be stored by Google.

(2) The legal basis for processing your data in this regard is also Art. 6 (1) sentence 1 lit. a GDPR, meaning the integration only occurs after your consent. You can prevent or stop using the Remarketing function in the same way as previously described for Google Ads.

#### **7.6. Use of Google AdSense**

(1) This website uses the online advertising service Google AdSense, which can display banner advertising tailored to your interests, to inform you about our products. The ads are recognizable by the note "Google Ads" in the respective ad. The legal basis for processing your data is Art. 6 (1) sentence 1 lit. a GDPR, meaning the integration only occurs after your consent.

(2) By visiting our website, Google receives the information that you have accessed our website. For this purpose, Google uses a short text in the source code of the website ("code snippet") to set a cookie on your computer. The above-mentioned basic data such as IP address and timestamp are transmitted. We allow Google to collect the information necessary for the appropriate ad about you, but otherwise, we have no knowledge of the extent of data collection and storage duration. If you are logged in with your Google account, your data can be directly assigned to it. If you do not wish the assignment with your Google profile, you must log out. It is possible that this data will be passed on to contractual partners of Google to third parties and authorities. This website does not display ads from third-party providers via Google AdSense.

(3) You can revoke your consent at any time without affecting the legality of the processing until the revocation. The easiest way to revoke consent is through our consent manager or via the following functions: a) by adjusting your browser software accordingly; in particular, suppressing third-party cookies means you will not receive ads from third-party providers; b) by deactivating interest-based ads on Google at [www.google.com/settings/ads](http://www.google.com/settings/ads), which will be deleted if you delete your cookies; c) by deactivating interest-based ads from providers that are part of the self-regulation campaign "About Ads" at [www.aboutads.info/choices](http://www.aboutads.info/choices), which will be deleted if you delete your cookies; d) by permanently deactivating in your browsers Firefox, Internet Explorer, or Google Chrome at [www.google.com/settings/ads/plugin](http://www.google.com/settings/ads/plugin). Please note that in this case, you may not be able to fully use all features of this offer.

(4) For more information on the purpose and scope of data processing, as well as further information on your rights and options for protecting your privacy, please contact: Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA; Privacy conditions for advertising: [www.google.de/intl/de/policies/technologies/ads](http://www.google.de/intl/de/policies/technologies/ads).

## **7.8. Use of Google Webfonts**

(1) This site uses Web Fonts provided by Google for uniform font representation. When you open a page, your browser loads the required Web Fonts into your browser cache to display texts and fonts correctly, provided you have previously given your consent in accordance with Art. 6 Abs. 1 lit a, or Art. 49 Abs. 1 lit a GDPR. If your browser does not support Web Fonts, a default font from your computer will be used.

(2) Further information about Google Web Fonts can be found at <https://developers.google.com> and in Google's privacy policy: <http://www.google.com/intl/de/policies/privacy>. Google also processes your personal data in the USA. Please note that there is currently no adequate level of data protection in the USA, and no adequacy decision by the EU Commission exists. Furthermore, due to regulations such as the CLOUD Act and other laws (e.g., intelligence gathering powers under Section 702 FISA and Executive Order 12 333), US authorities may access these data, and the rights afforded to you in the EU are not applicable in the USA.

(3) You can revoke your consent at any time by accessing the privacy settings on our website. This will direct you to our Cookie Consent Tool, where you can revoke and manage your consent.

## **7.9. Use of Vimeo**

(1) We integrate the service "Vimeo," provided by Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA, on our website.

(2) On some of our pages, we use plugins from the provider Vimeo. When you access pages of our online offering equipped with such a plugin, a connection is established to the Vimeo servers, and the plugin is displayed. This transmits to the Vimeo server which of our pages you have visited. If you are logged in as a member of Vimeo, Vimeo assigns this information to your personal user account. When using the plugin, such as clicking the start button of a video, this information is also associated with your user account. You can prevent this association by logging out of your Vimeo user account before using our website and deleting the corresponding cookies from Vimeo.

(3) The privacy policy of Vimeo Inc. can be viewed here: [vimeo.com/privacy](https://vimeo.com/privacy)

(4) Data processing is based on our legitimate interest, i.e., optimizing our offerings and our website according to Art. 6 Abs. 1 lit. f. GDPR. The transmission of technically necessary data to Vimeo is also based on the same legal basis.

(5) To ensure an adequate level of data protection for data transfer to the USA, we have concluded EU standard contractual clauses with the provider of Vimeo in the so-called "Controller to Controller" version. As additional protective measures, we generally embed videos from Vimeo in the "Do Not Track" variant, so that personal data is transmitted to Vimeo only minimally. In addition, the provider of Vimeo has committed to us to continue to fulfill the self-imposed obligations from the former so-called Privacy Shield Agreement.

## **7.7. Advertising with Facebook (Pixel and Conversion Tracking)**

(1) The website also uses advertising measures of Facebook Inc. ("Facebook"). By integrating the so-called "Facebook Pixel" on our website, we can show users of our website and the social network Facebook our advertising measures ("Facebook Ads") and measure and evaluate their success ("Conversion Tracking"). This connection between Facebook and our website is technically established via the "Facebook Pixel". The legal basis for processing your data is Art. 6 Abs. 1 S. 1 lit. a GDPR, i.e., the integration only takes place after your consent.

(2) Due to the marketing tools used, your browser automatically establishes a direct connection with the Facebook server when visiting our website. We have no influence on the extent and further use of the data collected through the use of this tool by Facebook and therefore inform you based on our knowledge: By integrating the Facebook Pixel, Facebook receives the information that you have called up the corresponding webpage of our internet presence or clicked on an advertisement from us. If you are registered with a service from Facebook, Facebook can assign the visit to your account. Even if you are not registered with Facebook or have not logged in, there is a possibility that the provider learns and stores your IP address and other identification features for profiling purposes.

(3) The collected information is stored on servers of Facebook, also in the USA. In these cases, the provider has, according to its own statements, imposed a standard that corresponds to the former EU-US Privacy Shield and has promised to comply with applicable data protection laws in international data transfer. We have also concluded standard data protection clauses with Facebook, the purpose of which is to maintain an adequate level of data protection in the third country.

(4) You can revoke your consent at any time without affecting the lawfulness of the processing until the revocation. The easiest way to revoke is through our Consent Manager. In addition, (only logged-in users) can object via the provider's function at the following link:

[www.facebook.com/settings/?tab=ads#](https://www.facebook.com/settings/?tab=ads#).

(5) Further information on data processing by Facebook can be found at Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; Privacy policy: [www.facebook.com/about/privacy](https://www.facebook.com/about/privacy).

(6) In addition, we use the remarketing function "Custom Audiences," which also uses the Facebook Pixel, to display interest-based advertisements when you visit our website or other websites that have also integrated the Facebook Pixel. This way, we can show you advertising that is of interest to you, make our website more interesting for you, and market our offer.

## **7.8. Use of Paperform Forms**

(1) We use forms based on Paperform, a service of Paperform Pty. Ltd. – 64 Tabrett St – Banksia, NSW 2216 Australia ("Paperform"), provided you have given us your consent according to Art. 6 Ans. 1 lit a GDPR or Art. 49 Abs. 1 lit a GDPR. When you visit the website, Paperform establishes a connection to a server of Paperform Pty. Ltd. The company thereby learns your IP address and the page you visited. If you enter data into such a form, they are first transferred to Paperform when you submit the form with a corresponding button.

(2) You can revoke your consent at any time by accessing the privacy settings on our website. This will direct you to our Cookie Consent Tool, where you can revoke and manage your consent.

(3) More information on handling user data can be found in the privacy policy of Paperform: <https://paperform.co/privacy>.

## **8. Recipients or Categories of Recipients**

Whenever we disclose your personal data to third parties, you will be explicitly informed about it in the description of the respective data processing (e.g., when using our contact form). Of course, we also use external service providers for the technical and organizational execution, with whom we have concluded corresponding data processing agreements in accordance with Art. 28 GDPR. These include, for example, service providers for web hosting, sending emails, maintenance, and care of our IT systems, etc.

## **9. Storage Duration**

Your data will be stored as long as it is strictly necessary to achieve the respective purpose, but no longer than statutory regulations require us to (e.g., we are legally obliged to retain business letters,

which may include emails, for 10 years). Once the purpose of storage no longer applies or a storage period prescribed by the aforementioned regulations expires, the personal data is routinely blocked or deleted.

## **10. Your Rights**

In this section, we would like to inform you comprehensively about your rights.

### **10.1. Right to Information**

You have the right to request information from us at any time as to whether personal data concerning you is being processed by us. If this is the case, you are entitled to information regarding the information specified in Art. 15 Abs. 1 2. HS GDPR. You have the right to request information as to whether the personal data concerning you is transferred to a third country or an international organization. In this context, you can request to be informed about the appropriate guarantees according to Art. 46 GDPR in connection with the transfer.

### **10.2. Right to Correction**

Furthermore, according to Art. 16 GDPR, you have the right to request us to correct any incorrect personal data concerning you without delay. Taking into account the purposes of the processing, you also have the right to request the completion of incomplete personal data – also by means of a supplementary statement.

### **10.3. Right to Deletion ("Right to be Forgotten")**

You also have the right to request us to delete personal data concerning you without delay. We are obliged to comply with this request and delete personal data unless we are legally obliged or entitled to further process your data. Please refer to Art. 17 GDPR for details.

### **10.4. Right to Restrict Processing**

You have the right to request us to restrict processing if the legal requirements according to § 18 GDPR are met.

### **10.5. Right to Notification**

According to Art. 19 GDPR, if you have asserted the right to correction, deletion, or restriction of processing against us, we are obliged to inform all recipients to whom the personal data concerning you have been disclosed of this correction or deletion of the data or restriction of processing unless this proves impossible or involves a disproportionate effort. You have the right to be informed about these recipients by us.

### **10.6. Right to Data Portability**

If your data is processed based on your consent or as part of a contract, you have the right to receive the personal data concerning you in a structured, commonly used, and machine-readable format. You also have the right to transfer this data to another controller, provided the legal requirements of Article 20 of the GDPR are met.

## **10.7. Right to Object**

### **Case-specific Right to Object**

You have the right to object at any time, for reasons arising from your particular situation, to the processing of your personal data, which is carried out based on Article 6(1)(e) or (f) of the GDPR; this also applies to profiling based on these provisions. We will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or for the establishment, exercise, or defense of legal claims.

### **Right to Object to Processing for Direct Marketing Purposes**

If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for such marketing; this also applies to profiling to the extent that it is related to such direct marketing. If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes. You have the option to exercise your right to object in the context of the use of Information Society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

## **10.8. Right to Withdraw Consent to Data Processing**

You have the right to withdraw your consent to data processing at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

## **10.9. Automated Individual Decision-making, Including Profiling**

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision:

- a) is necessary for entering into, or performance of, a contract between you and the data controller,
- b) is authorized by Union or Member State law to which the controller is subject, and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests, or
- c) is based on your explicit consent.

However, these decisions must not be based on special categories of personal data referred to in Article 9(1) of the GDPR, unless Article 9(2)(a) or (g) of the GDPR applies and suitable measures to safeguard your rights and freedoms and legitimate interests are in place.

In the cases referred to in points (a) and (c), the data controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express your point of view and to contest the decision.

#### **10.10. Right to Lodge a Complaint**

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 believe that the processing of your personal data infringes the GDPR.

The supervisory authority with which the complaint has been lodged will inform the complainant of the progress and the outcome of the complaint, including the possibility of a judicial remedy pursuant to Article 78 of the GDPR.

The competent supervisory authority for us is:

The State Commissioner for Data Protection and Freedom of Information

Königstrasse 10a

70173 Stuttgart

Phone: 0711/615541-0

Fax: 0711/615541-15

Email: [poststelle@lfdi.bwl.de](mailto:poststelle@lfdi.bwl.de)

Internet: <https://www.baden-wuerttemberg.datenschutz.de>

#### **11. Legal Bases for Processing**

Unless already mentioned in the individual processes under the previous numbers, we hereby outline the legal bases on which we base data processing.

If we obtain consent from the data subject for processing personal data, Article 6(1)(a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis.

For the processing of personal data necessary for the performance of a contract to which the data subject is a party, Article 6(1)(b) of the GDPR serves as the legal basis. This also applies to processing operations that are necessary for carrying out pre-contractual measures.

Insofar as processing of personal data is required to fulfill a legal obligation to which our company is subject, Article 6(1)(c) of the GDPR serves as the legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Article 6(1)(d) of the GDPR serves as the legal basis.

If processing is necessary to protect a legitimate interest of our company or a third party, and if the interests, fundamental rights, and freedoms of the data subject do not override the first interest, Article 6(1)(f) of the GDPR serves as the legal basis for processing.

#### **12. No Obligation to Provide Personal Data**

We do not make the conclusion of contracts with us dependent on you providing us with personal data in advance. As a customer, you are generally not legally or contractually obliged to provide us with your personal data; however, it may be that we can only offer certain services to a limited extent or not at all if you do not provide the necessary data. If this is exceptionally the case within the scope of the products and services offered by us previously presented, you will be specifically informed of this.