

Privacy Notice

1. Preamble

Data protection is of particular importance to us. The use of our website is possible without any indication of personal data. However, if a data subject wishes to use special services via our website, the processing of personal data may become necessary.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject, shall always be in line with the General Data Protection Regulation (GDPR) and under the applicable country-specific data protection regulations. Through this data protection declaration, we would like to inform you and the public about the type, scope, and purpose of the personal data we collect, use, and process. Furthermore, data subjects are informed of their rights.

As the controller, the octonomy AI GmbH has implemented numerous technical and organizational measures (TOM) to ensure the most complete protection of personal data processed through this website. Nevertheless, Internet-based data transmissions can always be subject to security vulnerabilities, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

2. Name and address of the controller

The responsible party within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is:

octonomy AI GmbH

c/o Startplatz,
Im Mediapark 5
50670 Köln
Germany

Chief executive: Sushel Bijganath, Oliver Trabert

3. Questions about our data protection

Any data subject may contact us directly at any time with any questions or suggestions regarding data protection: DPO@octonomy.ai

3.1. Collection of general data and information

Our Internet pages collect a series of general data and information each time the Internet pages are accessed by a data subject or an automated system. This general data and information is stored in the log files of the server.

For example, the following can be recorded

- (1) Browser types and versions used,
- (2) The operating system used by the accessing system,
- (3) The website from which an accessing system arrives at our website (so-called referrer),
- (4) The sub-websites that are accessed via an accessing system on our website,

- (5) The date and time of any access to the Website,
- (6) An Internet Protocol (IP) address,
- (7) The Internet service provider of the accessing system and
- (8) Other similar data and information that serve to avert danger in the event of attacks on our information technology systems.

When using these general data and information, no conclusions are drawn about the data subject.

Rather, this information is needed to

- (1) To deliver and display the contents of our website correctly,
- (2) To optimize the content of our website and the advertising for it,
- (3) To ensure the permanent functionality of our information technology systems and the technology of our website, and
- (4) To provide law enforcement authorities with information necessary for prosecution in the event of a cyberattack.

Therefore, the data controller analyzes anonymously collected data and information on one hand for statistical purposes and on the other hand for the purpose of increasing data protection and data security, so as to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data provided by a data subject.

3.2. Legal basis of processing

Article 6 (1) a DSGVO serves as our legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for a delivery of goods or the provision of another service or consideration, the processing is based on Article 6 (1) (b) DSGVO. The same applies to such processing operations that are necessary for the implementation of pre-contractual measures, for example in cases of inquiries about our products or services. If we are subject to a legal obligation by which the processing of personal data becomes necessary, such as for the fulfillment of tax obligations, the processing is based on Art. 6 (1) c) DSGVO. In rare cases, the processing of personal data might become necessary to protect vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were to be injured on our premises and as a result his or her name, age, health insurance data or other vital information had to be passed on to a doctor, hospital or other third party. In that case, the processing would be based on Art. 6(1)(d) DSGVO. Finally, processing operations could be based on Art. 6(1)(f) DSGVO. Processing operations which are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of us or a third party, provided that the interests, fundamental rights and freedoms of the data subject are not overridden. Such processing operations are permitted to us in particular because they were specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47, Sentence 2 DSGVO). If the processing of personal data is based on Article 6 (1) (f) DSGVO, our legitimate interest is the performance of our business activities for the benefit of the well-being of all our employees and our shareholders.

3.3. Duration for which the personal data are stored

The criterion for the duration of storage of personal data is the respective statutory retention period. After expiry of the period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfillment or initiation of the contract or no further statutory or legal requirements oppose the deletion.

3.4. Routine deletion and blocking of personal data

The controller shall process and store personal data of the data subject only for the period necessary to achieve the purpose of storage or where provided for by the European Directive and Regulation or other legislator in laws or regulations to which the controller is subject.

If the purpose of storage no longer applies or if a storage period prescribed by the European Directive and Regulation or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

3.5. Legal or contractual regulations for the provision of personal data

We would like to inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may also result from contractual or pre-contractual regulations (e.g. information on the contractual partner). Sometimes, in order to conclude a contract, it may be necessary for a data subject to provide us with personal data that must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if we conclude a contract with him or her. Failure to provide the personal data would mean that the contract with the data subject could not be concluded. Before providing personal data by the data subject, the data subject must contact one of our employees. Our employee will explain to the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data, and what the consequences of not providing the personal data would be.

3.6. Registration on our website / use of input masks and forms

The data subject has the opportunity to register on the website of the controller by providing personal data or to enter personal data in input masks. This may be necessary, for example, for the receipt of a newsletter, contact via contact form, registration for participation in events or other similar registration options. Which personal data is transmitted to the data controller in this context results from the respective input mask used for the registration. The personal data entered by the data subject are collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be transferred to one or more processors, for example a parcel service provider, who will also use the personal data exclusively for an internal use attributable to the controller.

When you contact us (e.g. via contact form), personal data is collected. This data is stored and used exclusively for the purpose of responding to your request and the associated technical administration. The legal basis for processing the data is our legitimate interest in responding to your request pursuant to Art. 6 (1) lit. f) DSGVO. If the purpose of your contact is the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b) DSGVO. Your data will be deleted after final processing of your request, this is the case when it can be seen that the matter concerned has been conclusively clarified and provided that no statutory or legal retention obligations prevent the deletion.

By registering on the website of the controller, the IP address assigned by the Internet service provider (ISP) of the data subject, the date and the time of registration are also stored. The storage of this data takes place against the background that only in this way can the misuse of our services be prevented and, if necessary, this data makes it possible to clarify committed crimes. In this respect, the storage of this data is necessary for the

protection of the data controller. As a matter of principle, this data is not passed on to third parties unless there is a legal or statutory obligation to pass it on or the passing on serves the purpose of criminal prosecution.

The registration of the data subject by voluntarily providing personal data serves the purpose of the controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users or those who explicitly request this. These persons are free to modify the personal data provided at any time or to have it completely deleted from the data inventory of the controller.

The controller shall provide any data subject at any time, upon request, with information about what personal data is stored about the data subject. Furthermore, the controller shall correct or delete personal data at the request or indication of the data subject, insofar as this does not conflict with any statutory or legal retention obligations. The entire staff of the controller shall be available to the data subject as contact persons in this context.

3.7. Recipients or categories of recipients

Depending on the purpose of the collection of the personal data, we transmit this data, for example, to the following recipients or categories of recipients or they are directly involved in the processing of the personal data:

- Provider
- IT service provider
- Other recipients depending on used tools

3.8. Third country transfer

Depending on the collection purpose of the personal data, a third country transfer takes place as follows:

- Google Recaptcha
- Google Tag Manager
- Google Analytics
- Hubspot
- JW Player
- New Relic

3.9. Existence of automated decision making

As a responsible company, we do not use automatic decision-making or profiling.

3.10. Data protection during applications and the application process

The controller collects and processes the personal data of applicants for the purpose of handling the application procedure. The processing may also take place electronically. This is the case, in particular, when an applicant submits relevant application documents to the controller by electronic means, for example, by e-mail or via a web form located on the website. If the controller concludes an employment contract with an applicant, the transmitted data will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the controller does not conclude an employment contract with the applicant, the application documents will be automatically deleted no later than six months after notification of the rejection decision, provided that no other legitimate interests pursuant to Art. 6 (1) f) DSGVO of the controller prevent deletion. Other legitimate interest in this sense is, for example, a duty to provide evidence in proceedings under the General Equal Treatment Act (AGG).

4. Definitions

This data protection declaration is based on the terms used by the European Directive and Ordinance Maker when issuing the Data Protection Regulation (DSGVO). Our data protection declaration should be easy to read

and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

We use the following terms, among others, in this Privacy Policy:

4.1. Personal data

“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.

4.2. Person concerned

“Data subject” means any identified or identifiable natural person whose personal data are processed by the controller.

4.3. Processing

“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.

4.4. Restriction of processing

“Restriction of processing” means the marking of stored personal data with the aim of limiting their future processing.

4.5. Profiling

“Profiling” means any type of automated processing of personal data that consists of 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 job performance, economic situation, health, personal preferences, interests, reliability, behavior, location or change of location.

4.6. Pseudonymization

“Pseudonymization” means the processing of personal data in such a way 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.

4.7. File system

“File system” means any structured collection of personal data accessible according to specified criteria, whether such collection is maintained on a centralized, decentralized, or functional or geographic basis.

4.8. Person responsible or in charge of the processing

“controller” (or “controllers”) 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 under Union or Member State law.

4.9. Processor

“Processor” means a natural or legal person, public authority, agency or other body that processes personal data on behalf of the Controller.

4.10. Receiver

“Recipient” means a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not a third party. However, public authorities that may receive personal data in the context of a specific investigative task under Union or Member State law shall not be considered as recipients.

4.11. Third party

“Third party” means a natural or legal person, public authority, agency or other body, other than the data subject, the controller, the processor and the persons authorized to process the personal data under the direct responsibility of the controller or the processor.

4.12. Consent

“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.

4.13. Company

“Enterprise” means a natural or legal person engaged in an economic activity, regardless of its legal form, including partnerships or associations regularly engaged in an economic activity.

5. Rights of the data subject

5.1. Right to confirmation

Every data subject shall have the right, granted by the European Directive and the Regulation, to obtain confirmation from the controller as to whether personal data concerning him or her are being processed. If a data subject wishes to exercise this right, he or she may, at any time, contact any employee of the controller.

5.2. Right to information

Any person concerned by the processing of personal data has the right granted by the European Directive and Regulation to obtain at any time from the controller, free of charge, information about the personal data stored about him or her and a copy of that information. Furthermore, the European Directive and Regulation has granted the data subject access to the following information:

- The processing purposes
- The categories of personal data that are processed
- The recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular in the case of recipients in third countries or 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
- The existence of a right to obtain the rectification or erasure of personal data concerning them or to obtain the restriction of processing by the controller or a right to object to such processing
- The existence of a right of appeal to a supervisory authority
- If the personal data are not collected from the data subject: All available information about the origin of the data
- The existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and – at least in these cases – meaningful information about the logic involved and the scope and intended effects of such processing for the data subject

- Furthermore, the data subject shall have the right to obtain information as to whether personal data have been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to obtain information about the appropriate safeguards in connection with the transfer.
- If a data subject wishes to exercise this right of access, he or she may, at any time, contact any employee of the controller.

5.3. Right to rectification

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to request the immediate rectification of inaccurate personal data concerning him or her. Furthermore, the data subject has the right to request the completion of incomplete personal data – also by means of a supplementary declaration – taking into account the purposes of the processing. If a data subject wishes to exercise this right to rectify, he or she may, at any time, contact any employee of the controller.

5.4. Right to erasure (right to be forgotten)

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain from the controller the erasure without delay of personal data concerning him or her, where one of the following reasons applies and insofar as the processing is not necessary:

- The personal data were collected or otherwise processed for purposes for which they are no longer necessary.
- The data subject revokes the consent on which the processing was based pursuant to Art. 6(1)(a) DSGVO or Art. 9(2)(a) DSGVO and there is no other legal basis for the processing.
- The data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject.
- The personal data was collected in relation to information society services offered pursuant to Art. 8 (1) DSGVO.

If one of the aforementioned reasons applies, and a data subject wishes to arrange for the deletion of personal data stored by us, he or she may, at any time, contact any employee of the controller. Our employee will arrange for the deletion request to be complied with immediately.

If the personal data have been made public by us and we as a controller are obliged to erase the personal data pursuant to Article 17 (1) of the GDPR, we shall take reasonable measures, including technical measures, taking into account the available technology and the cost of implementation, to inform other data controllers which process the published personal data, that the data subject has requested from those other data controllers the erasure of all links to the personal data or copies or replications of the personal data, unless the processing is necessary. Our employee will arrange the necessary in individual cases.

5.5. Right to restriction of processing

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain from the controller the restriction of processing if one of the following conditions is met:

- The accuracy of the personal data is contested by the data subject for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject objects to the erasure of the personal data and requests instead the restriction of the use of the personal data.
- The controller no longer needs the personal data for the purposes of processing, but the data subject needs it for the assertion, exercise or defense of legal claims.
- The data subject has objected to the processing pursuant to Article 21(1) of the GDPR and it is not yet clear whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of personal data stored by us, he or she may, at any time, contact any employee of the controller. The employee will arrange the restriction of the processing.

5.6. Right to data portability

Every person affected by the processing of personal data has the right granted by the European Directive and Regulation to receive the personal data concerning him or her, which have been provided by the data subject to a controller, in a structured, commonly used and machine-readable format. He or she also has the right to transmit this data to another controller without hindrance from the controller to whom the personal data was provided, provided that the processing is based on consent pursuant to Article 6(1)(a) of the GDPR or Article 9(2)(a) of the GDPR or on a contract pursuant to Article 6(1)(b) of the GDPR and the processing is carried out with the aid of automated procedures, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising the right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to obtain that the personal data be transferred directly from one controller to another controller where technically feasible and provided that this does not adversely affect the rights and freedoms of other individuals. In order to assert the right to data portability, the data subject may at any time contact any employee of ours using the contact details provided above.

5.7. Right of objection

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to object at any time, on grounds relating to his or her particular situation, to the processing of personal data concerning him or her carried out on the basis of Article 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions.

We shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the assertion, exercise or defense of legal claims.

If we process personal data for the purposes of direct marketing, the data subject shall have the right to object at any time to processing of personal data for such marketing. This also applies to profiling insofar as it is related to such direct marketing. If the data subject objects to us to the processing for direct marketing purposes, we will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her which is carried out by us for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the Data Protection Regulation, unless such processing is necessary for the performance of a task carried out in the public interest.

In order to exercise the right to object, the data subject may directly contact one of our employees. The data subject is also free to exercise his/her right to object in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

5.8. Automated decisions in individual cases including profiling

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her, where such decision

(1) Is not necessary for the conclusion or performance of a contract between the data subject and the controller, or

(2) Is permitted by Union or Member State legislation to which the controller is subject and that legislation contains appropriate measures to safeguard the rights and freedoms and legitimate interests of the data subject; or

(3) Takes place with the express consent of the data subject.

Is the decision

(1) Necessary for the conclusion or performance of a contract between the data subject and the controller, or

(2) It takes place with the express consent of the data subject,

we take reasonable steps to safeguard the data subject's rights and freedoms and legitimate interests, which include at least the right to obtain the intervention of a person responsible, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated decisions, he or she may, at any time, contact any employee of the controller.

5.9. Right to revoke consent under data protection law

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to withdraw consent to the processing of personal data at any time.

If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact any employee of the controller.

5.10. Right to lodge a complaint with the data protection supervisory authority

If, in your opinion, the processing of your personal data violates the GDPR, you have the possibility, pursuant to Art. 77 GDPR, to lodge a complaint with the above-mentioned data protection officer or with a data protection supervisory authority.

The data protection supervisory authority responsible for us is:

State Commissioner for Data Protection and Freedom of Information North Rhine-Westphalia

PO Box 20 04 44

40102 Düsseldorf

However, our data protection officer will also be happy to assist you under the contact details listed under point 2!

6. Cookies

Our Internet pages use cookies. Cookies are text files that are stored on an information technology system (e.g. computer, notebook, smartphone, tablet) via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters by which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This enables the visited Internet pages and servers to distinguish the individual browser of the data subject from other Internet browsers that contain other cookies. A specific internet browser can be recognized and identified via the unique cookie ID.

Through the use of cookies, we can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimized in the sense of the user. Cookies allow us, as already mentioned, to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of an Internet site that uses cookies does not have to check the cookie banner on each visit and make a selection here or, for example, enter his or her access data again on the Internet site, because this is done by the Internet site and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in the online store. In this way, the online store can remember the items that a customer has placed in the virtual shopping cart via a cookie.

The data subject can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

6.1. Consent tool

In order to be able to collect the aforementioned cookies and your given consent for this and also for any third-party connections (see the following section), we use a cookie consent tool, which is also known as "cookie banner" or (more appropriately) "consent banner".

6.2. Use and application of other applications, plugins and tools

As you know it from our entire range: We want to offer you the best possible service. Therefore, we have integrated various applications, plugins and tools (in the future: "tools") on our website. Depending on their function, these can, for example, optimize the loading times of our website, simplify its use, support us in improving our offer or increase security.

Under this button you can make adjustments to the consents controlled via the Consent tool:

[Open Cookie Banner](#)

The specific details of the tools used are explained below.

6.3. Privacy policy on the use and application of Google Analytics

We have integrated the analysis tracking tool Google Analytics (GA) of the company Google Inc. The operating company of Google Analytics is Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. For the European area, the company Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland, is responsible for all Google services, whereby the supervisory authorities have established joint responsibility between both Google companies.

Google Analytics is a traffic analysis or web analysis service. This describes the collection, gathering and analysis of data about the behavior of visitors to websites.

If you visit our website for the first time or if you have already deleted existing cookies, the tool assigns you a unique ID when it recognizes you for the first time, which (if one is set) is linked to the cookie set on your computer. If you visit our website again and the cookie is still present, you will be "recognized" as a returning user and all newly added behaviors and actions will be assigned to the existing ID and recorded. This makes it possible to create and evaluate pseudonymized user profiles.

The tool basically collects data about your actions in relation to our homepage but also about the website from which you came to our website (so-called referrer), which subpages of the website you accessed or how often and for how long you viewed a subpage. After consent has been given, these actions are stored in cookies, for

example, and/or sent to Google Analytics servers in the USA and processed there. Based on this, we receive reports from Google Analytics, which we can use to optimize our offer.

If you already have a Google account, it is possible that Google will link this data. However, Google itself does not share any data collected by Google Analytics unless required by law.

We would like to point out that, according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and therefore various risks are associated with the legality and security of the data processing, including your data.

6.4. Processing purposes

The purpose of the Google Analytics component is to analyze visitor flows and user behavior on 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.

6.5. Legal basis

We require your consent to use the tool, which constitutes the legal basis pursuant to Art. 6(1)(a) GDPR. This consent is obtained through our previously described consent tool and documented accordingly. We also have a legitimate interest in optimizing our offer technically and economically and to prevent any damage to our company and rely here on Art. 6 para. 1 lit. f) (legitimate interest). With the help of the tool, we may also detect website errors, identify attacks and improve economic efficiency.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>

More information on the handling of user data can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de>

Google's terms of use can be viewed at <https://policies.google.com/terms?hl=de&gl=de>

6.6. Duration of data storage

We or Google Analytics store your usage data for a period of 14 months (with Google Analytics 4, the retention period of your user data is set to 14 months, below that you have the option to choose a retention period of 2 months or 14 months). The cookie set for you is automatically deleted after 1 day, if you have not already deleted it yourself before this time has expired.

6.7. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. In individual cases, however, this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.8. Privacy policy on the use and application of Google Tag Manager

We have integrated the code organization tool Google Tag Managers of the company Google Inc. The operating company of Google Tag Manager is Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. For the European area, the company Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland, is

responsible for all Google services, whereby the supervisory authorities have established joint responsibility between both Google companies.

“Tags” are short sections of code. These can, for example, record (track) your activities on our website. By integrating the Google Tag Manager, we can centrally implement and manage these tags used on our website from various tracking tools. These do not have to be tags from Google itself, but can also be tags from other companies that can be integrated via the Tag Manager. The range of possible uses is thus very extensive, whereby, for example, cookies can be set, user and browser data can be collected, or buttons can be integrated. However, the Tag Manager itself does not set any cookies or collect any data, as it acts purely as a manager of the implemented tags.

Google reserves the right to collect anonymized data about our use of the Tag Manager, although this does not involve the transmission of any data that is managed by the tool as part of its regular functions.

As a precaution, we would like to point out that according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and therefore various risks are involved for the legality and security of the data processing of your data as well.

6.9. Processing purposes

The purpose of Google Tag Manager is to optimize our offer technically and economically and to prevent possible damage to our company. For this purpose, we have to implement and control various source code in the core of our website, which can be very time-consuming and error-prone. Google Tag Manager supports us here, as it simplifies and centralizes this process and largely avoids errors.

6.10. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our offer technically and economically and to prevent any damage to our company and rely here on Art. 6 para. 1 lit. f) (legitimate interest). With the help of the tool, we may also detect website errors, identify attacks and improve economic efficiency.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>

More information on the handling of user data can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de>

Google's terms of use can be viewed at <https://policies.google.com/terms?hl=de&gl=de>

6.11. Duration of data storage

The Google Tag Manager itself does not set any cookies and does not collect any personal data, which is why we cannot specify a storage period here. For the tools controlled via this, please see the respective tool description. The cookie set for you is automatically deleted after 1 day, if you have not already deleted it yourself before this time.

6.12. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies

in your browser settings at any time. However, in individual cases this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.13. Privacy policy on the use and application of Google reCAPTCHA

We have integrated the Google reCAPTCHA tool of the company Google LLC. The operating company of Google reCAPTCHA is Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Google reCAPTCHA offers us the possibility to protect ourselves from spam and thus ensure that we are not flooded with unsolicited information. Unlike other captcha tools, where you had to solve riddles, Google reCAPTCHA only requires you to set a hook to confirm that you are not a bot.

In order to determine whether the actions on our website actually originate from a human, Google reCAPTCHA collects personal data from users. Examples of data collected are IP addresses, information about the operating system, screen resolution and cookies that provide information about actions with your mouse and keyboard.

As a precaution, we would like to point out that according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and therefore various risks are involved for the legality and security of the data processing of your data as well.

6.13.1. Processing purposes

We use this tool to protect ourselves from spam software and bots. Google reCAPTCHA is a good choice for this, as we think it offers an excellent user experience for you and at the same time performs its function very well.

6.13.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service, making it more secure and averting any damage to our company, and in this regard we invoke Art. 6 (1) f) (legitimate interest).

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>

More information on the handling of user data can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de>

Google's terms of use can be viewed at <https://policies.google.com/terms?hl=de&gl=de>

6.13.3. Duration of data storage

Unfortunately, we do not have any information regarding the duration of data storage by Google reCAPTCHA. The cookie set on your device will be automatically deleted after 180 days, unless you delete it manually beforehand.

6.13.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. However, in individual cases this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.14. Privacy policy on the use and application of Google Fonts

We have integrated the Google Fonts service on our website. The operating company of the Google Tag Manager is Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. For the European area, the company Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland, is responsible for all Google services, whereby the supervisory authorities have established joint responsibility between both Google companies.

Google Fonts is a directory that Google offers its users over 800 fonts for free. When using Google Fonts, no cookies are stored in your browser, but the data is loaded via the Google domains fonts.gstatic.com and fonts.googleapis.com. Since Google Fonts is loaded from outside, the fonts are transmitted via the Google servers when you visit our website. This involves an exchange of data so that Google receives information such as your IP address, the version of your browser and the name of your browser.

As a precaution, we would like to point out that according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and therefore various risks are involved for the legality and security of the data processing of your data as well.

6.14.1. Processing purposes

The purpose of Google Fonts is to optimize our online service and to ensure a secure call of our website. This is because Google Fonts save us data volume, which has the advantage that our website can be loaded faster. In addition, Google Fonts are secure web fonts that also work reliably with the most common browsers and operating systems.

6.14.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service and rely on Art. 6 (1) f) (legitimate interest). With the help of the tool, we may also detect errors on the website and can improve the efficiency.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>

More information on the handling of user data can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=de>

Google's terms of use can be viewed at <https://policies.google.com/terms?hl=de&gl=de>

6.14.3. Duration of data storage

We ourselves do not store any data from you via this tool. Through the use of Google Fonts, however, your data is transferred to Google servers, which may be located primarily in the USA. The font data is stored by Google for a period of one year.

6.14.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. However, in individual cases this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.15. Privacy policy on the use and application of HubSpot

We have integrated HubSpot on our website. The operating company of HubSpot is HubSpot, Inc., 25 First St 2nd Floor Cambridge, MA, USA. Your data can therefore also be stored and processed on servers in America. Hubspot is an American all-in-one platform for inbound marketing, sales, CRM and customer service. It supports companies in their growth and in increasing the quality of their service. HubSpot offers a wide range of tools that can be used as needed.

Through the integration of HubSpot, data such as your IP addresses, the duration of your visit to our website, your operating system and clickstream data may be collected and processed.

Since we cannot rule out the possibility that servers in the USA may also be used for this purpose, we would like to take the precaution of pointing out to you that, according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for data transfers to the USA and that this therefore entails various risks for the legality and security of data processing, including of your data.

6.15.1. Processing purposes

HubSpot is suitable for us to facilitate and optimize our everyday business, as well as to increase your satisfaction. HubSpot plays a very central role in our company and has become indispensable for us. In addition, HubSpot helps us to create a better user experience on our website.

6.15.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service and making it more secure, so we invoke Art. 6 (1) f) (legitimate interest) in this regard.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

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

<https://legal.hubspot.com/de/privacy-policy>

6.15.3. Duration of data storage

The cookie placed on your device will be automatically deleted after 180 days, unless you choose to delete it earlier.

6.15.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. In individual cases, however, this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.16. Privacy policy on the use and application of JW Player

We have integrated JW Player on our website. The operating company of JW Player is LongTail Ad Solutions, Inc. d/b/a JW Player 2 Park Avenue, 10th Floor New York, NY 10016, USA.

Your data can therefore also be stored and processed on servers in America. JW Player is a plugin that allows us to stream videos on our website.

Through the integration of JW Player, data such as your IP addresses may be collected and processed. Since we cannot rule out the possibility that servers in the USA may also be used for this purpose, we would like to point out as a precaution that, according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and that this therefore entails various risks for the legality and security of the data processing, including of your data.

6.16.1. Processing purposes

JW Player is suitable for us to optimize our online service on our website, as well as to provide you with a more transparent picture about our company.

6.16.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service and making it more secure, so we invoke Art. 6 (1) f) (legitimate interest) in this regard.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

For more information on the handling of personal data, please refer to the JW Player privacy policy: <https://www.jwplayer.com/legal/privacy>

6.16.3. Duration of data storage

JW Player stores your usage data for an estimated period of 180 days.

6.16.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. However, in individual cases this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.17. Privacy policy on the use and application of New Relic

We have integrated New Relic on our website. The operating company of New Relic is New Relic Inc., San Francisco, CA, 188 Spear St, San Francisco, USA.

Your data can therefore also be stored and processed on servers in America. New Relic is a platform that allows us to track our systems and optimize them accordingly. Thus, statistical evaluations of the speed of the website can be collected to determine whether the website can be called and how fast the respective page is displayed when called.

Through the integration of New Relic, data such as your IP address can be collected and processed if the website visitor is not logged into New Relic. If the website visitor is logged into New Relic, New Relic can assign the visit to our website to the user's New Relic account.

Since we cannot rule out the possibility that servers in the USA may also be used for this purpose, we would like to take the precaution of pointing out to you that, according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for data transfers to the USA and that this therefore entails various risks for the legality and security of data processing, including of your data.

6.17.1. Processing purposes

New Relic is suitable for us to monitor our website. This allows us to quickly identify problems and ensure that our website is always available for you.

6.17.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service and making it more secure, so we invoke Art. 6 (1) f) (legitimate interest) in this regard.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

For more information on the handling of personal data, please refer to New Relic's privacy policy: <https://newrelic.com/termsandconditions/privacy>

6.17.3. Duration of data storage

New Relic stores your usage data for an estimated period of 180 days.

6.17.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. However, in individual cases this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.18. Privacy policy on the use and application of LinkedIn

We have integrated the social network LinkedIn on our website. The operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

LinkedIn Ireland Unlimited Company Wilton Place, Dublin, is responsible for data processing in the European Economic Area and Switzerland, whereby joint responsibility is to be assumed.

LinkedIn is an Internet-based social network that allows users to connect with existing business contacts and make new business contacts. Over 400 million registered people use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

No personal data or data about your web activities are transmitted to LinkedIn solely through the integration of the LinkedIn functions. Only through interaction with an integrated LinkedIn function, for example clicking a

button, data can be transmitted to LinkedIn, stored and processed. User data is then stored, which may include your IP address, device data or login data, for example.

As a precaution, we would like to point out that according to the opinion of the European Court of Justice (ECJ), there is currently no adequate level of protection for the transfer of data to the USA and therefore various risks are involved for the legality and security of the data processing of your data as well.

6.18.1. Processing purposes

LinkedIn is suitable for us because we are firmly convinced of our offer and our company. So it is indispensable for us to communicate our company and our offer to the outside world. With its focus on the business world, the social network is a perfectly suitable communication channel for us.

6.18.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in communicating our company and our offer to the outside world, therefore we refer here to Art. 6 para. 1 lit. f) (legitimate interest).

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

More information on the handling of personal data can be found in LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>

6.18.3. Duration of data storage

If LinkedIn collects data from other websites, this data is deleted after up to 30 days, unless the need to store the data longer arises from legal obligation.

6.18.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. In individual cases, however, this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.19. Privacy policy on the use and application of Leadfeeder

We have integrated Leadfeeder on our website. The operating company of Leadfeeder is Liidio Oy, Mikonkatu 17 C, Helsinki 00100, Finland.

Your data can therefore also be stored and processed on servers in America. Leadfeeder is a tool from the marketing sector that is intended to enable us to communicate with our prospects in a targeted manner.

In doing so, Leadfeeder accesses the list of IP addresses of website visitors provided by Google Analytics in the evaluation and links the list of IP addresses with information about the companies that can be found on the Internet under these IP addresses. Due to the shortening of the IP addresses of the website visitors, which is already carried out when using Google Analytics, a direct personal reference is not established. A personal reference can only be established on a presumptive basis when reviewing the linked company information.

Since we cannot rule out the possibility that servers in the USA may also be used for this purpose, we would like to take the precaution of pointing out to you that, according to the opinion of the European Court of Justice (ECJ),

there is currently no adequate level of protection for data transfers to the USA and that this therefore entails various risks for the legality and security of data processing, including of your data.

6.19.1. Processing purposes

Leadfeeder is suitable for us in order to be able to analyze the flow of visitors to our website and thus communicate with exactly those companies that need our support.

6.19.2. Legal basis

We require your consent to use the tool, which is the legal basis according to Art. 6 (1) a) (consent). We obtain this consent through our previously described consent tool and also document this via this.

We also have a legitimate interest in optimizing our online service and making it more secure, so we invoke Art. 6 (1) f) (legitimate interest) in this regard.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?locale=de

More information about the handling of personal data can be found in Leadfeeder's privacy policy: <https://www.leadfeeder.com/privacy/>

6.19.3. Duration of data storage

Leadfeeder stores your usage data for an estimated period of 180 days.

6.19.4. Possibility of objection

In principle, you always have the option to freely manage the setting, management and deletion of cookies in your browser according to your wishes and knowledge. For example, if you do not want this tool to set cookies and collect information about you and, if applicable, your behavior, you can disable the basic setting of cookies in your browser settings at any time. In individual cases, however, this may mean that various functionalities (such as shopping carts) on the websites you visit may no longer function even if you wish them to.

6.20. Privacy policy on the use and application of Microsoft Clarity

We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).