

Privacy Policy

1. Data protection at a glance

General information

The following notes provide a simple overview of what happens to your personal data when you visit this website. Personal data is any data by which you can be personally identified. For detailed information on the subject of data protection, please refer to our data protection declaration listed below this text.

Data collection on this website

Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find his contact details in the [imprint](#) of this website.

How do we collect your data?

On the one hand, your data is collected by you providing it to us. This can be, for example, data that you enter in a contact form. Other data is collected automatically or after your consent when you visit the website through our IT systems. This is mainly technical data (e.g. Internet browser, operating system or time of page view). This data is collected automatically as soon as you enter this website.

What do we use your data for?

Some of the data is collected to ensure error-free operation of the website. Other data may be used to analyze your user behavior.

Analysis tools and third-party tools

When visiting this website, your surfing behavior may be statistically analyzed. This is done primarily with so-called analysis programs.

Detailed information about these analysis programs can be found in the following privacy policy.

2. Hosting and content delivery networks (CDN)

External hosting

This website is hosted by an external service provider (hoster). The personal data collected on this website is stored on the hoster's servers. This may include, but is not limited to, IP addresses, contact requests, meta and communication data, contract data, contact details, names, website accesses and other data generated via a website.

The hoster is used for the purpose of fulfilling contracts with our potential and existing customers (Art. 6 para. 1 lit. b DSGVO) and in the interest of a secure, fast

and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. f DSGVO).

Our hoster will only process your data to the extent necessary to fulfill its service obligations and follow our instructions regarding this data.

We use the following hoster:

1&1 IONOS SE

Elgendorfer Street 57

D - 56410 Montabaur

[Data Processing Agreement](#)

In order to ensure data protection-compliant processing, we have signed a Data Processing Agreement with our hoster.

3. General notes and mandatory information

Data protection

The operators of this website take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, different personal data is collected. Personal data is data with which you can be personally identified. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission on the Internet (e.g. when communicating by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

Note on the responsible entity

The responsible body for data processing on this website is:

HDRebellion UG (haftungsbeschränkt)

Bahnhofstr. 3

D - 69115 Heidelberg

E-Mail: info@hdrebellion.com

The responsible entity is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

Storage period

Unless a more specific storage period has been specified within this data protection declaration, your personal data will remain with us until the purpose for the data processing no longer applies. If you assert a legitimate request for deletion or revoke your consent to data processing, your data will be deleted

unless we have other legally permissible reasons for storing your personal data (e.g. retention periods under tax or commercial law); in the latter case, the data will be deleted once these reasons no longer apply.

Right of appeal to the competent supervisory authority

In the event of violations of the GDPR, data subjects shall have a right of appeal to a supervisory authority, in particular in the Member State of their habitual residence, their place of work or the place of the alleged violation. The right of appeal is without prejudice to any other administrative or judicial remedy.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as the site operator, this site uses SSL or TLS encryption.

You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

4. Data collection on this website

Cookies

Our websites use so-called "cookies". Cookies are small text files and do not cause any damage to your terminal device. They are stored either temporarily for the duration of a session (session cookies) or permanently (permanent cookies) on your end device. Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your end device until you delete them yourself or until they are automatically deleted by your web browser.

In some cases, cookies from third-party companies may also be stored on your terminal device when you enter our site (third-party cookies). These enable us or you to use certain services of the third-party company (e.g. cookies for processing payment services).

Cookies have various functions. Many cookies are technically necessary, as certain website functions would not work without them (e.g. the shopping cart function or the display of videos). Other cookies are used to evaluate user behavior or display advertising.

Cookies that are necessary to carry out the electronic communication process (necessary cookies) or to provide certain functions that you have requested (functional cookies, e.g. for the shopping cart function) or to optimize the website (e.g. cookies to measure the web audience) are stored on the basis of Art. 6 (1) lit. f DSGVO, unless another legal basis is specified. The website operator has a legitimate interest in storing cookies for the technically error-free and optimized provision of its services. If consent to the storage of cookies has been requested, the storage of the cookies in question is based exclusively on this consent (Art. 6 para. 1 lit. a DSGVO); consent can be revoked at any time.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be limited.

Insofar as cookies are used by third-party companies or for analysis purposes, we will inform you separately about this within the framework of this data protection declaration and, if necessary, request your consent.

Consentmanager

We have integrated the consent management tool "consentmanager" (www.consentmanager.net) by Jaohawi AB (Håltgelvågen 1b, 72348 Västerås, Sweden, info@consentmanager.net) on our website to request consent for data processing or the use of cookies or similar functions. With the help of consentmanager, you have the option of granting or rejecting your consent for certain functionalities of our website, e.g. for the purpose of integrating external elements, integrating streaming content, statistical analysis, coverage measurement and personalized advertising. You can use consentmanager to give or reject your consent for all functions or to give your consent for individual purposes or individual functions. The settings you have made can also be changed by you afterwards. The purpose of integrating consentmanager is to allow users of our website to decide on the aforementioned matters and, in the course of their continued use of our website, to offer them the opportunity to change settings they have already made. In the course of using consentmanager, personal data as well as information of the end devices used, such as the IP address, are processed.

The legal basis for the processing is Art. 6 para. 1 p. 1 lit. c) in conjunction with. Art. 6 para. 3 p. 1 lit. a) in conjunction with. Art. 7 para. 1 DSGVO and alternatively lit. f). By processing the data, we help our customers (according to DSGVO the responsible party) to fulfill their legal obligations (e.g. obligation to provide evidence). Our legitimate interests in the processing lie in the storage of user settings and preferences in relation to the use of cookies and other functionalities. Consentmanager stores your data as long as your user settings are active. After two years after the user settings have been made, a new request for consent is made. The user settings made will then be stored again for this period.

You can object to the processing. Your right to object exists for reasons arising from your particular situation. For the purpose of objection, please contact us via e-mail at info@consentmanager.net.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- browser type and browser version
- Operating system used
- referrer URL

- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The collection of this data is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the technically error-free presentation and optimization of its website - for this purpose, the server log files must be collected.

Contact form

If you send us inquiries via the contact form, your data from the inquiry form, including the contact data you provided there, will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 (1) lit. b DSGVO, if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6 (1) (f) DSGVO) or on your consent (Art. 6 (1) (a) DSGVO) if this has been requested.

The data you enter in the contact form will remain with us until you request us to delete it, revoke your consent to store it, or the purpose for storing the data no longer applies (e.g. after we have completed processing your request). Mandatory legal provisions - in particular retention periods - remain unaffected.

SendinBlue

This website uses SendinBlue for the creation of forms and for sending automated system or transactional emails, such as emails confirming receipt of your message. The provider is SendinBlue SAS, 55 rue d'Amsterdam, 75008 Paris, France.

SendinBlue is a service that organizes and analyzes the sending of automated system or transactional emails. The data you enter for the purpose of contacting us (e.g. e-mail address) is stored on SendinBlue's servers.

Our e-mails sent with SendinBlue enable us to analyze the behavior of the recipients. Among other things, we can analyze how many recipients have opened the message and how often which link in the e-mail was clicked. All links in the e-mail are so-called tracking links, with which your clicks can be counted.

If you do not want SendinBlue to analyze your data, you must inform us by e-mail to the address given in our imprint. You can revoke your consent at any time with effect for the future by e-mail to the address given in our imprint.

The data you have deposited with us for the purpose of contacting us will be stored by us and on the sendinblue servers until your request their deletion and will be deleted from our servers as well as from the servers of SendinBlue after revocation. Data stored by us for other purposes remain unaffected by this.

For more details, please refer to the privacy policy of SendinBlue at:
<https://www.sendinblue.com/legal/privacypolicy/>.

Data Processing Agreement

We have signed Data Processing Agreement with SendinBlue in which we oblige SendinBlue to protect our customers' data and not to pass it on to third parties.

Requests by e-mail, telephone or fax

If you contact us by e-mail, telephone or fax, your request including all resulting personal data (name, request) will be stored and processed by us for the purpose of processing your request. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 (1) lit. b DSGVO, if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the requests sent to us (Art. 6 (1) (f) DSGVO) or on your consent (Art. 6 (1) (a) DSGVO) if this has been requested.

The data you send to us via contact requests will remain with us until you request us to delete it, revoke your consent to store it, or the purpose for storing the data no longer applies (e.g. after your request has been processed). Mandatory legal provisions -in particular statutory retention periods - remain unaffected.

Comment function on this website

For the comment function on this site, in addition to your comment, details of when the comment was created, your e-mail address and, if you do not post anonymously, the username you have chosen will be stored.

Storage of the IP address

Our comment function stores the IP addresses of users who post comments. Since we do not check comments on this website before they are activated, we need this data to be able to take action against the author in the event of legal violations such as insults or propaganda.

Subscribing to comments

As a user of the site, you can subscribe to comments after registering. You will receive a confirmation email to verify that you are the owner of the email address provided. You can unsubscribe from this function at any time via a link in the info emails. In this case, the data entered in the context of subscribing to comments will be deleted; however, if you have transmitted this data to us for other purposes and at another point (e.g. newsletter order), this data will remain with us.

Storage period of comments

The comments and the associated data are stored and remain on this website until the commented content has been completely deleted or the comments have to be deleted for legal reasons (e.g. offensive comments).

Legal basis

The storage of the comments is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke any consent you have given at any time. For this purpose, an informal communication by EMail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

5. Newsletter, direct marketing

Newsletter and direct marketing data collection

If you would like to receive the newsletter or direct marketing offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter or direct marketing. Further data is not collected or only on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

This data is collected via the registration form or the contact form, in which you also have the option of telling us whether you would like to receive the newsletter or direct marketing.

The processing of the data entered in the registration form or contact form is based exclusively on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter or direct marketing at any time, for example via the "unsubscribe" link in the newsletter/marketing e-mail or by e-mail to the address given in our imprint. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data you provide us with for the purpose of receiving newsletters or direct marketing will be stored by us until you unsubscribe from us or the e-mail service provider and will be deleted from the distribution list after you unsubscribe from the newsletter or direct marketing or after the purpose has ceased to exist. We reserve the right to delete or block e-mail addresses from our distribution list at our own discretion within the scope of our legitimate interest pursuant to Art. 6 (1) lit. f DSGVO.

After your removal from the distribution list, your e-mail address will be stored by us or the e-mail service provider in a blacklist, if necessary, in order to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with legal requirements when sending newsletters and direct marketing (legitimate interest within the meaning of Art. 6 Para. 1 lit. f DSGVO). The storage in the blacklist is not limited in time. You can object to the storage if your interests outweigh our legitimate interest.

SendinBlue

This website uses SendinBlue to create forms and send newsletters and direct marketing. The provider is SendinBlue SAS, 55 rue d'Amsterdam, 75008 Paris, France. SendinBlue is a service that organizes and analyzes the sending of e-mails. The data you enter for the purpose of receiving newsletters or direct marketing (e.g. e-mail address) are stored on SendinBlue's servers.

Our newsletters or marketing e-mails sent with SendinBlue enable us to analyze the behavior of the recipients. Among other things, we can analyze how many recipients have opened the message and how often which link in the e-mail was clicked. All links in the e-mail are so-called tracking links, with which your clicks can be counted.

If you do not want any analysis by SendinBlue, you must unsubscribe from the newsletter or direct marketing. For this purpose, we provide a corresponding link in every message. Furthermore, you can also revoke your consent at any time with effect for the future by sending an e-mail to the address given in our imprint.

The data you provide for the purpose of receiving our newsletter or direct marketing will be stored by us until you unsubscribe and will be deleted from our servers as well as from the servers of SendinBlue after you unsubscribe. Data stored by us for other purposes remains unaffected by this.

For more details, please refer to SendinBlue's privacy policy at:

<https://www.sendinblue.com/legal/privacypolicy/>

Data Processing Agreement

We have signed Data Processing Agreement with SendinBlue in which we oblige SendinBlue to protect our customers' data and not to pass it on to third parties.

6. Social media

Instagram plugin

On this website, functions of the service Instagram are integrated. These functions are offered by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland integrated.

If you are logged into your Instagram account, you can link the content of this website to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate your visit to this

Website to your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram.

The storage and analysis of the data is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the greatest possible visibility in social media. If a corresponding consent has been requested, the processing is based exclusively on Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum ,

<https://help.instagram.com/519522125107875> and

<https://www.facebook.com/help/566994660333381>

For more information, please see Instagram's privacy policy:

<https://instagram.com/about/legal/privacy/>

Linked-in Plugin

Plug-ins of the social network LinkedIn of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA (hereinafter "LinkedIn") are integrated on our pages. You can recognize the LinkedIn plug-ins by the LinkedIn logo or the "Recommend" button on our site.

When you visit our pages, a direct connection is established between your browser and the LinkedIn server via the plug-in. LinkedIn thereby receives the information that you have visited our site with your IP address.

If you click the LinkedIn "Recommend Button" while logged into your LinkedIn account, you can link the content of our pages on your LinkedIn profile. This allows LinkedIn to associate the visit to our pages with your user account.

We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by LinkedIn.

Details on data collection (purpose, scope, further processing, use) as well as your rights and setting options can be found in LinkedIn's privacy policy. LinkedIn provides this information at <https://www.linkedin.com/legal/privacy-policy>

Facebook Plugins (Like & Share-Button)

Plugins of the social network Facebook are integrated on this website. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, according to Facebook, the data collected is also transferred to the USA and other third countries.

You can recognize the Facebook plugins by the Facebook logo or the "Like button" ("Like") on this website. You can find an overview of the Facebook plugins here: https://developers.facebook.com/docs/plugins/?locale=de_DE.

When you visit this website, a direct connection is established between your browser and the Facebook server via the plugin. Facebook thereby receives the information that you have visited this website with your IP address. If you click the Facebook "Like" button while logged into your Facebook account, you can link the content of this website on your Facebook profile. This allows Facebook to associate your visit to this website with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Facebook. For more information, please refer to Facebook's privacy policy at: <https://de-de.facebook.com/privacy/explanation>.

If you do not want Facebook to be able to associate your visit to this website with your Facebook user account, please log out of your Facebook user account.

The use of Facebook plugins is based on Art. 6 (1) lit. F DSGVO. The website operator has a legitimate interest in ensuring the greatest possible visibility in social media. If a corresponding consent has been requested, the processing is based exclusively on Art. 6 (1) a DSGVO; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

https://www.facebook.com/legal/EU_data_transfer_addendum and

<https://www.facebook.com/help/566994660333381>

Twitter Plugin

Functions of the Twitter service are integrated on this website. These functions are offered by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to other users. In the process, data is also transferred to Twitter. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Twitter. For more information, please refer to Twitter's privacy policy at: <https://twitter.com/en/privacy>

The use of the Twitter plugin is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in ensuring the greatest possible visibility in social media. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://gdpr.twitter.com/en/controller-to-controller-transfers.html>

You can change your privacy settings on Twitter in the account settings at <https://twitter.com/account/settings>

7. Analysis tools and advertising

IONOS WebAnalytics

This website uses the analysis services of IONOS WebAnalytics (hereinafter: IONOS). The provider is 1&1 IONOS SE, Elgendorfer Straße 57, D - 56410 Montabaur. Within the scope of the analyses with IONOS, among other things, visitor numbers and behavior (e.g. number of page views, duration of a website visit,

bounce rates), visitor sources (i.e., from which page the visitor comes), visitor locations, and technical data (browser and operating system versions) may be analyzed. For this purpose, IONOS stores the following data in particular:

- Referrer (previously visited website)
- requested website or file
- browser type and browser version
- operating system used
- type of device used
- time of access
- IP address in anonymized form (used only to determine the location of the access).

According to IONOS, the data collection is completely anonymized, so it cannot be traced back to individual persons. Cookies are not stored by IONOS WebAnalytics.

The storage and analysis of the data is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in the statistical analysis of user behavior in order to optimize both its web offering and its advertising. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

For further information on data collection and processing by IONOS WebAnalytics, please refer to the IONOS data protection declaration at the following link:
<https://www.ionos.com/terms-gtc/index.php?id=6>

Data Processing Agreement

In order to ensure data protection-compliant processing, we have signed a Data Processing Agreement with our hoster.

WordPress Statistics

This website uses "WordPress Statistics" to statistically analyze visitor traffic. The provider is Automattic Inc, 60 29th Street #343, San Francisco, CA 94110-4929, USA.

WordPress Statistics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g. cookies or device fingerprinting). WordPress Statistics collects for analysis purposes, among other things, log files (referrer, IP address, browser, etc.), the origin of website visitors (country, city) and what actions they have taken on the site (e.g. clicks, views, downloads). The information thus collected about the use of this website is stored on servers in the USA. Your IP address is anonymized after processing and before storage.

The use of this analysis tool is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the anonymized analysis of user behavior in order to optimize both its web offering and its advertising. Insofar as a corresponding consent

has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

Statify

This website uses "Statify" to statistically analyze visitor traffic. Provider is Pluginkollektiv, Friedberger Anlage 8, 60314 Frankfurt am Main, DE.

<https://pluginkollektiv.org/privacy-policy/>

Statify does not process or store personal data such as IP addresses - Statify counts page views, not visitors.

Absolute respect for privacy combined with transparent procedures: A database table created locally in WordPress consists of only four fields (ID, date, source, destination). Because of this tracking approach, Statify is 100% GDPR compliant.

Google Analytics

This website uses Google Analytics (with anonymization function). Google Analytics is a web analysis service. Web analysis is the collection, compilation and analysis of data about the behavior of visitors to websites. A web analysis service

collects, among other things, data on which website a data subject came to a website from (so-called referrers), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used for the optimization of a website and for the cost-benefit analysis of internet advertising.

The operating company of the Google Analytics component is Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The controller uses the addition "_gat._anonymizeIp" for web analysis via Google Analytics. By means of this additive, the IP address of the Internet connection of the data subject is shortened and anonymized by Google if access to our Internet pages is from a Member State of the European Union or from another State party to the Agreement on the European Economic Area.

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

Google Analytics sets a cookie on the information technology system of the data subject. By setting the cookie, Google is enabled to analyze the use of the website. By each call of one of the individual pages of this website, which is operated by the data controller and on which a Google Analytics component has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently enable commission calculations.

By means of the cookie, personal information, for example the access time, the place from which an access originated and the frequency of visits to our website by the data subject, is stored. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may disclose this personal data collected via the technical procedure to third parties.

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. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the possibility to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google and to prevent such processing. For this purpose, the data subject must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> . This browser add-on informs

Google Analytics via JavaScript that no data and information regarding visits to Internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the information technology system of the data subject is deleted, formatted or reinstalled at a later point in time, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. Provided that the browser add-on is uninstalled or deactivated by the data subject or another person attributable to his or her sphere of control, there is the option of reinstalling or reactivating the browser add-on.

Further information and the applicable Google privacy policy can be found at <https://policies.google.com/privacy> and at <https://marketingplatform.google.com/about/analytics/terms/us/>

Google Analytics is explained in more detail under this link <https://marketingplatform.google.com/about/analytics/>

Google Search Console

For the purpose of continuously optimising the Google ranking of our websites, we use Google Search Console, a web analysis service from Google.

Through Google Search Console, we can perform search analytics that tell us how often our website appears in Google search results. This allows us to monitor and manage our websites in the search index.

When using Google Search Console, no personal user or tracking data is processed or transmitted to Google.

Google Tag Manager

This website uses Google Tag Manager. Google Tag Manager is a solution that allows marketers to manage website tags through one interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal data. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, this remains in place for all tracking tags implemented with Google Tag Manager.

8. Plugins and tools

Google Web Fonts

This site uses so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This enables Google to know that this website has been accessed via your IP address. The use of Google WebFonts is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the uniform presentation of the typeface on his website. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a

DSGVO; the consent can be revoked at any time.

If your browser does not support web fonts, a standard font from your computer will be used.

You can find more information about Google Web Fonts at

<https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://policies.google.com/privacy>

Google Maps

This site uses the map service Google Maps. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

To use the functions of Google Maps, it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transmission.

The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy location of the places indicated by us on the website. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO. If a corresponding

consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1) lit. A DSGVO; the consent can be revoked at any time.

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>

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

The purpose of reCAPTCHA is to verify whether data entry on this website (e.g. in a contact form) is made by a human or by an automated program. For this purpose, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis

reCAPTCHA evaluates various information (e.g. IP address, time spent by the website visitor on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run entirely in the background. Website visitors are not notified that an analysis is taking place.

The storage and analysis of the data is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in protecting its web offers from abusive automated spying and from SPAM. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

For more information on Google reCAPTCHA, please refer to the Google Privacy Policy and the Google Terms of Use at the following links:

<https://policies.google.com/privacy> and <https://policies.google.com/terms>

9. Own Services

OneDrive

We have integrated OneDrive on this website. The provider is Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (hereinafter "OneDrive").

OneDrive allows us to include an upload area on our website where you can upload content. When you upload content, it is stored on OneDrive's servers. When you enter our website, a connection to OneDrive is also established so that OneDrive can determine that you have visited our website.

The use of OneDrive is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in a reliable upload area on its website. If a corresponding consent has been requested, the processing is based exclusively on Art.6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

10. Your Rights

Here you will find your rights in relation to your personal data. Details of these are set out in Articles 7, 15-22 and 77 of the GDPR. You can contact the controller in this regard (item 2).

Right to revoke your consent under data protection law pursuant to Art. 7 (3) p. 1 DS-GVO.

You may revoke your consent to the processing of your personal data at any time with effect for the future. However, the lawfulness of the processing carried out until the revocation is not affected by this.

a) Right to information according to Art. 15 DS-GVO.

You have the right to request confirmation as to whether we are processing personal data relating to you. If this is the case, you have the right to obtain information about this personal data as well as further information, e.g. the purposes of processing, the categories of personal data processed, the recipients and the planned duration of storage or the criteria for determining the duration.

b) Right to rectification and completion according to Art. 16 DS-GVO.

You have the right to request the correction of inaccurate data without undue delay. Taking into account the purposes of the processing, you have the right to request the completion of incomplete data.

c) Right to deletion ("right to be forgotten") according to Art. 17 DS-GVO.

You have a right to deletion insofar as the processing is not necessary.

This is the case, for example, if your data is no longer necessary for the original purposes, you have revoked your declaration of consent under data protection law or the data was processed unlawfully.

d) Right to restriction of processing according to Art. 18 DS-GVO.

You have a right to restriction of processing, e.g. if you believe that the personal data is incorrect.

e) Right to data portability according to Art. 20 DS-GVO.

You have the right to receive the personal data concerning you in a structured, common and machine-readable format.

f) Right to object according to Art. 21 DS-GVO.

You have the right to object at any time, on grounds relating to your particular situation, to the processing of certain personal data concerning you.

In the event of direct marketing, you as the data subject have the right to object at any time to the processing of personal data concerning you for the purposes of such marketing; this also applies to profiling, insofar as it is related to such direct marketing.

g) Automated decision in individual cases including profiling according to Art. 22 DS-GVO.

You have the right not to be subject to a decision based solely on automated processing - including profiling - except in the exceptional circumstances mentioned in Art. 22 DS-GVO.

No decision-making based exclusively on automated processing - including profiling - shall take place.

h) Complaint to a data protection supervisory authority pursuant to Art. 77 DS-GVO.

You may also lodge a complaint with a data protection supervisory authority at any time, for example if you believe that data processing is not in compliance with data protection regulations.