

Privacy policy

In this privacy policy, we inform you about the processing of personal data when using the website.

Controller

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Data protection officer

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Personal data

Personal data is any information relating to an identified or identifiable person (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.

Data when accessing the website

If you only use this website to obtain information and do not provide any data, we only process the data required to display the website on the internet-enabled device you are using. This is in particular

- IP address
- Date and time of the request
- Amount of data transferred in each case
- The website from which the request comes
- Browser type and browser version
- Operating system

The legal basis for the processing of this data is legitimate interests in accordance with Art. 6 para. 1 lit. f) GDPR in order to enable the presentation of the website in principle.

In addition, you can use various services on the website for which further personal and non-personal data is processed.

Your rights

As a data subject, you have the following rights

- You have a right of access to the personal data concerning you that is processed by the controller (Art. 15 GDPR)
- You have the right to rectification of the data concerning you if it is stored incorrectly or incompletely (Art. 16 GDPR)
- You have the right to erasure (Art. 17 GDPR)
- You have the right to request the restriction of the processing of your personal data (Art. 18 GDPR)
- You have the right to data portability (Art. 20 GDPR)
- You have the right to object to the processing of personal data concerning you (Art. 21 GDPR)
- You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you (Art. 22 GDPR)
- You have the right to lodge a complaint with the competent supervisory authority in the event of a suspected breach of data protection law (Art. 77 GDPR). The supervisory authority at your usual place of residence, workplace or at the place of the suspected infringement is responsible.

Use of cookies

Cookies may be stored on your device when you visit the website. Cookies are small text files that are stored by the browser you use. Cookies cannot execute programs or transmit viruses to your device. However, the place that sets the cookie can receive certain information about it. In particular, cookies can be used to recognize the device with which this website was accessed when it is accessed again.

The browser settings can be used to restrict or prevent the setting of cookies. For example, only the acceptance of cookies from third-party providers can be blocked or the acceptance of all cookies can be blocked. However, blocking cookies may mean that you can no longer use all the functions of this website. In the rest of this privacy policy, we will inform you specifically where and for what purpose cookies are used on the pages.

Matomo

Matomo is an analysis tool for the website that determines how often and on which page visitors move at what time and how long they stay there. Matomo collects personal data for storage and administration. This data is passed on to Matomo. The IPs are anonymized. An order processing contract has been concluded with Matomo. You can object to the collection of data at any time.

Facebook privacy policy

This website uses social media integrations from Meta Platforms Inc. 1601 S. California Ave, Palo Alto, CA 94394, USA (Meta). Using the integrated Facebook Like buttons, you can share content on Facebook social networks and when you access a page with an integrated Facebook Like button, a connection is always established between the browser used and the Facebook servers. If you have a Facebook account, this data can also be linked to it. If you do not wish this data to be linked to your Facebook account, please log out of Facebook before visiting our site and delete the cookies in your browser. Meta has submitted to the EU-US Privacy Framework data protection agreement. In addition, joint responsibility has been agreed with Meta.

The legal basis for the processing of the data is consent pursuant to Art. 6 (1) (A) GDPR. You can revoke your consent using the link on the website to retrieve the cookie banner. Alternatively, you can delete the cookies on your device. The European Interactive Digital Advertising Alliance enables an opt-out at: <https://www.youronlinechoice.com/de/praeferenzmanagement> You can find out more about Facebook's data protection at: <https://www.facebook.com/privacy/center/>

Privacy policy X / Twitter

This website uses social media integrations from X Corp., 1355 Market St, Suite 900, San Francisco, CA 94103, USA - formerly Twitter. You can share content on the X Corp. social network using the corresponding buttons on the website. When you access a page with an integrated X Corp. button, a connection is always established between the browser used and the X Corp. servers and cookies are set that enable Internet usage to be tracked. If you have a Twitter account with X Corp., the company can also link the data to this account. If you do not wish this data to be associated with your X Corp. account, please log out of it before visiting the site and delete the cookies in your browser. The legal basis for the processing of the data is consent in accordance with Art. 6 para. 1 lit. A) GDPR. You can revoke this via the website link to call up the cookie banner again. Alternatively, you can delete the cookies in the browser you are using. A opt-out is possible via: <https://optout.aboutads.info/>

You can find out more about data protection at X Corp. at <https://x.com/privacy/>

MailPoet

MailPoet for WordPress is GDPR-compliant in many respects. Mail is sent via your own server. Personal data is processed when you register for the newsletter. This includes contact data such as your email address, usage statistics, website usage data and click logging. The data is transmitted to: Wysija SARL, 6 rue Dieude, 13006 Marseille, France. MailPoet works with an opt-out procedure. Your consent is required and can be revoked at any time.

Legal basis for processing: Section 7 (3) GDPR and Recitals 32 Consent and 43 Informed consent.

You can find out more about MailPoet's data protection at: <https://automattic.com/privacy/>

Privacy policy Google Analytics

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Google). For this purpose, Google places cookies on your device. These enable your website usage to be analyzed. The information collected is usually transmitted to Google servers, which are located in particular in the USA. Google Analytics only stores IP addresses in anonymized form. Google truncates the IP addresses collected within member states of the EU or in other signatory states to the Agreement on the European Economic Area before storing them. Google uses the information collected to evaluate the use of the websites and to compile corresponding reports. Google Analytics is set in such a way that the data is deleted within 3 months after it is collected.

The data is processed on the basis of Art. 6 para. 1 lit. A) GDPR with consent. An order processing agreement and the standard contractual clauses have been concluded with Google. Google is also certified in accordance with the EU US Data Privacy Framework.

You can revoke your consent via the cookie banner embedded when you access the page. Alternatively, you can delete the cookies in the browser you are using. An opt-out is also possible with the following browser add-on:
<https://tools.google.com/dlpage/gaoptout/>

You can find further information on data protection from Google at:
<https://policies.google.com/privacy?hl=de>

Google AdSense privacy policy

This website uses Google AdSense, a service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (Google). Google AdSense enables the integration of advertising on websites. For this purpose, Google places cookies (small text files) on a device or displays web beacons (invisible pixels). These enable website visits to be analyzed. Thanks to cookies for advertising preferences, Google and its partners can provide users with interest-based advertisements based on visits to this website or other websites. The information collected is transferred to Google servers in the USA and stored there.

The data is processed on the basis of consent in accordance with Art. 6 (1) (A) GDPR. You can revoke this by clicking on the link provided on the website to call up the cookie banner. You can also delete the cookies on your device. Order processing and the standard contractual clauses have been agreed with Google. Google has also certified itself in accordance with the EU-US Data Privacy Framework.

Further information on data protection by Google can be found at:
<https://policies.google.com/privacy?hl=de>

Source: Sample data protection declaration from <https://www.anwalt.de>

anwalt.de, ABC-Onlinemedien UG and Klerk-Datenschutz UG assume no liability for the accuracy, completeness or effectiveness of the results generated by the sample privacy policy. Use is expressly at your own risk. The sample data protection declaration cannot replace individual legal advice in individual cases.

Translated with DeepL.com (free version)