

# PRIVACY STATEMENT

## *1. Data protection at a glance*

### **General information**

The following information provides a general overview of what happens to your personal data when you visit this website. Personal data includes all data with which you can be identified. Detailed information on data protection can be found in our Privacy Statement which is included below this text.

### **Data capture on this website**

*Who is responsible for capturing data on this website?*

Data on this website are processed by the website operator. The operator's contact details can be found in the section entitled "Information on the controlling body" in this privacy statement.

*How do we capture your data?*

Your data are collected on the one hand by virtue of the fact that you provide us with such data. For example, these can be data which you enter in a contact form.

Other data are captured automatically by our IT systems or following your consent when you visit our website. In particular, this includes technical data (e.g. internet browser, operating system, or the time you visit our website). These data are captured automatically as soon as you enter this website.

*How do we use your data?*

Some of the data are collected to ensure faultless operation of our website. Other data may be used to analyse your user behaviour.

*What rights do you have regarding your data?*

You have the right, at any time, to obtain information free of charge on the origin, recipients and purpose of your stored personal data. You also have the right to demand the rectification or erasure of these data. If you have issued your consent to the data processing, you may revoke the same at any point in time with future effect. You are also entitled to request that the processing of your personal data be restricted under certain circumstances. You also have the right to lodge a complaint with the responsible supervisory authority. If you have further questions concerning data protection, you can contact us at any time.

### **Cookies, analytical tools and tools of third-party providers (cf. also: 4. Cookies, 5. Plugins and tools)**

When you visit this website, your surfing habits may be statistically analysed (especially by third-party providers). This is done mostly with the aid of so-called analysis programs. You can find detailed information about these analysis programs in the following privacy statement.

Unnecessary cookies, i.e. analysis cookies (Squarespace Analytics) are generally deactivated on this site. However, the integration of YouTube and Google Web Fonts may result in the placement of cookies by such third parties.

## ***2. Hosting and Content Delivery Networks (CDN)***

Squarespace

Our website is hosted by Squarespace Ireland Ltd., Le Pole House, Shipstreet Great, Dublin 8, Ireland

(referred to in the following as: Squarespace). Squarespace, a tool for creating and hosting websites. When you visit our website, your data will be processed on Squarespace's servers. In the process, personal data may also be relayed to Squarespace's parent company, Squarespace Inc., 8 Clarkson St, New York, NY, 10014, USA. Squarespace also stores cookies required for the presentation of the site and to guarantee security (strictly necessary cookies). Squarespace uses data on the basis of Article 6 (1) (f) GDPR. We have a legitimate interest in ensuring that our website is displayed as reliably as possible. Provided corresponding consent has been requested, data will be processed exclusively on the basis of Art. 6 (1) (a) GDPR; consent can be revoked at any time.

The transmission of data to the USA is based on standard contractual clauses of the EU Commission.

You will find details here:

<https://support.squarespace.com/hc/de/articles/360000851908-DSGVO-und-Squarespace>.

You can find information on the cookies generally employed by Squarespace here:

<https://support.squarespace.com/hc/de/articles/360001264507>

## ***3. General and mandatory information***

### **Data protection**

The operators of these pages are committed to the security of your personal data. We treat your personal data confidentially and in compliance with legal data protection regulations and this privacy statement. Different types of personal data are collected when you use this website. Personal data include data by which you can be personally identified. This privacy statement explains what data are captured and what they are used for. It also explains how and for what purpose this is done. Kindly take note that data transmission over the internet (e.g. communication by e-mail) may be associated with security loopholes. Total protection of data against access by third parties is not possible.

Information on the controlling body:

The controlling body for data processing on this website is:

Dr. Barbara Mayer

Oskar-Müller-Str. 4

86399 Bobingen

The controlling body is the natural person or legal entity who/which individually or jointly decides on the purposes and means of processing personal data (such as names, email addresses, etc.).

#### *Storage period*

Unless a more specific storage period is defined in this privacy statement, your personal data will remain with us until the purpose of the data processing no longer applies. If you lodge a legitimate request for erasure or data processing consent is revoked, your data will be erased unless we have other legally permissible grounds for storing your personal data (e.g. retention periods under tax or commercial law); in the latter case, data will be erased once these grounds no longer apply.

#### *Information on the transmission of data to the USA and other third countries*

Among other things, we use tools from companies headquartered in the USA or other third countries lacking the security of data protection legislation. If these tools are activated, your personal data may be transmitted to these third countries and processed there. We would like to point out that a level of data protection comparable with that of the EU cannot be guaranteed in such countries. For example, US companies are obliged to release personal data to security authorities, while you as the data subject cannot take legal action to prevent it. The possibility cannot therefore be ruled out that US authorities (e.g. intelligence services) will process and evaluate any data of yours located on US servers and permanently store them for surveillance purposes. We have no control over such processing activities.

#### *Revocation of your consent to data processing*

Many data processing procedures are only possible with your explicit consent. You are entitled to withdraw your consent at any time. The legality of any data processing carried out before such revocation will not be affected by the revocation.

#### *Right to object to data collection in special cases and to direct marketing (Art. 21 GDPR)*

IF DATA PROCESSING IS CARRIED OUT ON THE BASIS OF ART. 6 (1) (E) OR (F) GDPR, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA FOR REASONS PERTAINING TO YOUR SPECIAL SITUATION; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. THE RELEVANT LEGAL BASIS ON WHICH PROCESSING IS BASED CAN BE TAKEN FROM THIS PRIVACY STATEMENT. IF YOU LODGE AN OBJECTION, WE WILL NO LONGER PROCESS YOUR RELEVANT PERSONAL DATA, UNLESS WE CAN PROVIDE COMPELLING SENSITIVE REASONS FOR PROCESSING, WHICH OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS OR IF THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS (OBJECTION IN ACCORDANCE WITH ART. 21 (1) GDPR). IF YOUR PERSONAL DATA ARE PROCESSED FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR RELEVANT PERSONAL DATA FOR THE PURPOSE OF SUCH MARKETING; THIS ALSO APPLIES TO

PROFILING INsofar AS IT IS CONNECTED WITH SUCH DIRECT MARKETING. IF YOU LODGE AN OBJECTION, YOUR PERSONAL DATA WILL NO LONGER BE USED FOR DIRECT MARKETING PURPOSES (OBJECTION IN ACCORDANCE WITH ART. 21 (2) GDPR).

#### *Right to lodge a complaint with the responsible supervisory authority*

In the event of violations of the GDPR, the data subject has the right to lodge a complaint with a supervisory authority, in particular in the member state of their habitual residence, at their place of work or the place of the alleged violation. The right to lodge a complaint is without prejudice to any administrative or judicial remedies.

#### *Right to Data Portability*

You have the right to request data which we have processed by automated means on the basis of your consent or in order to fulfil a contract, to be handed over to you or to a third party, in a commonly used and machine-readable format. If you request direct transfer of the data to another controller, this will only be done where technically feasible.

#### *SSL or TLS encryption*

For security reasons and to protect the transmission of confidential content such as orders or enquiries that you send to us as the site operator, this site uses SSL or TLS encryption. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://", and by the lock icon in your browser bar. If SSL or TSL encryption is activated, the data that you send to us cannot be read by third parties.

#### *Access, Erasure and Rectification*

Within the scope of current statutory provisions, you have the right at any time to obtain free information about the personal data stored about you, their origin and recipients and the purpose of data processing, and if appropriate, the right to rectification or erasure of such data. If you have further questions concerning personal data, you can contact us at any time.

#### *Right to restriction of processing*

You have the right to request that the processing of your personal data be restricted. You can contact us at any time to this end. The right to restrict processing applies in the following cases:

If you contest the accuracy of your personal data stored with us, we usually need some time to review the data. You have the right, for the duration of any such review, to request that the processing of your personal data be restricted. If your personal data have been / are being unlawfully processed, you can request that processing be restricted instead of their deletion. If we no longer need your personal data, but you need them to exercise, defend or assert legal claims, you have the right to request that the processing of your personal data be restricted instead of their deletion. If you have filed an objection in accordance with Art. 21 (1) GDPR, your interests and our interests must be weighed up. As long as it is not clear whose interests predominate, you will have the right to request that the processing of your personal data be restricted. If you have restricted the processing of your personal data, such data - apart from their storage - may only be processed with your consent or to assert, exercise or defend legal

claims or to protect the rights of another natural person or legal entity or for reasons of an important public interest of the European Union or a Member State.

#### ***4. Data capture on this website***

##### **Cookies**

Our web pages make use of cookies. These are small text files which do no damage to your device. They are stored on your device either temporarily for the duration of a session (session cookies) or permanently (permanent cookies). Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your device until you delete them yourself or your web browser deletes them automatically. In some cases, cookies may also be stored on your device by third parties when you enter our site (third-party cookies). They allow you or us to use certain services of the third-party company (e.g. cookies for processing payment services). Cookies have various functions. Numerous cookies are technically necessary as certain website functions would not function without them (e.g. the shopping basket function or the display of videos). Other cookies serve to evaluate user behaviour or display advertising. Cookies that are required to carry out electronic communication (necessary cookies) or to provide certain functions you desire (functional cookies, e.g. the shopping basket function) or to optimise the website (e.g. cookies for measuring the online audience) are stored on the basis of Art. 6 (1) (f) GDPR unless a different legal basis is specified. The website operator has a legitimate interest in storing cookies in order to be able to provide technically error-free, optimised services. Provided consent has been requested, the cookies in question will be stored exclusively on the basis of this consent (Art. 6 (1) (a) GDPR); consent can be revoked at any time.

You can adjust your browser settings to ensure that you are informed of any cookies placed on your computer, and that you only allow cookies in individual cases, refuse to accept them in certain cases or rule them out altogether, as well as activate the automatic deletion of cookies when you close your browser. The functionality of this website may be restricted if cookies are disabled. If third party cookies are used on this site or for analytical purposes, we will inform you of this separately as part of this privacy statement and, if necessary, request your consent.

##### **cookiebot.com**

We use a web service of Cybot A/S, Havnegade 39, 1058 Kobenhavn, Denmark (ss: cookiebot.com). We use these data to ensure the full functionality of our website. In this context, your browser could possibly send personal data to cookiebot.com. The legal basis for data processing: Art. 6 Abs. 1 lit. f DSGVO. The legitimate interest lies in an error-free functionality of this website. The data will be deleted as soon as the purpose of their storage is fulfilled. You can find further information regarding the personal data handling in the privacy policy of cookiebot: <https://www.cookiebot.com/de/privacy-policy/>

You can prevent the gathering of data by cookiebot.com by deactivating the execution of script code in your browser or installing a script blocker.

You can adjust your browser`s settings according to your personal preferences: You can require special information when cookies are placed or allow cookies only in individual cases, you can refuse to accept cookies in individual cases or in general or activate the automatic deletion of cookies as soon as the browser is closed.

Should you decide to deactivate cookies, the functionality of this website may be limited.

We inform you separately in this privacy statement or possibly ask for permission when cookies are placed by third parties or for analytical purposes.

### **Contact form**

If you use the contact form to send us enquiries, your details from the enquiry form will be saved at our end along with the contact data provided in the form, for the purpose of processing the enquiry and for follow-up questions. We will not pass on these data without your consent. They will be processed on the basis of Art. 6 (1) (b) GDPR if your inquiry relates to the fulfilment of a contract or is required to carry out pre-contractual work. In all other cases, processing is based on our legitimate interest in effectively responding to the inquiry directed at us (Art. 6 (1) (f) GDPR) or on your consent (Art. 6 (1) (a) GDPR) if this has been requested. The data which you enter in the contact form will remain with us until you request us to erase them, revoke your consent to their storage or the purpose for their storage no longer applies (e.g. after your inquiry has been processed). Mandatory statutory provisions - especially those related to retention periods - remain unaffected.

## ***5. Plug-ins and tools***

### **YouTube**

This website integrates videos from the website YouTube.

The operator of the website is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. A connection to the YouTube servers is established when you visit one of our web pages in which YouTube is embedded. This connection is used to inform the YouTube server as to which of our pages you visited. 8 / 10 Furthermore, YouTube can install various cookies on your device or use comparable technologies to recognise you (e.g. device fingerprinting).

By doing so, YouTube receives information on the visitors to this website. This information is used among other things to compile video statistics, improve user-friendliness and pre-empt attempted fraud. By signing into your YouTube account, you enable YouTube to match your surfing behaviour directly with your personal profile. You can prevent this by logging out of your YouTube account. YouTube is used in the interest of an attractive presentation of our online offers.

This constitutes a legitimate interest as defined by Article 6 (1) (f) GDPR. Provided corresponding consent has been requested, data will be processed exclusively on the basis of Art. 6 (1) (a) GDPR; consent can be revoked at any time. Additional information on the handling of user data can be found in YouTube's privacy policy at: <https://policies.google.com/privacy?hl=de>.

### **Google Web Fonts**

This site uses so-called web fonts provided by Google for displaying fonts in a uniform manner. When you open a page, your browser loads the required web fonts to your browser cache in order to display texts and fonts correctly. To do this, the browser you use must connect to Google servers. As a result, Google learns that this website has been accessed via

your IP address. Google web fonts are used on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in a uniform typographical presentation of its website. If corresponding consent has been requested (e.g. consent to the storage of cookies), data will be processed exclusively on the basis of Art. 6 (1) (a) GDPR; consent can be revoked at any time. If your browser does not support web fonts, a standard font is used by your computer. Additional information on Google Web Fonts is available at <https://developers.google.com/fonts/faq> and in Google's privacy policy:

<https://policies.google.com/privacy?hl=de>

Source: <https://www.e-recht24.de>

In any case, the German version of this privacy statement is valid.