

Privacy Policy

With this privacy policy we would like to inform you about how we process personal data and inform you about your rights. We are aware of the importance of processing of personal data for you as affected users and thus fulfill all relevant legal requirements. Protecting your privacy is paramount to us. The processing of your personal data by us takes place in compliance with the General Data Protection Regulation and the national data protection regulations.

Name and contact details of the responsible person and his representative

MAGROUND GmbH / Deutschland

Methfesselstraße 16a
20257 Hamburg

Amtsgericht Hamburg, HRA 100208
Authorized Managing Directors: Jens Müller, Wladimir Alexi

E-Mail: mail@maground.com

Definitions

This Privacy Policy uses the terms of the General Data Protection Regulation (DSGVO).

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter the "data subject"); a natural person is regarded as identifiable, which can be identified directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier or one or more special features, the expression of the physical, physiological, genetic, mental, economic, cultural or social identity of this natural person.

"Processing" means any process performed, with or without the aid of automated procedures, or any such process associated with personal data, such as collecting, collecting, organizing, organizing, storing, adapting or modifying, reading out, and querying Use, disclosure by transmission, dissemination or other form of provision, matching or linking, restriction, erasure or destruction.

"Restriction of processing" is the marking of personal data stored with the aim of limiting its future processing.

"Profiling" means any kind of automated processing of personal data which consists in using that personal data to evaluate certain personal aspects relating to a natural person, in particular aspects relating to job performance, economic situation, health,

to analyze or predict personal preferences, interests, reliability, behavior, location or change of location of that natural person.

"Pseudonymisation" means the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without additional information being provided, provided that such additional information is kept separate and subject to technical and organizational measures to ensure that the personal data should not be assigned to an identified or identifiable natural person.

"File system" means any structured collection of personal data accessible by specific criteria, whether that collection is centralized, decentralized or organized according to functional or geographical considerations.

'Controller' means the natural or legal person, public authority, body or body which, alone or in concert with others, decides on the purposes and means of processing personal data; where the purposes and means of such processing are determined by Union law or the law of the Member States, the controller or the specific criteria for his appointment may be provided for under Union or national law.

"Processor" means a natural or legal person, public authority, body or body that processes personal data on behalf of the controller.

"Recipient" means a natural or legal person, public authority, agency or other entity to whom personal data are disclosed, whether or not it is a third party. However, authorities which may receive personal data under Union or national law in connection with a particular mission are not considered to be recipients; the processing of such data by the said authorities shall be in accordance with the applicable data protection rules in accordance with the purposes of the processing.

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

"Consent" means the expression of the individual's will voluntarily in a particular case, in an informed and unambiguous manner, in the form of a statement or other unambiguous confirmatory act that indicates to the data subject that they are processing personal data relating to them. Data agrees.

We collect and process the following personal information about you:

- Contact and address information, provided you have provided us with your contact information or registered on our site.
- Online identifiers (such as your IP address, browser type and browser version, the related operating system, referrer URL, IP address, file name, access status, amount of data transferred, date and time of the server request).

- Payment information, if you have given us the same.
- Social media identifiers.
- Processing purposes

We process your data for the following purposes:

- for the desired contact,
- for the execution of contracts with you, in particular, the processing of orders and the creation of invoices and the administration of your customer account,
- to update our offer to you (e.g., information about new services or special promotions),
- for advertising purposes,
- to send the e-mail newsletter, if you have registered for it
- for quality assurance and
- for our statistics.

Legal basis of data processing

The processing of your data is done on the following legal bases:

- Your consent in accordance with Art. 6 para. 1 lit. a) GDPR,
- to carry out a contract with you in accordance with Art. 6 para. 1 lit. b) GDPR
- to fulfill legal obligations according to Art. 6 para. 1 lit. c) GDPR or
- from a legitimate interest according to Art. 6 para. 1 lit. f) GDPR.

Legitimate interests

Insofar as the processing of your personal data is based on legitimate interests. Art. 6 para. 1 lit. f) support DS-GMO are such

- the improvement of our offer,
- the protection against abuse and
- the management of our statistics.

Data sources

We receive the data from you (including the equipment you use). If we do not collect the personal data directly from you, we will also inform you of the source of the personal data and, if applicable, whether they originate from publicly available sources.

Recipients or categories of recipients of personal data

When processing your data, we work with the following service providers who have access to your data:

- Providers of web analytics tools.
- Payment service

- Transport companies and shipping partners

There is a transfer of data to third countries outside the European Union. This is done on the basis of statutory contractual provisions that are intended to ensure adequate protection of your data and that you can consult upon request.

Storage time

We store your personal data only as long as it is necessary for the achievement of the processing purpose or is subject to the storage of a legal retention period.

We store your data,

- if you have consented to the processing at the latest until you revoke your consent,
- if we need the data to carry out a contract at most as long as the contractual relationship with you or statutory retention periods are in effect,
- if we use the data on the basis of a legitimate interest at most as long as your interest in deletion or anonymization does not prevail.

Your rights

They have the right - sometimes under certain conditions - to

- Request information about the processing of your data free of charge as well as the receipt of a copy of your personal data. Information you can u.a. require the purposes of the processing, the categories of personal data being processed, the recipients of the data (if disclosed), the duration of the storage or the criteria for determining the duration;
- Correct your data. If your personal data is incomplete, you have the right, under consideration of the processing purposes, to complete the data;
- Clear or block your data. Reasons for the existence of a cancellation / blocking claim can i.a. the revocation of the consent on which the processing is based, the data subject objects to the processing, the personal data were processed unlawfully;
- Limit the processing;
- Object to the processing of your data;
- Revoke your consent to the processing of your data for the future; and
- Complain to the competent authority about inadmissible data processing.

Requirement or obligation to provide data

Unless specifically stated in the survey, the provision of data is not required or

required. Such an obligation may arise from statutory provisions or contractual arrangements.

Further information on data protection

Contact form / customer support

The contact form on our website is an easy way to get in contact with us quickly. In order to make contact possible, some fields are marked as mandatory fields. By filling out the fields and selecting "Submit", you agree that your data will be sent to us by email with the message. The data is not stored on the web server.

As part of customer support, you have the opportunity to contact us via our website. In doing so, you provide us with your contact information voluntarily. Your personal data transmitted to us will be stored automatically, the processing being solely for the purpose of processing your request to us. A passing on to third does not take place.

E-mail Newsletter

If you subscribe to our newsletter, we will use the information required or separately provided by you to send you regular e-mail newsletters. The deregistration from the newsletter is possible at any time and can be done either by a message to the contact option described above or via the designated unsubscribe link in the newsletter.

MailChimp

This website uses the services of MailChimp for sending newsletters. Provider is the Rocket Science Group LLC, 675 Ponce De Leon Ave. NE, Suite 5000, Atlanta, GA 30308, USA.

MailChimp is a service that helps u.a. the dispatch of newsletters can be organized and analyzed. If you enter dates for the purposes of newsletter subscription (e.g., e-mail address), they will be stored on MailChimp's servers in the United States. MailChimp is certified under the EU-US Privacy Shield. The Privacy Shield is an agreement between the European Union (EU) and the US to ensure compliance with European privacy standards in the United States.

With the help of MailChimp we can analyze our newsletter campaigns. When you open an e-mail sent by MailChimp, a file included in the e-mail (called web beacon) connects to MailChimp's servers in the United States. This way you can determine if a newsletter message has been opened and which links have been clicked on. In addition, technical information is collected (e.g., time of retrieval, IP address, browser type and operating system). This information can not be assigned to the respective newsletter recipient. They are used exclusively for the statistical analysis of newsletter campaigns. The results of these analyzes can be used to better tailor future newsletters to the interests of the recipient.

If you do not want analysis by MailChimp, unsubscribe from the newsletter. For this

purpose, we provide a link in every newsletter message. Furthermore, you can unsubscribe from the newsletter directly on the website.

Data processing is based on your consent (Article 6 (1) (a) GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the already completed data processing operations remains unaffected by the revocation.

The data deposited with us for the purpose of obtaining the newsletter will be stored by us from the newsletter until it has been removed from the newsletter and, after unsubscribing from the newsletter, deleted both from our servers and from the servers of MailChimp. Data that has been stored for other purposes with us (such as e-mail addresses for the members area) remain unaffected.

Data storage

We have taken extensive technical and organizational measures to safeguard your information against possible risks, such as unauthorized access or access, unauthorized access, modification or dissemination, loss, destruction or misuse.

In order to protect your personal data from unauthorized access by third parties, we secure the data transmissions. using SSL encryption. It is a standardized encryption method for online services, especially for the Web.

Logfiles

Every time you access our Internet pages, usage data is transmitted through the respective Internet browser and stored in log files, the so-called server log files. The data records stored in this case contain the following data: domain from which the user accesses the website, date and time of retrieval IP address of the accessing computer website (s) visited by the user in the context of the offer, amount of data transmitted, browser type and version, operating system used, name of the Internet service provider, message whether the retrieval was successful. These logfile records are evaluated anonymously to improve the offering and make it more user-friendly, to find and fix bugs, and to control server load.

Cookies

This website uses so-called cookies. A cookie is a text file with an identification number that is transmitted to the user's computer when the website is used together with the other data actually requested. The file is kept there for later access and is used to authenticate the user. Since cookies are just simple files and not executable programs, they pose no threat to your computer. These cookies are automatically accepted according to the user's setting of the Internet browser. However, this setting can be changed and the storage of cookies disabled or set so that the user is notified when a cookie is set. In the case of a deactivation of the use of cookies, however, some functions of the website may not be available or only to a limited extent. You can prevent the setting of cookies through our website at any time by means of an appropriate setting of the Internet browser used and thus permanently contradict the setting of cookies. Already active cookies can be deleted at any time via an internet

browser or other software programs.

We may work with advertising partners to help us make our web site more interesting to you. For this purpose, in this case, when you visit our website, cookies from partner companies are stored on your hard disk (third-party cookies). If we cooperate with aforementioned advertising partners, you will be informed individually and separately about the use of such cookies and the scope of the information collected in the following paragraphs.

Please note that you can set your browser so that you are informed about the setting of cookies and individually decide on their acceptance or can exclude the acceptance of cookies for specific cases or in general. Each browser differs in the way it manages the cookie settings. This is described in the Help menu of each browser, which explains how to change your cookie settings. These can be found for the respective browser under the following links:

Internet Explorer: <http://windows.microsoft.com/de-DE/windows-vista/B...>

Firefox: <https://support.mozilla.org/de/kb/cookies-erlauben...>

Chrome: <http://support.google.com/chrome/bin/answer.py?hl=...>

Safari: https://support.apple.com/kb/ph21411?locale=de_DE

Opera: <http://help.opera.com/Windows/10.20/de/cookies.htm...>

Please note that if you do not accept cookies, the functionality of our website may be limited.

Using the analytics tool Google Analytics

We use the service Google Analytics of Google Inc. This service allows an analysis of the use of our web pages and uses cookies. For this purpose, the information generated by the cookie, such as your anonymized IP address, is transmitted on our behalf to a Google Inc. server in the USA, stored and evaluated there. For on this website Google Analytics has been extended by the code "gtag("config", ... , { "anonymize_ip": true })". This ensures an anonymous collection of IP addresses. The anonymization of your IP address is usually done by shortening your IP address by Google Inc. within the European Union or in other contracting states of the European Economic Area (EEA). In exceptional cases, your IP address will be transmitted to a Google Inc. server in the US and will be anonymised there. Your IP address will not be merged with other data provided by Google Inc. The Google Analytics Advertising feature uses remarketing and demographics and interest reporting. These procedures have the purpose of using the information about the user behavior to direct the advertising measures more closely to the interests of the respective users. As part of the remarketing can be based on the surfing behavior of the user on this website personalized advertising on other websites. The advertising media may contain products that the user has previously viewed on the website. If you've consented to Google linking your web and app browsing history to your Google Account and using information from your Google Account to personalize your ads, Google will use that information for cross-device remarketing. You may object to the collection of your data through Google Analytics at any time. The following options are available:

Most browsers accept cookies automatically. However, you can prevent the use of cookies by setting your browser; In this case, however, not all functions of the website may be used. The settings need

Separate them for each browser you use.

You may also prevent the collection and processing by Google Inc. of this data by downloading and installing the browser ad-on available from the following link:

<https://tools.google.com/dlpage/gaoptout?hl=de>

As an alternative to the browser plug-in or within browsers on mobile devices, please click on the following link to set an opt-out cookie that will prevent Google Analytics from entering this website in the future (this opt-out cookie only works in this browser and only for this domain, delete your cookies in this browser, you must click this link again):

Disable Google Analytics.

An opt-out cookie is stored on your device for our web pages with effect for your currently used browser. If you delete your cookies in this browser, you must click on this link again.

For more information about Terms of Use and Privacy, please visit

<http://www.google.com/analytics/terms/de.html> or <http://www.google.com/analytics/terms/de.html>

Google-Tag-Manager

This website uses Google Tag Manager. Google Tag Manager is a solution that enables marketers to manage site tags through a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect personally identifiable information. The tool triggers other tags, which may collect data. Google Tag Manager does not access this data. If disabled at the domain or cookie level, it will remain in effect for all tracking tags implemented with Google Tag Manager.

Google AdWords

AdWords Google LLC's Conversion Tracking., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). We use the offer of Google Adwords to draw attention to our attractive offers with the help of advertising materials (so-called Google Adwords) on external websites. In relation to the data of the advertising campaigns, we can determine how successful the individual advertising measures are. We are interested in showing you advertisements that are of interest to you, to make our website more interesting to you and to achieve a fair calculation of advertising costs. For more information about Google's privacy policy, visit the following Internet address: <http://www.google.de/policies/privacy/>.

Use of Google AdWords Conversion Tracking

This website uses the online advertising program "Google AdWords" and as part of Google AdWords conversion tracking Google LLC., 1600 Amphitheater Parkway,

Mountain View, CA 94043, USA ("Google"). We use the offer of Google Adwords to draw attention to our attractive offers with the help of advertising materials (so-called Google Adwords) on external websites. In relation to the data of the advertising campaigns, we can determine how successful the individual advertising measures are. We are interested in showing you advertisements that are of interest to you, to make our website more interesting to you and to achieve a fair calculation of advertising costs.

The conversion tracking cookie is set when a user clicks on a Google-served AdWords ad. Cookies are small text files that are stored on your computer system. These cookies usually lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of this website and the cookie has not expired yet, Google and we can recognize that the user clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies can not be tracked through AdWords advertisers' websites. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users. If you do not want to participate in tracking, you can block this usage by disabling the Google Conversion Tracking cookie through its Internet browser under User Preferences. You will not be included in the conversion tracking statistics. We use Google Adwords based on our legitimate interest in a targeted advertising gem. Art. 6 para. 1 lit. f DSGVO.

US-based Google LLC is certified under the US Privacy Shield, which ensures compliance with the level of data protection in the EU.

For more information about Google's privacy policy, visit the following Internet address: <http://www.google.de/policies/privacy/>

You can permanently deactivate cookie cookies by blocking them by setting your browser software accordingly or by downloading and installing the browser plug-in available under the following link:

<http://www.google.com/settings/ads/plugin?hl=de>

Please note that certain functions of this website may not be used or may only be of limited use if you have deactivated the use of cookies

Google Maps

On our website, we use Google Maps (API) from Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Google Maps is a web service for displaying interactive (land) maps to visually display geographic information. The use of this service will show you our location and facilitate your arrival. When you visit any

of the subpages where the Google Maps map is incorporated, information about your use of our website (such as your IP address) is transmitted to Google's servers in the United States and stored there. This is done regardless of whether Google provides a user account that you are logged in to, or if there is no user account. When you're logged in to Google, your data will be assigned directly to your account. If you do not wish to be associated with your profile on Google, you must log out before activating the button. Google stores your data (even for non-logged-in users) as usage profiles and evaluates them. According to Art. 6 (1) (f) of the GDPR, such an evaluation is based on the legitimate interests of Google in the display of personalized advertising, market research and / or tailor-made design of its website. You have a right of objection to the formation of these user profiles, and you must comply with this to Google. For details on privacy related to the use of Google Maps, please visit the Google Privacy Policy:

<http://www.google.de/intl/de/policies/privacy/>

Google Web Fonts

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

To do this, the browser you use must connect to Google's servers. As a result, Google learns that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a consistent and attractive presentation of our online services. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

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

More information about Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's Privacy Policy: <https://www.google.com/policies/privacy/>.

Data processing when opening a customer account and for contract execution

According to Art. 6 para. 1 lit. b DSGVO, personal data will continue to be collected and processed when you provide it to us for the purpose of concluding a contract or opening a customer account. Which data are collected, can be seen from the respective input forms. A deletion of your customer account is possible at any time and can be by a message to the o.g. Address of the person responsible. We save and use the data you have provided for the execution of the contract. After completion of the contract or deletion of your customer account, your data will be blocked with regard to tax and commercial retention periods and deleted after expiration of these periods, unless you have expressly consented to a further use of your data or a legally permitted further data use by our side which we will inform you accordingly below.

Data processing for order processing

In order to process your order, we cooperate with the following service providers who support us wholly or partially in the execution of closed contracts. These personal data will be transmitted to these service providers in accordance with the following information.

The personal data collected by us will be passed on to the transport company commissioned with the delivery within the scope of the contract, insofar as this is necessary for the delivery of the goods. We will pass on your payment details to the commissioned bank as part of the payment process if this is necessary for the payment process. If payment service providers are used, we will inform you explicitly below. The legal basis for the transfer of the data is Art. 6 para. 1 lit. b DSGVO.

In order to fulfill our contractual obligations to our customers, we work together with external shipping partners. We only give your name and delivery address for the purpose of the delivery of goods Art. 6 para. 1 lit. b DSGVO to a shipping partner chosen by us.

Use of payment service providers (payment service providers)

PayPal

The PayPal service is provided by PayPal (Europe) S.à r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg. When paying by PayPal, you will be redirected to PayPal's website. For the use of this service, PayPal collects, stores and processes your personal data such as your name, address, telephone number and e-mail address as well as your credit card or bank account details. PayPal alone is responsible for the protection and handling of data collected by PayPal. In this respect, the PayPal Terms of Use apply, which you can access at www.PayPal.com. For more information about how to handle your information, please refer to the PayPal Privacy Policy available at the following link:

<https://www.paypal.com/de/webapps/mpp/ua/privacy-f...>

Stripe

If you choose to use a payment method from the payment service provider Stripe, the payment will be processed via the payment service provider Stripe Payments Europe Ltd, Block 4, Harcourt Center, Harcourt Road, Dublin 2, Ireland, to which we will provide your information communicated during the ordering process and the information about Your order (name, address, account number, bank code, possibly credit card number, invoice amount, currency and transaction number) in accordance with Art. 6 para. 1 lit. b DSGVO. The transfer of your data is exclusively for the purpose of payment processing with the payment service provider Stripe Payments Europe Ltd. and only insofar as it is necessary for this. For more information about Stripe's privacy, please visit <https://stripe.com/de/terms>

In particular, Stripe has published the following information on the nature, scope and purpose of the data processing: [Datenschutzerklärung](#) , [Privacy Shield-List entry](#).

Sentry

To improve the technical stability of our services, we use (Sentry, 1501 Mariposa St # 408, San Francisco, CA 94107, USA). Sentry monitors system stability and detects code errors. The data of the users, e.g. Information on the device or the time of the error will be collected anonymously and will not be used for personal purposes and will subsequently be deleted. For more information, please refer to the Sentry Privacy Policy: <https://getsentry.com/privacy/>

Krpano Panoramic Video Support

<https://krpano.com/video/>

Krpano is a website plugin for viewing 360 ° HDR spheres in the browser. (Krpano Gesellschaft mbH, Hauptstraße 36a, 7301 Deutschkreutz, Austria). No personal data will be retrieved or stored.

JivoChat / Chat Support

(1) Our website uses technology provided by JivoSite Inc, 525 W. Remington Drive, Sunnyvale, CA 94087, USA (www.jivochat.com) to collect and store anonymised data for the operation of the live chat system for answering live support requests. Usage profiles can be created from this anonymised data under a pseudonym. Cookies can be used for this purpose. Cookies are small text files that are stored locally in the cache of the site visitor's internet browser. The cookies enable the recognition of the internet browser. The data collected with the Jivochat technologies will not be used to personally identify the visitor to this website without the separately granted consent of the person concerned and will not be merged with personal data about the bearer of the pseudonym.

(2) The chat can be used completely anonymously and serves to advise interested parties and customers on product selection and product questions. The data collected is only used within the scope of the purpose limitation and is stored within the scope of legal storage obligations or deleted after expiry.

(3) In order to avoid the storage of Jivochat cookies, you can set your Internet browser so that no more cookies can be stored on your computer in the future or so that cookies that have already been stored are deleted. However, switching off all cookies may mean that some functions on our Internet pages can no longer be carried out. You can object to the collection and storage of data for the purpose of creating a pseudonymised user profile at any time with future effect by sending us your objection informally by e-mail to the e-mail address given in the imprint

Optinly Website Popups

We use Optinly to inform users about news and updates. Optinly is an app developed by Cartrabbit Technologies Private Limited, India Privacy Policy: <https://optinly.com/privacy-policy/> . User can pro-actively provide following information when prompted:

Personal Data
Email address
First name
Last name
Phone number

Optinly also tracks user anonymously on the website to display the popup according to pages he visits or elements he engages.

Visitor Action Pixels from Facebook, Behance, LinkedIn

With your consent, we use the "visitor action pixel" of Facebook Inc., Behance, and the LinkedIn Ireland Unlimited Company on our website. With its help, we can track users' actions after they've seen or clicked an ad. This will allow us to track the effectiveness of the advertisements on the mentioned platforms for market research purposes. The data collected in this way is anonymous for us, ie we do not see the personal data of individual users. However, this data is stored and processed by the respective platform provider, which we inform you about to the best of our knowledge. For more information, please refer to the Privacy Policy:

Facebook: <https://www.facebook.com/about/privacy/>

Behance: <https://www.adobe.com/privacy.html>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Video Plugins (Vimeo, Youtube)

Our website includes plugins from video portal Vimeo or Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA. When you visit a page of our website that contains such a plugin, your browser connects directly to the servers of Vimeo. The content of the plugin is transmitted by Vimeo directly to your browser and integrated into the page. Through this integration, Vimeo receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Vimeo account or are currently not logged in to Vimeo. This information (including your IP address) is transmitted by your browser directly to a Vimeo server in the USA and stored there. If you are logged in to Vimeo, Vimeo can immediately allocate your visit to our website to your Vimeo account. If you interact with the plugins (such as pressing the start button of a video), this information will also be sent directly to a Vimeo server and stored there. The purpose and scope of the data collection and the further processing and use of the data by Vimeo, as well as your

rights in this regard and setting options for the protection of your privacy can be found in the privacy notices of Vimeo: <http://vimeo.com/privacy>

This site uses the Youtube embedding feature to display and play videos from Youtube, which belongs to Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"). Here, the extended privacy mode is used, which according to the provider information storage of user information only when playing the / the video in motion. When the playback of embedded Youtube videos starts, the provider "Youtube" uses cookies to collect information about user behavior. According to "Youtube" hints, these are used, among other things, to capture video statistics, improve user-friendliness and prevent abusive practices. If you're logged in to Google, your data will be assigned directly to your account when you click a video. If you do not wish to associate with your profile on YouTube, you must log out before activating the button. Google stores your data (even for non-logged-in users) as usage profiles and evaluates them. According to Art. 6 (1) (f) of the GDPR, such an evaluation is based on the legitimate interests of Google in the display of personalized advertising, market research and / or tailor-made design of its website. You have a right to object to the creation of these User Profiles, and you must be directed to YouTube to use them. Regardless of any playback of the embedded video, every time you visit this website, it will connect to the Google Network "DoubleClick", which may trigger further data processing without our having any influence. US-based Google LLC is certified under the US Privacy Shield, which ensures compliance with the level of data protection in the EU. Further information on data protection at "YouTube" can be found in the provider's privacy policy at: <https://www.google.de/intl/de/policies/privacy>

Pardot Marketing Automation System

We use the Pardot Marketing Automation System ("Pardot MAS") from Pardot LLC, 950 E. Paces Ferry Rd. Suite 3300 Atlanta, GA 30326, USA ("Pardot"). Pardot is specialist software for gathering and evaluating information about how a website is used by its visitors. Pardot participates in the Safe Harbor Program of the US Department of Commerce. Further information about how personal data collected in the European Union is handled by Pardot can be found in the Safe Harbor Notice: www.pardot.com/company/legal/safe-harbor-notice. General information about the Safe Harbor Program can be found at www.export.gov/safeharbor. Pardot's current Safe Harbor certification can also be seen there.

When you visit our website, Pardot MAS records your click path through the site and creates an individual usage profile under a pseudonym. Cookies are used for this purpose in order for your browser to be recognised. By clicking accept on the cookie acceptance banner when first using our website or by continuing to use our website that makes use of cookies, you agree to the use of cookies by Pardot.

You may withdraw your acceptance at any time with effect for the future. Please use the contact information provided at the end of this data protection policy to do this. You can also deactivate the creation of usage profiles stored under pseudonyms at any time by configuring your web browser to not accept cookies from the domain "pardot.com". This may, however, result in certain limitations to the functionality and user-friendliness of our offering.

Status of this Privacy Policy

May 2021

We reserve the right to change this Privacy Policy at any time with future effect.