

Muse Privacy Policy

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Introduction	1
Used terms	2
Relevant legal bases	3
Safety measures	4
Collaboration with processors and third parties	5
Transfers to third countries	6
Rights of subjects	7
Withdrawal	8
Cookies and right to object in direct mail	9
Deletion of data	10
Hosting	11
Collection of access data and log files	12
Provision of contractual services	13
Amazon Affiliate Program	14
Register function	15
Contact	16
Comments and posts	17
Newsletter	18
Google Analytics	19
Google-Ad/Marketing-Services	20
Facebook-Pixel, Custom Audiences and Facebook-Conversion	21
Online presence in social media	22

1 Introduction

Hello to our privacy policy. It is important to know these as they affect your ("you", "your", "customer", "customer") rights. Read these and our [Terms of Use](#) and conditions referred to herein with care and attention.

Types of processed data:

- Inventory data (e.g., names, addresses).
- Contact details (e.g., email, phone numbers).
- Content data (e.g., text input, photographs, videos).
- Usage data (e.g., websites visited, interest in content, access time).
- Meta / communication data (e.g., device information, IP addresses).

Purpose of processing:

- Providing the online offer, its features and content.
- Answering contact requests and communicating with users.
- Safety measures.
- Audience measurement.
- Marketing.

[Back To Top](#)

2 Used terms

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

Processing is any process performed with or without the aid of automated procedures or any such process associated with personal information. The term goes far and includes virtually every handling of data.

The person responsible shall be the natural or legal person, public authority, body or body which, alone or in concert with others, determines the purposes and means of processing personal data.

[Back To Top](#)

3 Relevant legal bases

In accordance with Art. 13 GDPR, we inform you about the legal basis of our data processing. Unless the legal basis in the data protection declaration is not mentioned, the following applies: The legal basis for obtaining consent is Article 6 (1) lit. a and Art. 7 GDPR, the legal basis for the processing for the performance of our services and the performance of contractual measures as well as the response to inquiries is Art. 6 (1) lit. b GDPR, the legal basis for processing in order to fulfill our legal obligations is Art. 6 (1) lit. c GDPR, and the legal basis for processing in order to safeguard our legitimate interests is Article 6 (1) lit. f GDPR. In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR as legal basis.

[Back To Top](#)

4 Safety measures

We ask you to inform yourself regularly about the content of our privacy policy. We will adjust the privacy policy as soon as the changes to the data processing we make require it. We will notify you as soon as the changes require your participation (e.g., consent) or other individual notification.

[Back To Top](#)

5 Collaboration with processors and third parties

If, in the context of our processing, we disclose data to other persons and companies (contract processors or third parties), transmit them to them or otherwise grant access to the data, this will only be done on the basis of a legal permission (e.g., if a transmission of the data to third parties, as required by payment service providers, pursuant to Art. 6 (1) (b) GDPR to fulfill the contract), you have consented to a legal obligation or based on our legitimate interests (eg the use of agents, webhosters, etc.).

Insofar as we commission third parties to process data on the basis of a so-called contract processing contract, this is done on the basis of Art. 28 GDPR.

[Back To Top](#)

6 Transfers to third countries

If we process data in a third country (ie outside the European Union (EU) or the European Economic Area (EEA)) or in the context of the use of third party services or disclosure or transmission of data to third parties, this will only be done if it is to fulfill our (pre) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we process or have the data processed in a third country only in the presence of the special conditions of Art. 44 et seq. DSGVO. That the processing is e.g. on the basis of specific guarantees, such as the officially recognized level of data protection by the EU (eg for the USA through the Privacy Shield) or compliance with officially recognized special contractual obligations (so-called standard contractual clauses).

[Back To Top](#)

7 Rights of subjects

You have the right to ask for confirmation as to whether the data in question is being processed and for information about this data as well as for further information and a copy of the data in accordance with Art. 15 GDPR.

You have accordingly. Art. 16 GDPR the right to demand the completion of the data concerning you or the correction of the incorrect data concerning you.

In accordance with Art. 17 GDPR, they have the right to demand that the relevant data be deleted immediately or, alternatively, to require a restriction of the processing of data in accordance with Art. 18 GDPR.

You have the right to demand that the data relating to you, which you have provided to us, be obtained in accordance with Art. 20 GDPR and request their transmission to other persons responsible.

According to Art. 77 GDPR, they also have the right to lodge a complaint with the competent supervisory authority.

[Back To Top](#)

8 Withdrawal

You have the right to revoke granted consent in accordance with Art. 7 para. 3 GDPR with effect for the future.

[Back To Top](#)

8.1 Contradictory legal

You can object to the future processing of your data in accordance with Art. 21 GDPR at any time. The objection may in particular be made against processing for direct marketing purposes.

[Back To Top](#)

9 Cookies and right to object in direct mail

Cookies are small files that are stored on users' computers. Different information can be stored within the cookies. A cookie is primarily used to store the information about a user (or the device on which the cookie is stored) during or after his visit to an online offer. Temporary cookies, or session cookies or transient cookies, are cookies that are deleted after a user leaves an online service and closes their browser. In such a cookie, e.g. the contents of a shopping cart in an online shop or a login status are saved. Cookies are called permanent or persistent and remain saved even after the browser has been closed. Thus, e.g. the login status will be saved if users visit it after several days. Likewise, in such a cookie the interests of the users can be stored, which are used for range measurement or marketing purposes. A third-party cookie is a cookie that is offered by providers other than the person who runs the online offer (otherwise, if it is only their cookies, this is called first-party cookies).

We can use temporary and permanent cookies and clarify this in the context of our privacy policy.

If users do not want cookies stored on their computer, they will be asked to disable the option in their browser's system settings. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

A general contradiction to the use of cookies used for online marketing purposes can be found in a variety of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/> be explained. Furthermore, the storage of cookies can be achieved

by switching them off in the settings of the browser. Please note that not all features of this online offer may be used afterwards.

[Back To Top](#)

10 Deletion of data

The data processed by us are deleted or limited in their processing in accordance with Articles 17 and 18 GDPR. Unless explicitly stated in this privacy policy, the data stored by us are deleted as soon as they are no longer required for their purpose and the deletion does not conflict with any statutory storage requirements. Unless the data is not deleted because it is required for other and legitimate purposes, its processing will be restricted. That is, the data is locked and not processed for other purposes. This applies, for example for data that must be kept for commercial or tax reasons.

According to legal regulations in Germany, the storage takes place in particular for 10 years according to §§ 147 paragraph 1 AO, 257 paragraph 1 No. 1 and 4, paragraph 4 HGB (books, records, situation reports, accounting documents, trading books, documents relevant for taxation, etc.) and 6 years in accordance with § 257 paragraph 1 nos. 2 and 3, paragraph 4 HGB (commercial letters).

According to legal regulations in Austria the storage takes place in particular for 7 years according to § 132 paragraph 1 BAO (accounting documents, receipts / invoices, accounts, receipts, business papers, statement of income and expenses, etc.), for 22 years in connection with real estate and 10 years for documents related to electronically supplied services, telecommunications, broadcasting and television services provided to non-EU companies in EU Member States for which the Mini-One-Stop-Shop (MOSS) is used.

[Back To Top](#)

11 Hosting

The hosting services we use are for the purpose of providing the following services: infrastructure and platform services, computing capacity, storage and database services, security and technical maintenance services we use to operate this online service.

Here we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta and communication data of customers, interested parties and visitors to this online offer on the basis of our legitimate interests in an efficient and secure provision of this online offer acc. Art. 6 para. 1 lit. f GDPR i.V.m. Art. 28 GDPR (conclusion of contract processing contract).

[Back To Top](#)

12 Collection of access data and log files

We (Muse), or our hosting provider, collects on the basis of our legitimate interests within the meaning of Art. 6 (1) lit. f. DSGVO Data on every access to the server on which this service is located (so-called server log files). Access data includes the name of the retrieved web page, file, date and time of retrieval, amount of data transmitted, successful retrieval message, browser type and version, user's operating system, referrer URL (previously visited page), IP address, and the requesting provider.

Logfile information is stored for security purposes (for example, to investigate abusive or fraudulent activities) for a maximum of 7 days and then deleted. Data whose further retention is required for evidential purposes shall be exempted from the cancellation until final clarification of the incident.

[Back To Top](#)

13 Provision of contractual services

We process inventory data (e.g., names and addresses as well as contact information of users), contract data (e.g., services used, names of contacts, payment information) for the purpose of fulfilling our contractual obligations and services in accordance with Art. Art. 6 para. 1 lit b. GDPR. The entries marked as obligatory in online forms are required for the conclusion of the contract.

As part of the use of our online services, we store the IP address and the time of each user action. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorized use. A transfer of these data to third parties is generally not possible unless it is necessary for the prosecution of our claims or there is a legal obligation in accordance with this. Art. 6 para. 1 lit. c GDPR.

We process usage data (e.g., the visited web pages of our online offering, interest in our products) and content data (e.g., entries in the contact form or user profile) for advertising purposes in a user profile to inform the user e.g. to display product instructions based on their previously used services.

The deletion of the data takes place after expiration of legal warranty and comparable obligations, the necessity of the storage of the data is checked every three years; in the case of legal archiving obligations, the deletion takes place after its expiration. Information in the customer's account remains until it is deleted.

[Back To Top](#)

14 Amazon Affiliate Program

On the basis of our legitimate interests (i.e., interest in the economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO), we are participants in the Amazon EU Affiliate Program, which was designed to provide a medium for websites by means of which the placement of advertisements and links to Amazon.de advertising fee refund can be earned (so-called affiliate system). Amazon uses cookies to track the origin of orders. Among other things, Amazon may recognize that you have clicked the affiliate link on this site and subsequently purchased a product from Amazon.

For more information about Amazon's data usage and opt-out options, please visit the company's privacy policy: http://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=3312401.

[Back To Top](#)

15 Register function

Users can optionally create a user account. As part of the registration, the necessary mandatory information is communicated to the users. The data entered during registration will be used for the purpose of using the offer. Users may be informed by e-mail about offer or registration-related information, such as changes in the scope of the offer or technical circumstances. If users have terminated their user account, their data will be deleted with regard to the user account, subject to their retention is for commercial or tax law reasons according to Art. 6 para. 1 lit. c GDPR necessary. It is the responsibility of the users to secure their data upon termination before the end of the contract. We are entitled to irretrievably delete all user data stored during the term of the contract.

In the context of the use of our registration and registration functions as well as the use of user accounts, the IP address and the time of the respective user action will be saved. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorized use. A transfer of these data to third parties does not take place, unless it is necessary for the prosecution of our claims or there is a legal obligation in accordance with this. Art. 6 para. 1 lit. c GDPR. The IP addresses will be anonymized or deleted after 7 days at the latest.

[Back To Top](#)

16 Contact

When contacting us (for example, by contact form, e-mail, telephone or via social media) the information of the user to process the contact request and its processing in accordance with Art. 6 para. 1 lit. b) GDPR processed. User information can be stored in a Customer Relationship Management System ("CRM System") or comparable request organization.

We delete the requests, if they are no longer required. We check the necessity every two years; Furthermore, the legal archiving obligations apply.

[Back To Top](#)

17 Comments and posts

If users leave comments or other contributions, their IP addresses may be based on our legitimate interests within the meaning of Art. 6 para. 1 lit. f. GDPR be stored for 7 days. This is for our own safety, if someone leaves illegal content in comments and contributions (insults, prohibited political propaganda, etc.). In this case, we ourselves can be prosecuted for the comment or post and are therefore interested in the identity of the author.

Furthermore, we reserve the right, in accordance with our legitimate interests. Art. 6 para. 1 lit. f. GDPR to process the information of users for the purpose of spam detection.

[Back To Top](#)

18 Newsletter

With the following information we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedures as well as your right of objection. By subscribing to our newsletter, you agree to the receipt and the procedures described.

We send newsletters, e-mails and other electronic notifications with advertising information (hereinafter newsletter) only with the consent of the recipient or a legal permission. Insofar as the contents of a newsletter are concretely described, they are authoritative for the consent of the users. In addition, our newsletters contain information about our services and us.

[Back To Top](#)

18.1 Double opt-in and logging

The registration for our newsletter takes place in a so-called double opt-in procedure. In other words, you will receive an e-mail after logging in, requesting confirmation of your registration. This confirmation is necessary so that nobody can register with external e-mail addresses. The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the login and the confirmation time, as well as the IP address. Likewise, changes to your data stored with the shipping service provider will be logged.

[Back To Top](#)

18.2 Credentials

To subscribe to the newsletter, it is sufficient to enter your e-mail address. Optionally, we ask you to give a name in the newsletter for personal address.

[Back To Top](#)

18.3 Germany

The sending of the newsletter and the associated performance measurement is based on the consent of the recipient in accordance with Art. 6 (1) lit. a, Art. 7 GDPR in conjunction with § 7 (2) no. 3 UWG or on the basis of the statutory permission pursuant to § 7 (3) UWG.

The logging of the registration process is based on our legitimate interests in accordance with Art. 6 (1) lit. f DSGVO. Our interest lies in the use of a user-friendly and secure newsletter system, which serves both our business interests and the expectations of the users and also allows us to prove our consent.

[Back To Top](#)

18.4 Termination / Revocation

You can terminate the receipt of our newsletter at any time, that is, revoke your consent. A link to cancel the newsletter can be found at the end of each newsletter. We may save the submitted email addresses for up to three years based on our legitimate interests before we delete them to provide prior consent. The processing of this data is limited to the purpose of a possible defense against claims. An individual request

for cancellation is possible at any time, provided that at the same time the former existence of a consent is confirmed.

[Back To Top](#)

18.5 Newsletter - shipping service provider

The newsletter is distributed via MailChimp, a mail-order service provider of Rocket Science Group, LLC, 675 Ponce De Leon, NE # 5000, Atlanta, GA 30308, USA. The privacy policy of the shipping service provider can be viewed here: <https://mailchimp.com/legal/privacy/>. The Rocket Science Group LLC is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European data protection standards (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>). The shipping service provider is based on our legitimate interests in accordance with Art. 6 para. 1 lit. f GDPR and a contract processing contract pursuant to Article 28 (3) sentence 1 GDPR.

The shipping service provider may use the data of the recipients in pseudonymous form, i. without assignment to a user, to optimize or improve their own services, e.g. for the technical optimization of shipping and the presentation of newsletters or for statistical purposes. However, the shipping service provider does not use the data of our newsletter recipients to address them themselves or to pass the data on to third parties.

[Back To Top](#)

18.6 Newsletter - Success Measurement

The newsletters contain a so-called web-beacon, i. a pixel-sized file that is retrieved from the server when the newsletter is opened by our server, or if we use a shipping service provider. This call will initially collect technical information, such as information about the browser and your system, as well as your IP address and time of retrieval.

This information is used to improve the technical performance of services based on their specifications or audience and their reading habits, based on their locations (which can be determined using the IP address) or access times. Statistical surveys also include determining if the newsletters will be opened, when they will be opened and which links will be clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our goal nor, if used, that of the shipping service provider to observe individual users. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

[Back To Top](#)

19 Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC (Google), based on our legitimate interests (that is, interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. f. GDPR). Google uses cookies. The information generated by the cookie about the use of the online offer by the users are usually transmitted to a Google server in the USA and stored there.

Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offer and to provide us with further services related to the use of this online offer and the internet usage. In this case, pseudonymous usage profiles of the users can be created from the processed data.

We only use Google Analytics with activated IP anonymization. This means that the IP address of the users will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there.

The IP address submitted by the user's browser will not be merged with other data provided by Google. Users can prevent the storage of cookies by setting their browser software accordingly; Users may also prevent the collection by Google of the data generated by the cookie and related to its use of the online offer and the processing of such data by Google by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.

For more information about Google's data usage, hiring and disparaging options, please read Google's Privacy Policy (<https://policies.google.com/technologies/ads>) and Google's Ads Ads Settings (<https://adssettings.google.com/authenticated>).

The personal data of users will be deleted or anonymised after 14 months.

[Back To Top](#)

20 Google-Re/Marketing-Services

Based on our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. GDPR) we use the marketing and remarketing services of (Google marketing services for short) Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, (Google).

Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google Marketing Services allows us to better target advertisements for and on our website so that we only present ads to users that potentially match their interests. If a user e.g. Showing ads for products he's been interested in on other websites is called remarketing. For these purposes, when Google and our other websites accessing Google Marketing Services are directly accessed by Google, a code will be executed by Google and so-called (re) marketing tags (invisible graphics or code, also called "Web Beacons ") incorporated into the website. With their help, the user is provided with an individual cookie, i. a small file is saved (instead of cookies, comparable technologies can also be used). The cookies can be set by different domains, including google.com, doubleclick.net, invitemediam.com, admeld.com, googlesyndication.com or googleadservices.com. In this file is noted which web pages the user visited, for what content he is interested and what offers he has clicked, as well as technical information about the browser and operating system, referring web pages, visit time and other information on the use of the online offer. The IP address of the users is also recorded, whereby we inform in the context of Google Analytics that the IP address is reduced within member states of the European Union or other parties to the Agreement on the European Economic Area and only in exceptional cases to one Google server in the US is transmitted and shortened there. The IP address will not be merged with data of the user within other offers from Google. The above information may also be linked by Google with such information from other sources. If the user then visits other websites, they can be displayed according to his interests, the ads tailored to him.

The data of the users are pseudonym processed in the context of the Google marketing services. That is, Google stores and processes e.g. not the name or e-mail address of the users, but processes the relevant data cookie-related within pseudonymous user profiles. That from the perspective of Google, the ads are not managed and displayed to a specifically identified person, but to the cookie owner, regardless of who that cookie owner is. This does not apply if a user has explicitly allowed Google to process the data without this pseudonymization. The information collected about users through Google Marketing Services is transmitted to Google and stored on Google's servers in the United States.

Among the Google marketing services we use is the online advertising program Google AdWords. In the case of Google AdWords, each advertiser receives a different conversion cookie. Cookies can not be tracked through AdWords advertisers' websites. The information collected through the cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Advertisers will see 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.

We can engage third-party ads based on the Google AdSense marketing service. AdSense uses cookies that enable Google and its affiliate sites to serve ads based on users' visits to this site or other sites on the Internet.

In addition, we may use the "Google Tag Manager" to integrate and manage the Google Analytics and Marketing Services on our website.

For more information about Google's data usage for marketing, see the overview page: <https://www.google.com/policies/technologies/ads>, Google's Privacy Policy located at <https://www.google.com/policies/privacy> available.

If you wish to opt-out of interest-based advertising through Google Marketing Services, you can take advantage of Google's recruitment and opt-out options: <http://www.google.com/ads/preferences>.

[Back To Top](#)

21 Facebook-Pixel, Custom Audiences and Facebook-Conversion

Within our online offering, due to our legitimate interests in the analysis, optimization and commercial operation of our online offering and for these purposes, the so-called "Facebook Pixel" of the social network Facebook, published by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are located in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland operated ("Facebook").

Facebook is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

With the help of the Facebook pixel, it is possible for Facebook to determine the visitors of our online offer as a target group for the presentation of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook Pixel to display the Facebook Ads we have been sent only to those Facebook users who have shown an interest in our online offer or who have certain features (eg interests in certain topics or products visited by them) Web pages determined), which we transmit to Facebook (so-called Custom Audiences). With the help of the Facebook pixel, we also want to make sure that our Facebook ads are in line with the potential interest of users and are not annoying. With the help of the Facebook pixel, we can also understand the effectiveness of the Facebook ads for statistical and market research purposes, in which we see whether users were redirected to our website after clicking on a Facebook ad (so-called conversion).

The processing of the data by Facebook is part of Facebook's data usage policy. Accordingly, general notes on how to display Facebook Ads, in Facebook's Data Usage Policy: <https://www.facebook.com/policy.php>. For specific information and details about the Facebook Pixel and how it works, visit the help section of Facebook: <https://www.facebook.com/business/help/651294705016616>.

You may object to the capture by the Facebook Pixel and use of your data to display Facebook Ads. To set which types of ads you see within Facebook, you can go to the page set up by Facebook and follow the instructions for the usage-based advertising settings: <https://www.facebook.com/settings?tab=ads>. The settings are platform independent, i. they are adopted for all devices, such as desktop computers or mobile devices.

You can also use the Cookies for distance measurement and promotional purposes via the deactivation page of the Network Advertising Initiative (<http://optout.networkadvertising.org/>) and in addition the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

22 Online presence in social media

We maintain online presence within social networks and platforms in order to communicate with customers, prospects and users active there and to inform them about our services. When calling the respective networks and platforms, the terms and conditions and the data processing guidelines apply to their respective operators.

Unless otherwise stated in our Privacy Policy, we process users' data as long as they communicate with us within social networks and platforms, e.g. Write posts on our online presence or send us messages.

23 Integration of services and contents of third parties

Based on our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. GDPR), we make use of content or services offered by third-party providers in order to provide their content and services Services, such as Include videos or fonts (hereafter referred to as content).

This always presupposes that the third-party providers of this content perceive the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content. We endeavor to use only content whose respective providers use the IP address solely for the delivery of the content. Third parties may also use so-called pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include, but is not limited to, technical information about the browser and operating system, referring web pages, visit time, and other information regarding the use of our online offer.

24 Youtube

We embed the YouTube platform's videos from Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Privacy Policy: <https://www.google.com/policies/privacy/>, opt-out: <https://adssettings.google.com/authenticated>.

[Back To Top](#)

25 Google Fonts

We incorporate the fonts ("Google Fonts") provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Privacy Policy: <https://www.google.com/policies/privacy/>,
Opt-out: <https://adssettings.google.com/authenticated>.

[Back To Top](#)

26 Google ReCaptcha

We bind the function to detect bots, e.g. when entering into online forms ("ReCaptcha") of the provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Privacy Policy: <https://www.google.com/policies/privacy/>,
Opt-out: <https://adssettings.google.com/authenticated>.

[Back To Top](#)

27 Use of Facebook social plugins

Based on our legitimate interests (i.e., interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) f. GDPR) we use social plugins ("plugins") of the social network facebook.com, which operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland ("Facebook"). The plugins can represent interaction elements or content (eg videos, graphics or text contributions) and are recognizable by one of the Facebook logos (white f on blue tile, the terms "Like", "Like" or a thumbs up sign) or are included marked "Facebook Social Plugin". The list and appearance of Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

Facebook is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

When a user invokes a feature of this online offering that includes such a plugin, their device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the device of the user and incorporated by him into the online offer. In the process, user profiles can be created from the processed data. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin and therefore informs the users according to our knowledge.

By integrating the plugins, Facebook receives the information that a user has accessed the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. If users interact with the plugins, for example, press the Like button or leave a comment, the information is transmitted from your device directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and save their IP address. According to Facebook, in Germany only an anonymous IP address is stored.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and setting options for protecting the privacy of users, can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

If a user is a Facebook member and does not want Facebook to collect data about him via this online offer and link it to his member data stored on Facebook, he must log out of Facebook and delete his cookies before using our online offer. Other settings and inconsistencies regarding the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US-American site <http://www.aboutads.info/choices/> or the European page <http://www.youronlinechoices.com/>. The settings are platform-independent, that is they are adopted for all devices, such as desktop computers or mobile devices.

[Back To Top](#)

28 Twitter

Within our online offering, features and content of the Twitter service offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, may be incorporated. For this, e.g. Content such as images,

videos, or text and buttons that users use to promote their content, subscribe to content creators, or subscribe to our posts. If the users are members of the platform Twitter, Twitter can assign the earlier mentioned contents and functions to the profiles of the users there. Twitter is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>).
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[Back To Top](#)