

# 1. Data Protection at a Glance

## General Information

The following information provides a simple overview of what happens to your personal data when you visit this website. Personal data includes all data that can personally identify you. For detailed information on data protection, please refer to our privacy policy listed below this text.

## Data Collection on This Website

Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find the operator's contact details in the section "Information on the Responsible Party" in this privacy policy.

How do we collect your data?

Your data is collected in two ways:

1. You provide it to us, for example, by entering data into a contact form.
2. Other data is automatically collected or gathered with your consent when you visit the website. This includes mainly technical data (e.g., internet browser, operating system, or time of page access). This data is collected automatically as soon as you enter the website.

What do we use your data for?

Some of the data is collected to ensure the website functions without errors. Other data may be used to analyze your user behavior. If contracts can be concluded or initiated via the website, the transmitted data will also be processed for contract offers, orders, or other business inquiries.

## What Rights Do You Have Regarding Your Data?

You have the right to request, free of charge, information about the origin, recipients, and purpose of your stored personal data at any time. You also have the right to request the correction or deletion of this data. If you have given consent to data processing, you can revoke this consent at any time with effect for the future. Additionally, under certain circumstances, you have the right to request the restriction of the processing of your personal data. Furthermore, you have the right to file a complaint with the relevant supervisory authority.

For these and any other questions regarding data protection, you can contact us at any time.

## Analytics Tools and Third-Party Tools

When you visit this website, your browsing behavior may be analyzed statistically. This is primarily done using analytics programs.

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

## **2. Hosting**

We host the content of our website with the following provider:

The use of Onepage is based on Article 6(1)(f) GDPR. We have a legitimate interest in ensuring the most reliable possible presentation of our website. If consent has been requested, processing is carried out exclusively based on Article 6(1)(a) GDPR and § 25(1) TDDDG, insofar as the consent includes the storage of cookies or access to information on the user's device (e.g., device fingerprinting) under the TDDDG. Consent can be revoked at any time.

The provider is Onepage GmbH – Owner Marcel Knopf, Hanauer Landstraße 172, 60314 Frankfurt am Main (hereinafter referred to as Onepage). For details, please refer to the privacy policy of Onepage: <https://onepage.io/de/datenschutzerklärung>.

## **Data Processing Agreement (DPA)**

We have concluded a Data Processing Agreement (DPA) for the use of the above-mentioned service. This is a contract required by data protection law, which ensures that the service provider processes the personal data of our website visitors only in accordance with our instructions and in compliance with the GDPR.

## **3. General Information and Mandatory Information**

### **Data Protection**

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with legal data protection regulations and this privacy policy.

When you use this website, various personal data is collected. Personal data refers to information that can identify you personally. This privacy policy explains which data we collect and how we use it. It also details how and for what purpose the data is processed.

Please note that data transmission over the internet (e.g., communication via email) may have security vulnerabilities. Complete protection of data from third-party access is not possible.

## **Information on the Responsible Party**

The responsible party for data processing on this website is:

Lora Wingert

Elisabeth Str. 79

40217 Düsseldorf

Phone: [Phone number of the responsible party]

Email: lorawingert@gmail.com

The responsible party is the natural or legal person who alone or jointly with others decides on the purposes and means of processing personal data (e.g., names, email addresses, etc.).

## **Retention Period**

Unless a more specific retention period is stated within this privacy policy, your personal data will remain with us until the purpose for processing the data no longer applies. If you make a legitimate request for deletion or withdraw your consent to data processing, your data will be deleted, provided we have no other legally permissible reasons for retaining your personal data (e.g., tax or commercial retention periods). In the latter case, the data will be deleted once these reasons no longer apply.

## **General Information on the Legal Bases for Data Processing on This Website**

If you have given consent for data processing, we process your personal data based on Article 6(1)(a) GDPR or Article 9(2)(a) GDPR if special categories of data are processed under Article 9(1) GDPR. In the case of explicit consent for the transfer of personal data to third countries, the data processing also takes place based on Article 49(1)(a) GDPR. If you have consented to the storage of cookies or access to information on your device (e.g., via device fingerprinting), the data processing additionally occurs based on § 25(1) TDDDG. Consent can be revoked at any time. If your data is necessary for the fulfillment of a contract or for the performance of pre-contractual measures, we process your data based on Article 6(1)(b) GDPR.

Furthermore, we process your data if it is required to fulfill a legal obligation, based on Article 6(1)(c) GDPR. Data processing may also occur based on our legitimate interest according to Article 6(1)(f) GDPR. The relevant legal bases for data processing in each case will be explained in the following sections of this privacy policy.

## **Notice on Data Transfer to Third Countries with Inadequate Data Protection and Transfer to US Companies Not Certified under DPF**

We use tools from companies based in third countries with inadequate data protection, as well as US-based tools whose providers are not certified under the EU-US Data Privacy Framework (DPF). When these tools are active, your personal data may be transferred to and processed in these countries. Please note that in third countries with inadequate data protection, no level of data protection comparable to that of the EU can be guaranteed.

It is important to mention that the USA, as a third country, generally offers a level of data protection comparable to that of the EU. Data transfer to the USA is permissible if the recipient is certified under the "EU-US Data Privacy Framework" (DPF) or provides appropriate additional safeguards. Information on transfers to third countries, including data recipients, can be found in this privacy policy.

## **Recipients of Personal Data**

As part of our business activities, we collaborate with various external parties. In some cases, it is necessary to transfer personal data to these external parties. We only disclose personal data to external parties when it is necessary for contract fulfillment, when we are legally obligated to do so (e.g., transfer of data to tax authorities), when we have a legitimate interest in the transfer under Article 6(1)(f) GDPR, or when another legal basis permits the data transfer.

When using data processors, we only transfer personal data of our customers based on a valid data processing agreement. In the case of joint processing, a joint processing agreement is sig

## **Revocation of Your Consent to Data Processing**

Many data processing operations are only possible with your explicit consent. You can revoke any consent you have already given at any time. The lawfulness of the data processing carried out prior to the revocation remains unaffected by the revocation.

## **Right to Object to Data Collection in Special Cases and to Direct Marketing (Art. 21 GDPR)**

IF DATA PROCESSING IS BASED ON ARTICLE 6(1)(E) OR (F) GDPR, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME, FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION, TO THE PROCESSING OF YOUR PERSONAL DATA; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. THE RESPECTIVE LEGAL BASIS ON WHICH PROCESSING IS BASED CAN BE FOUND IN THIS PRIVACY POLICY. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR AFFECTED PERSONAL DATA UNLESS WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR PROCESSING THAT OVERRIDE YOUR INTERESTS, RIGHTS, AND FREEDOMS OR THE PROCESSING SERVES THE ESTABLISHMENT, EXERCISE, OR DEFENSE OF LEGAL CLAIMS (OBJECTION UNDER ARTICLE 21(1) GDPR).

IF YOUR PERSONAL DATA IS PROCESSED FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF YOUR PERSONAL DATA FOR SUCH MARKETING; THIS ALSO APPLIES TO PROFILING TO THE EXTENT THAT IT IS RELATED TO SUCH DIRECT MARKETING. IF YOU OBJECT, YOUR PERSONAL DATA WILL NO LONGER BE USED FOR DIRECT MARKETING PURPOSES (OBJECTION UNDER ARTICLE 21(2) GDPR).

## **Right to Lodge a Complaint with the Competent Supervisory Authority**

In the event of violations of the GDPR, data subjects have the right to lodge a complaint with a supervisory authority, particularly in the member state of their habitual residence, place of work, or the location of the alleged violation. This right to lodge a complaint exists without prejudice to any other administrative or judicial remedies.

## **Right to Data Portability**

You have the right to receive the data that we process automatically based on your consent or in fulfillment of a contract in a commonly used, machine-readable format. If you request the direct transfer of the data to another responsible party, this will only be done if it is technically feasible.

## **Access, Correction, and Deletion**

Within the scope of applicable legal provisions, you have the right to obtain, free of charge, information about your stored personal data, its origin, recipients, and the purpose of the data processing at any time. You also have the right to request the correction or deletion of this data if necessary. For any inquiries regarding your personal data, you may contact us at any time.

## **Right to Restriction of Processing**

You have the right to request the restriction of the processing of your personal data. You may contact us at any time to exercise this right. The right to restriction of processing applies in the following cases:

- If you dispute the accuracy of your stored personal data, we usually need time to verify this. During the verification period, you have the right to request the restriction of processing of your personal data.
- If the processing of your personal data was or is unlawful, you may request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you require it to establish, exercise, or defend legal claims, you have the right to request the restriction of processing instead of deletion.
- If you have lodged an objection under Article 21(1) of the GDPR, a balance must be struck between your interests and ours. As long as it has not been determined whose interests prevail, you have the right to request the restriction of processing of your personal data.

If the processing of your personal data has been restricted, such data—aside from storage—may only be processed with your consent or for the establishment, exercise, or defense of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of important public interest of the European Union or a Member State.

## **SSL and TLS Encryption**

For security reasons and to protect the transmission of confidential data—such as orders or inquiries you send to us as the website operator—this site uses SSL or TLS encryption. You can recognize an encrypted connection by the change in the browser's address bar from "http://" to "https://" and by the padlock symbol in the browser bar.

When SSL or TLS encryption is enabled, the data you transmit to us cannot be read by third parties.

## **Objection to Promotional Emails**

The use of contact details published within the legal notice obligation for sending unsolicited advertising and informational materials is hereby prohibited. The website operators expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam emails.

## **Data Collection on This Website**

### **Cookies**

Our website uses so-called "cookies." These are small data files that do not cause any damage to your device. Cookies are either temporarily stored for the duration of a session (session cookies) or permanently stored (persistent cookies) on your device. Session cookies are automatically deleted once you leave the site, while persistent cookies remain stored until you delete them or they are automatically removed by your browser.

Cookies can either be set by us (first-party cookies) or by third-party providers (third-party cookies). Third-party cookies allow the integration of services from external providers, such as payment processing services.

Cookies serve different functions. Some cookies are technically necessary to ensure essential website functions (e.g., shopping cart functionality or video display), while others help analyze user behavior or serve marketing purposes.

Essential cookies—those required for electronic communication, specific requested features (e.g., shopping cart functionality), or website optimization (e.g., audience measurement)—are stored based on Art. 6(1)(f) GDPR. The website operator has a legitimate interest in storing these cookies to ensure the website functions correctly and efficiently.

If consent is requested for the use of cookies or similar tracking technologies, data processing occurs exclusively based on this consent (Art. 6(1)(a) GDPR and § 25(1) TDDDG), which can be revoked at any time.

You can configure your browser to notify you when cookies are set, allow cookies only in specific cases, disable them entirely, or automatically delete cookies when closing the browser. Please note that disabling cookies may limit the functionality of this website.

Further details on the specific cookies and services used on this website can be found in this Privacy Policy.

## **Server Log Files**

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

- Browser type and version
- Operating system used
- Referrer URL
- Hostname of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The collection of this data is based on Article 6(1)(f) GDPR. The website operator has a legitimate interest in ensuring the technically flawless presentation and optimization of the website, which requires the collection of server log files.

## **Contact Form**

When you send inquiries to us via the contact form, the information you provide in the form, including your contact details, will be stored for the purpose of processing the request and in case of follow-up questions. We do not share this data without your consent.

The processing of this data is based on Article 6(1)(b) GDPR if your inquiry is related to the fulfillment of a contract or is necessary for the performance of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in effectively handling the inquiries addressed to us (Article 6(1)(f) GDPR) or on your consent (Article 6(1)(a) GDPR) if requested; consent can be withdrawn at any time.



The data you enter in the contact form will remain with us until you request its deletion, withdraw your consent to storage, or the purpose for storing the data no longer applies (e.g., after the processing of your inquiry is complete). Mandatory legal provisions, particularly retention periods, remain unaffected.

## **Inquiries via Email, Phone, or Fax**

If you contact us via email, phone, or fax, your inquiry, including all resulting personal data (name, inquiry), will be stored and processed for the purpose of handling your request. We do not share this data without your consent.

The processing of this data is based on Article 6(1)(b) GDPR if your inquiry is related to the fulfillment of a contract or is necessary for the performance of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in effectively handling the inquiries addressed to us (Article 6(1)(f) GDPR) or on your consent (Article 6(1)(a) GDPR) if requested; consent can be withdrawn at any time. The data you send to us via contact inquiries will remain with us until you request its deletion, withdraw your consent to storage, or the purpose for storing the data no longer applies (e.g., after the processing of your request is complete). Mandatory legal provisions, particularly retention periods, remain unaffected.

## **Communication via WhatsApp**

To communicate with our customers and other third parties, we use the instant messaging service WhatsApp. The provider is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Communication takes place through end-to-end encryption (peer-to-peer), which prevents WhatsApp or any other third parties from accessing the content of the communication. However, WhatsApp has access to metadata that arises during the communication process (e.g., sender, recipient, and time). We also point out that WhatsApp, according to its own statement, shares personal data of its users with its parent company Meta, based in the USA. Further details on data processing can be found in WhatsApp's privacy policy at: [WhatsApp Privacy Policy](#).

The use of WhatsApp is based on our legitimate interest in ensuring fast and efficient communication with customers, prospects, and other business and contractual partners (Article 6(1)(f) GDPR). If consent has been requested, the data processing is solely based on consent; this can be withdrawn at any time with future effect. The communication content exchanged between you and us on WhatsApp will remain with us until you request its deletion, withdraw your consent to storage, or the purpose for data storage no longer applies (e.g., after the processing of your request is completed). Mandatory legal provisions, particularly retention periods, remain unaffected.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the United States that ensures compliance with European data protection standards when processing data in the USA. Any company certified under the DPF is committed to adhering to these privacy standards. You can find more information on this from the provider at the following link: [EU-US Data Privacy Framework](#).

We use WhatsApp in the "WhatsApp Business" version.

Data transfer to the USA is based on the EU Commission's standard contractual clauses. For details, see: [WhatsApp Business Data Transfer Addendum](#).

We have set up our WhatsApp accounts so that there is no automatic data sync with the address book on the smartphones in use.

We have entered into a data processing agreement (DPA) with the above-mentioned provider.

## **Calendly**

On our website, you have the option to schedule appointments with us. We use the tool "Calendly" for appointment bookings. The provider is Calendly LLC, 271 17th St NW, 10th Floor, Atlanta, Georgia 30363, USA (hereinafter "Calendly").

To schedule an appointment, you will enter the requested data and preferred appointment time in the designated form. The entered data will be used for planning, conducting, and, if necessary, following up on the appointment. The appointment data will be stored for us on Calendly's servers, and you can view their privacy policy here: [Calendly Privacy Policy](#).

The data you enter will remain with us until you request its deletion, withdraw your consent to storage, or the purpose for data storage no longer applies. Mandatory legal provisions, especially retention periods, remain unaffected.

The legal basis for data processing is Article 6(1)(f) GDPR. The website operator has a legitimate interest in a simple and efficient scheduling process with prospects and customers. If consent is requested, the processing is based solely on Article 6(1)(a) GDPR and Section 25(1) TDDG, if the consent includes the storage of cookies or access to information on the user's device (e.g., device fingerprinting) as per the TDDG.

Consent can be withdrawn at any time.

Data transfer to the USA is based on the EU Commission's standard contractual clauses. For details, see: [Calendly Data Processing Agreement](#).

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the United States, ensuring compliance with European data protection standards for data processing in the USA. Any company certified under the DPF commits to adhering to these privacy standards. More information is available from the provider here: [EU-US Data Privacy Framework](#).

## **Data Processing Agreement**

We have entered into a Data Processing Agreement (DPA) for the use of the aforementioned service. This is a legally required contract that ensures the service provider processes the personal data of our website visitors only according to our instructions and in compliance with the GDPR.

### **5. Analytics Tools and Advertising**

#### **Google Tag Manager**

We use Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Tag Manager is a tool that allows us to integrate tracking or analytics tools and other technologies on our website. The Google Tag Manager itself does not create user profiles, store cookies, or conduct independent analyses. It only serves to manage and deploy the tools integrated through it. However, the Google Tag Manager collects your IP address, which may also be transferred to Google's parent company in the United States.

The use of Google Tag Manager is based on Art. 6 (1) lit. f of the GDPR. The website operator has a legitimate interest in quickly and easily integrating and managing various tools on their website. If consent has been requested, processing will only occur on the basis of Art. 6 (1) lit. a GDPR and § 25 (1) TDDG, to the extent the consent includes the storage of cookies or access to information on the user's device (e.g., device fingerprinting) under the TDDG. Consent can be withdrawn at any time. The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the United States to ensure compliance with European data protection standards in data processing in the United States. Every company certified under the DPF commits to adhering to these data protection standards. For more information, please visit the provider's page: [DPF Certification](#).

## **Google Analytics**

This website uses features of the web analytics service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics allows the website operator to analyze the behavior of website visitors. The website operator receives various usage data, such as page views, time spent on the site, operating systems used, and the origin of the user. These data are attributed to the respective user's device. No association with a user ID is made.

Furthermore, with Google Analytics, we can record your mouse and scroll movements and clicks. Google Analytics also uses various modeling approaches to supplement the collected datasets and employs machine learning technologies in data analysis. Google Analytics uses technologies that allow for user recognition for the purpose of analyzing user behavior (e.g., cookies or device fingerprinting). The information collected by Google about the use of this website is typically transferred to a Google server in the USA and stored there.

The use of this service is based on your consent pursuant to Art. 6 (1) lit. a GDPR and § 25 (1) TDDG. Consent can be withdrawn at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: [Google Privacy Terms](#).

The company is certified under the “EU-US Data Privacy Framework” (DPF). The DPF is an agreement between the European Union and the United States to ensure compliance with European data protection standards in data processing in the USA. Every company certified under the DPF commits to adhering to these data protection standards. For more information, please visit the provider’s page: [DPF Certification](#).

### IP Anonymization

The Google Analytics IP anonymization feature is enabled. This means your IP address will be truncated by Google within member states of the European Union or other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, compile reports on website activity, and provide additional services related to website usage and internet usage. The IP address transmitted by your browser within the framework of Google Analytics will not be merged with other Google data.

## Browser Plugin

You can prevent the collection and processing of your data by Google by downloading and installing the browser plugin available at the following link: Google Analytics Opt-Out Plugin.

For more information on how Google handles user data, please refer to Google's privacy policy: Google Analytics Privacy Policy.

### Data Processing Agreement

We have entered into a data processing agreement with Google and fully comply with the strict requirements of the German data protection authorities when using Google Analytics.

### WP Statistics

This website uses the WP Statistics analysis tool to statistically evaluate visitor traffic. The provider is Veronalabs, Tatari 64, 10134, Tallinn, Estonia ([veronalabs.com](https://veronalabs.com)).

With WP Statistics, we can analyze the usage of our website. WP Statistics collects log files (IP address, referrer, browsers used, user origin, search engines used) and actions taken by website visitors on the site (e.g., clicks and views).

The data collected with WP Statistics is stored exclusively on our own server. The use of this analysis tool is based on Art. 6 (1) lit. f GDPR. We have a legitimate interest in the anonymized analysis of user behavior to optimize both our website and our advertising. If consent is requested, the processing is based solely on Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG, if consent involves the storage of cookies or access to information on the user's device (e.g., device fingerprinting) under the TDDDG. Consent can be revoked at any time.

## **IP-Anonymisierung**

We use WP Statistics with anonymized IP. Your IP address is shortened so that it can no longer be directly associated with you.

## **Meta Pixel (formerly Facebook Pixel)**

This website uses the Meta Pixel for conversion tracking. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Meta, the collected data is also transferred to the USA and other third countries.

This allows the behavior of website visitors to be tracked after they have been redirected to the provider's website by clicking on a Meta advertisement. This helps evaluate the effectiveness of Meta ads for statistical and market research purposes and optimize future advertising measures.

The collected data is anonymous for us as the website operator; we cannot draw conclusions about the identity of the users. However, the data is stored and processed by Meta, which means a connection to the respective user profile on Facebook or Instagram is possible. Meta can use this data for its own advertising purposes, according to the Meta Data Use Policy ([link](#)). This allows Meta to serve ads on Facebook, Instagram, and other advertising channels. We, as the website operator, cannot influence the use of this data.

The use of this service is based on your consent according to Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG. Consent can be withdrawn at any time.

We use the "Advanced Matching" feature of the Meta Pixel.

Advanced Matching allows us to send various types of data (e.g., location, state, postal code, hashed email addresses, names, gender, birthdate, or phone number) about our customers and prospects that we collect via our website to Meta. This allows us to target our Facebook and Instagram ad campaigns more precisely at people interested in our offerings. It also improves the attribution of website conversions and expands Custom Audiences.

Insofar as personal data is collected on our website and forwarded to Meta using this tool, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, are jointly responsible for this data processing (Art. 26 GDPR). Joint responsibility is limited to the collection of the data and its transfer to Meta. The processing by Meta after forwarding is not part of the joint responsibility. Our mutual obligations are outlined in a Joint Processing Agreement, which you can find here: [Facebook Legal Controller Addendum](#). According to this agreement, we are responsible for providing data protection information when using the Meta tool and for securely implementing the tool on our website. Meta is responsible for the data security of Meta products. You can assert data subject rights (e.g., requests for access) regarding the data processed on Facebook or Instagram directly with Meta. If you assert data subject rights with us, we are obligated to forward them to Meta. The data transfer to the USA is based on the Standard Contractual Clauses of the EU Commission. Details can be found here: [EU Data Transfer Addendum](#) and [Meta Help on Data Transfers](#).

You can also deactivate the "Custom Audiences" remarketing function in the Ad Settings area at [Facebook Ad Settings](#). You must be logged into Facebook to do so. If you do not have a Facebook or Instagram account, you can deactivate interest-based advertising from Meta on the European Interactive Digital Advertising Alliance website: [Your Online Choices](#).

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that ensures the compliance with European data protection standards when processing data in the USA. Any company certified under the DPF commits to adhering to these data protection standards. Further information can be found here: [DPF Certification](#).

## **Meta Conversion API**

We have integrated the Meta Conversion API on this website. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. According to Meta, the collected data is also transferred to the USA and other third countries.

The Meta Conversion API allows us to capture interactions of website visitors with our site and forward them to Meta to improve advertising performance on Facebook and Instagram.

This includes data such as the time of the visit, the specific webpage visited, your IP address, your user agent, and potentially other specific information (e.g., purchased products, cart value, and currency). A complete overview of the data that can be captured is available here: [Meta Conversion API Parameters](#).



The use of this service is based on your consent according to Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG. Consent can be withdrawn at any time.

Insofar as personal data is collected on our website and forwarded to Meta using this tool, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, are jointly responsible for this data processing (Art. 26 GDPR). Joint responsibility is limited to the collection of the data and its transfer to Meta. The processing by Meta after forwarding is not part of the joint responsibility. Our mutual obligations are outlined in a Joint Processing Agreement, which you can find here: [Facebook Legal Controller Addendum](#). According to this agreement, we are responsible for providing data protection information when using the Meta tool and for securely implementing the tool on our website. Meta is responsible for the data security of Meta products. You can assert data subject rights (e.g., requests for access) regarding the data processed on Facebook or Instagram directly with Meta. If you assert data subject rights with us, we are obligated to forward them to Meta.

The data transfer to the USA is based on the Standard Contractual Clauses of the EU Commission. Details can be found here: [EU Data Transfer Addendum](#) and [Meta Help on Data Transfers](#).

For further information on privacy protection, you can consult Meta's privacy policy here: [Meta Privacy Policy](#).

You can also deactivate the "Custom Audiences" remarketing function in the Ad Settings area at [Facebook Ad Settings](#). You must be logged into Facebook to do so. If you do not have a Facebook or Instagram account, you can deactivate interest-based advertising from Meta on the European Interactive Digital Advertising Alliance website: [Your Online Choices](#).

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that ensures compliance with European data protection standards when processing data in the USA. Any company certified under the DPF commits to adhering to these data protection standards. Further information can be found here: [DPF Certification](#).

## **Data Processing Agreement**

We have concluded a Data Processing Agreement (DPA) for the use of the aforementioned service. This is a legally required contract that ensures that personal data of our website visitors are processed only according to our instructions and in compliance with the GDPR.



## Meta Custom Audiences

We use Meta Custom Audiences. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

When you visit or use our websites and apps, take advantage of our free or paid offerings, submit data to us, or interact with the Facebook or Instagram content of our company, we collect your personal data. If you grant us consent to use Meta Custom Audiences, we will forward this data to Meta, which can then show you relevant advertisements. Furthermore, your data can be used to define target audiences (Lookalike Audiences).

Meta processes this data as our data processor. Details can be found in Meta's usage agreement: [Meta Custom Audiences Terms](#).

The use of this service is based on your consent according to Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG. You can withdraw consent at any time.

The data transfer to the USA is based on the Standard Contractual Clauses of the EU Commission. Details can be found here: [Meta Custom Audiences Terms](#) and [Meta Data Processing Terms](#).

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that ensures compliance with European data protection standards when processing data in the USA. Any company certified under the DPF commits to adhering to these data protection standards. Further information can be found here: [DPF Certification](#).

## 6. Newsletter

### Newsletterdaten

If you would like to receive the newsletter offered on the website, we require your email address and information that allows us to verify that you are the owner of the provided email address and consent to receiving the newsletter. No additional data will be collected, or only on a voluntary basis. For the processing of the newsletter, we use newsletter service providers, which are described below.

### ActiveCampaign

This website uses ActiveCampaign for sending newsletters. The provider is ActiveCampaign, Inc., 1 N Dearborn, 5th Floor, Chicago, Illinois 60602, USA.

ActiveCampaign is a service used to organize and analyze newsletter distributions.

The data you enter for the purpose of subscribing to the newsletter is stored on ActiveCampaign's servers in the USA.

## **Data Analysis by ActiveCampaign**

With the help of ActiveCampaign, we are able to analyze our newsletter campaigns. For example, we can see whether a newsletter message has been opened and which links may have been clicked. This allows us to determine which links were clicked most often.

Additionally, we can track whether specific predefined actions were performed after opening or clicking the newsletter (conversion rate). For example, we can see if a purchase was made after clicking the newsletter.

ActiveCampaign also allows us to segment the newsletter recipients into various categories ("clustering"). Recipients can be grouped by factors such as age, gender, or location, allowing us to tailor the newsletters more effectively to specific target groups. If you do not wish to be analyzed by ActiveCampaign, you must unsubscribe from the newsletter. A corresponding link for unsubscribing is provided in every newsletter message.

For detailed information about the features of ActiveCampaign, visit the following link: <https://www.activecampaign.com/email-marketing>.

The privacy policy of ActiveCampaign can be found here:

<https://www.activecampaign.com/privacy-policy>.

## **Legal Basis**

Die Datenverarbeitung erfolgt auf Grundlage Ihrer Einwilligung (Art. 6 Abs. 1 lit. a DSGVO). Sie können diese Einwilligung jederzeit widerrufen. Die Rechtmäßigkeit der bereits erfolgten Datenverarbeitungsvorgänge bleibt vom Widerruf unberührt.

Die Datenübertragung in die USA wird auf die Standardvertragsklauseln der EU-Kommission gestützt. Details finden Sie hier:

<https://www.activecampaign.com/legal/newsgcc> und

<https://www.activecampaign.com/de/legal/gdpr-updates/privacy-shield>.

## **Retention Period**

The data you provide for the purpose of receiving newsletters will be stored by us until you unsubscribe from the newsletter. After unsubscribing, your data will be removed from the newsletter distribution list. Data stored for other purposes will remain unaffected.

After you unsubscribe from the newsletter distribution list, your email address may be stored in a blacklist with us or the newsletter service provider, if necessary, to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with legal requirements for newsletter mailings (legitimate interest under Article 6(1)(f) GDPR). The storage in the blacklist is not time-limited. You can object to the storage if your interests outweigh our legitimate interest.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the United States that ensures compliance with European data protection standards in data processing activities in the U.S. Any company certified under the DPF commits to adhering to these privacy standards. For more information, you can visit the provider's link:  
<https://www.dataprivacyframework.gov/participant/4495>.

## **Order Processing**

We have entered into an Order Processing Agreement (OPA) for the use of the aforementioned service. This is a contract required by data protection law that ensures that the personal data of our website visitors is processed only according to our instructions and in compliance with the GDPR.

## **Plugins and Tools**

YouTube with Enhanced Privacy Mode

This website integrates videos from the YouTube platform. The operator of YouTube is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. When you visit a page on our website that includes a YouTube video, a connection to YouTube's servers is established. In the process, YouTube is informed about which of our pages you have visited. If you are logged into your YouTube account, YouTube can associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account.

We use YouTube in Enhanced Privacy Mode. According to YouTube, videos played in Enhanced Privacy Mode are not used to personalize your browsing experience on YouTube. Advertisements displayed in this mode are also not personalized. No cookies are set in Enhanced Privacy Mode; however, local storage elements are stored in the user's browser, which, similar to cookies, can contain personal data and be used for recognition purposes. Details about Enhanced Privacy Mode can be found here: [YouTube Help](#).

Please note that additional data processing operations may be triggered after you activate a YouTube video, over which we have no control.

The use of YouTube is in the interest of providing an attractive presentation of our online offerings. This constitutes a legitimate interest within the meaning of Art. 6 (1) (f) GDPR. If consent has been requested, processing is carried out exclusively based on Art. 6 (1) (a) GDPR and § 25 (1) TDDDG, insofar as the consent includes the storage of cookies or access to information on the user's device (e.g., device fingerprinting) within the meaning of TDDDG. Consent can be revoked at any time.

Further information on data protection at YouTube can be found in their privacy policy: [Google Privacy Policy](#).

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA that ensures compliance with European data protection standards for data processing in the USA. Any company certified under the DPF is committed to complying with these data protection standards. More information can be found here: [EU-US Data Privacy Framework](#).

## **8. eCommerce and Payment Providers**

Processing of Customer and Contract Data

We collect, process, and use personal customer and contract data for the establishment, structuring, and modification of our contractual relationships. Personal data related to the use of this website (usage data) is only collected, processed, and used to the extent necessary to enable the user to access the service or to facilitate billing. The legal basis for this is Art. 6 (1) (b) GDPR.

Customer data collected will be deleted after the completion of the order or termination of the business relationship, provided that any legally required retention periods have expired. Statutory retention periods remain unaffected.

## **Data Transfer Upon Contract Conclusion for Services and Digital Content**

We only transfer personal data to third parties when it is necessary for contract execution, such as transferring data to the financial institution responsible for payment processing.

No further data transfer occurs unless you have explicitly consented to it. Your data will not be shared with third parties for advertising purposes without your express consent.

The legal basis for this data processing is Art. 6 (1) (b) GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

## **Audio and Video Conferences**

### **Data Processing**

To communicate with our clients, we use various online conferencing tools. The specific tools we use are listed below. When you communicate with us via video or audio conference over the internet, your personal data is collected and processed by both us and the respective conferencing tool provider.

These tools collect all data you provide or use for their operation, such as your email address and/or phone number. Additionally, they process:

- Conference details: Duration, start and end time, number of participants, and other metadata related to the communication process.
- Technical data: IP addresses, MAC addresses, device IDs, device type, operating system type and version, client version, camera type, microphone, speakers, and connection type.
- Shared content: Any exchanged, uploaded, or provided data, including cloud recordings, chat messages, voicemails, uploaded photos/videos, files, whiteboards, and other shared information.

Please note that we have limited control over how these tools process data, as this depends primarily on the provider's policies. For more details on data processing by each conferencing tool, please refer to the privacy policies of the respective providers listed below.

## **Purpose and Legal Basis**

We use conference tools to communicate with prospective or existing contract partners and to provide specific services to our clients. The legal basis for this processing is Article 6(1)(b) GDPR, which permits data processing necessary for the performance of a contract or pre-contractual measures.

Additionally, the use of these tools helps simplify and accelerate communication, which represents a legitimate interest under Article 6(1)(f) GDPR.

If we request your consent for using certain tools, the processing is based on that consent (Article 6(1)(a) GDPR). You can withdraw your consent at any time with future effect.

## **Speicherdauer**

Die unmittelbar von uns über die Video- und Konferenz-Tools erfassten Daten werden von unseren Systemen gelöscht, sobald Sie uns zur Löschung auffordern, Ihre Einwilligung zur Speicherung widerrufen oder der Zweck für die Datenspeicherung entfällt. Gespeicherte Cookies verbleiben auf Ihrem Endgerät, bis Sie sie löschen.

Zwingende gesetzliche Aufbewahrungsfristen bleiben unberührt.

Auf die Speicherdauer Ihrer Daten, die von den Betreibern der Konferenz-Tools zu eigenen Zwecken gespeichert werden, haben wir keinen Einfluss. Für Einzelheiten dazu informieren Sie sich bitte direkt bei den Betreibern der Konferenz-Tools.

## **Conference Tools Used**

We use the following conference tools:

### **Google Meets**

We use Google Meets. The provider of this service is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. For details on data processing, please refer to Google Meet's privacy policy: [Google Privacy Policy](#). The data transfer to the USA is based on the European Commission's Standard Contractual Clauses. Details can be found here: [Google Privacy Policy](#).

The company is certified under the EU-US Data Privacy Framework (DPF). The DPF is an agreement between the European Union and the USA that ensures compliance with European data protection standards for data processing in the USA. Every company certified under the DPF commits to complying with these data protection standards. More information can be found at:

<https://www.dataprivacyframework.gov/list>

## **Data Processing Agreement**

We have entered into a Data Processing Agreement (DPA) for the use of the mentioned service. This legally required contract ensures that personal data of our website visitors is processed solely according to our instructions and in compliance with the GDPR.

### **5. Own Services – Google Drive**

We have integrated Google Drive into our website. The service provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Drive allows us to provide an upload area where users can upload content. Any uploaded content is stored on Google Drive servers. Additionally, when you visit our website, a connection to Google Drive is established, enabling Google Drive to recognize that you have accessed our site.

The use of Google Drive is based on Article 6(1)(f) of the GDPR, as the website operator has a legitimate interest in providing a reliable upload function. If consent is required, data processing will be based on Article 6(1)(a) of the GDPR, and consent can be revoked at any time.

Google is certified under the EU-US Data Privacy Framework (DPF), an agreement ensuring compliance with European data protection standards for data processing in the US. Certified companies commit to adhering to these standards. More details can be found here: [Data Privacy Framework](#).

## **Data Processing Agreement**

We have entered into a Data Processing Agreement (DPA) for the use of the aforementioned service. This legally required contract ensures that the service provider processes the personal data of our website visitors strictly in accordance with our instructions and in compliance with the GDPR.