

hey novo Deutschland GmbH. Januar 2025

Data protection

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the country-specific data protection regulations applicable to hey novo Deutschland GmbH. By means of this data protection declaration, our enterprise would like to inform the public about the type, scope and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed of their rights by means of this data protection declaration.

As the controller, hey novo Deutschland GmbH has implemented numerous technical and organisational measures to ensure the most complete protection of personal data processed through this website. Nevertheless, Internet-based data transmissions can always be subject to security vulnerabilities, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

HOSTING

This website is hosted by an external service provider (hoster). We would like to point out that the operation of our website and the servers are hosted by the provider commissioned by us, Webflow, Inc., 398 11th Street, 2nd Floor, San Francisco, CA 94103 in the USA. Further information on Webflow's privacy policy can be found under the following link: [Global Privacy Policy | Webflow 20](#)

The personal data collected on this website is stored on the hoster's servers. This may include, but is not limited to, IP addresses, meta and communication data, web page accesses and other data generated via a website.

The hoster is used for the purpose of contract fulfilment vis-à-vis our potential and existing customers (Art. 6 para. 1 lit. b DSGVO) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. f DSGVO).

Our hoster will only process your data to the extent that this is necessary for the fulfilment of its service obligations and will follow our instructions with regard to this data.

Conclusion of a contract on commissioned processing In order

to ensure data protection-compliant processing, we have concluded a contract on commissioned processing with [Webflow | our agency hey novo Deutschland GmbH, Axel-Springer-Platz 3, 20355 Hamburg] on the basis of Art. 28 DSGVO in conjunction with the EU standard contractual clauses.

Definitions

The data protection declaration of hey novo Deutschland GmbH is based on the terms used by the European Directive and Ordinance when issuing the General Data Protection Regulation (DS-GVO). Our data protection declaration should be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

We use the following terms, among others, in this privacy policy:

(a) personal data

Personal data means any information relating to an identified or identifiable natural person (hereinafter "data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

(b) person concerned

Data subject means any identified or identifiable natural person whose personal data are processed by the controller.

c) Processing

Processing is any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organisation, filing,

storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

(d) restriction of processing

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

e) Profiling

Profiling is any form of automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or change of location.

f) Pseudonymisation

Pseudonymisation is the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

(g) controller or person responsible for processing

The controller or person responsible for processing is the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its designation may be provided for under Union or Member State law.

(h) Processors

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

i) Recipient

A recipient is a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not a third party. However, public authorities that may receive personal data in the context of a specific investigative task under Union or Member State law shall not be considered as recipients.

j) Third

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

k) Consent

Consent shall mean any freely given specific and informed indication of the data subject's wishes in the form of a statement or other unambiguous affirmative act by which the data subject signifies his or her agreement to the processing of personal data relating to him or her.

Name and address of the controller

The responsible party within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is:

hey novo Deutschland GmbH

Axel-Springer-Platz 3, 20355 Hamburg

Germany

Tel.: +49 40 334 6561 90

E-mail: moin@heynovo.com

Website: www.heynovo.com

Name and address of the data protection officer

The data protection officer of the controller is:

Sebastien Philipp

hey novo Deutschland GmbH

Axel-Springer-Platz 3, 20355 Hamburg

Germany

Tel.: +49 40 334 6561 90

E-mail: philipp@heynovo.com

Website: www.heynovo.com

Any data subject may contact our data protection officer directly at any time with any questions or suggestions regarding data protection.

Cookies

The internet pages of hey novo Deutschland GmbH use cookies. Cookies are text files that are stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters by which internet pages and servers can be assigned to the specific internet browser in

which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the person concerned from other internet browsers that contain other cookies. A specific internet browser can be recognised and identified via the unique cookie ID.

Through the use of cookies, the hey novo Deutschland GmbH can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimised in the sense of the user. As already mentioned, cookies enable us to recognise the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter his or her access data each time he or she visits the website, because this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping basket in an online shop. The online shop remembers the items that a customer has placed in the virtual shopping basket via a cookie.

The data subject can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an internet browser or other software programmes. This is possible in all common internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

Collection of general data and information

The website of the hey novo Deutschland GmbH collects a series of general data and information every time a data subject or automated system calls up the website. This general data and information is stored in the log files of the server. The following data may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites that are accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information that serve to avert danger in the event of attacks on our information technology systems.

When using these general data and information, the hey novo Deutschland GmbH does not draw any conclusions about the data subject. Rather, this information is needed (1) to deliver the contents of our website correctly, (2) to optimise the contents of our website and the advertising for these, (3) to ensure the long-term operability of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack. Therefore, the hey novo Deutschland GmbH analyzes anonymously collected data and information on one hand, and on the other hand, with the aim of increasing the data protection and data security of our enterprise so that we can ultimately ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data submitted by a data subject.

Contact option via the website

The website of hey novo Deutschland GmbH contains statutory provisions which enable a quick electronic contact to our enterprise, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or by using a contact form, the personal data transmitted by the data subject will be stored automatically. Such personal data transmitted on a voluntary basis by a data subject to the controller will be stored for the purposes of processing or contacting the data subject. This personal data will not be disclosed to third parties.

Comment function in the blog on the website

On a blog hosted on the website of the controller, the hey novo Deutschland GmbH offers users the possibility to leave individual comments on individual blog contributions. A blog is a portal maintained on a website, usually publicly viewable, in which one or more persons, called bloggers or web bloggers, can post articles or write down thoughts in so-called blogposts. The blogposts can usually be commented on by third parties.

If a data subject leaves a comment on the blog published on this website, in addition to the comments left by the data subject, details of the time the comment was entered and the user name (pseudonym) chosen by the data subject are also stored and published. Furthermore, the IP address assigned by the Internet service provider (ISP) of the person concerned is also logged. This storage of the IP address takes place for security reasons and in the event that the person concerned infringes the rights of third parties or posts illegal content through a comment made. The storage of this personal data is therefore

in the controller's own interest, so that the controller could exculpate itself if necessary in the event of an infringement. The personal data collected will not be disclosed to third parties, unless such disclosure is required by law or serves the legal defence of the controller.

Subscribing to comments on the blog on the website

The comments made in the blog of hey novo Deutschland GmbH can generally be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments following his or her comment on a particular blog post.

If a data subject opts in to the option to subscribe to comments, the controller will send an automatic confirmation e-mail in order to verify, by means of the double opt-in procedure, that the holder of the e-mail address provided has indeed opted in to this option. The option to subscribe to comments can be terminated at any time.

Routine deletion and blocking of personal data

The controller shall process and store personal data of the data subject only for the time necessary to achieve the purpose of storage or where provided for by the European Directive and Regulation or other legislator in laws or regulations to which the controller is subject.

If the purpose of storage no longer applies or if a storage period prescribed by the European Directive and Regulation or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

Rights of the data subject

a) Right to confirmation

Every data subject shall have the right, granted by the European Directive and the Regulation, to obtain confirmation from the controller as to whether personal data concerning him or her are being processed. If a data subject wishes to exercise this right, he or she may, at any time, contact any employee of the controller.

b) Right to information

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to obtain from the controller, at any time and free of charge, information about the personal data stored about him or her and a copy of that information. Furthermore, the European Directive and Regulation has granted the data subject access to the following information:

the processing purposes

the categories of personal data that are processed

the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular in the case of recipients in third countries or international organisations

if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration

the existence of a right to obtain the rectification or erasure of personal data concerning them or to obtain the restriction of processing by the controller or a right to object to such processing

the existence of a right of appeal to a supervisory authority

if the personal data are not collected from the data subject: All available information on the origin of the data

the existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject

Furthermore, the data subject has the right to be informed whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject also has the right to obtain information on the appropriate safeguards in connection with the transfer.

If a data subject wishes to exercise this right of access, he or she may, at any time, contact any employee of the controller.

c) Right of rectification

Any person concerned by the processing of personal data shall have the right granted by the European Directive and the Regulation to obtain the rectification without delay of inaccurate personal data relating to him or her. Furthermore, the data subject has the

right to request the completion of incomplete personal data, including by means of a supplementary declaration, taking into account the purposes of the processing.

If a data subject wishes to exercise this right of rectification, he or she may, at any time, contact any employee of the controller.

d) Right to erasure (right to be forgotten)

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, to obtain from the controller the erasure without delay of personal data concerning him or her, where one of the following grounds applies and insofar as the processing is not necessary:

The personal data were collected or otherwise processed for purposes for which they are no longer necessary.

The data subject revokes the consent on which the processing was based pursuant to Article 6(1)(a) of the GDPR or Article 9(2)(a) of the GDPR and there is no other legal basis for the processing.

The data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR.

The personal data have been processed unlawfully.

The deletion of the personal data is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject.

The personal data was collected in relation to information society services offered pursuant to Art. 8(1) DS-GVO.

If one of the aforementioned reasons applies, and a data subject wishes to arrange for the deletion of personal data stored by the hey novo Deutschland GmbH, he or she may, at any time, contact any employee of the controller. The employee of hey novo Deutschland GmbH will arrange for the erasure request to be complied with immediately.

If the personal data has been made public by hey novo Deutschland GmbH and our company as the responsible party is obliged to delete the personal data pursuant to Art. 17 Para. 1 DS-GVO to erase the personal data, hey novo Deutschland GmbH shall implement appropriate measures, including technical measures, taking into account

the available technology and the cost of implementation, in order to inform other data controllers which process the published personal data that the data subject has requested from those other data controllers to erase all links to or copies or replications of the personal data, unless the processing is necessary. The employee of the hey novo Deutschland GmbH will arrange the necessary in individual cases.

e) Right to restriction of processing

Any person concerned by the processing of personal data has the right, granted by the European Directive and the Regulation, to obtain from the controller the restriction of processing where one of the following conditions is met:

The accuracy of the personal data is contested by the data subject for a period enabling the controller to verify the accuracy of the personal data.

The processing is unlawful, the data subject objects to the erasure of the personal data and requests instead the restriction of the use of the personal data.

The controller no longer needs the personal data for the purposes of processing, but the data subject needs it for the establishment, exercise or defence of legal claims.

The data subject has objected to the processing pursuant to Article 21(1) of the GDPR and it is not yet clear whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of personal data stored by the hey novo Deutschland GmbH, he or she may, at any time, contact any employee of the controller. The employee of hey novo Deutschland GmbH will arrange the restriction of the processing.

f) Right to data portability

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, to receive the personal data concerning him or her, which have been provided by the data subject to a controller, in a structured, commonly used and machine-readable format. The data subject shall also have the right to transmit such data to another controller without hindrance from the controller to whom the personal data have been provided, provided that the processing is based on consent pursuant to Article 6(1)(a) of the GDPR or Article 9(2)(a) of the GDPR or on a contract pursuant to Article 6(1)(b) of the GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task

carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to obtain that the personal data be transferred directly from one controller to another controller, to the extent that this is technically feasible and provided that this does not adversely affect the rights and freedoms of other individuals.

In order to assert the right to data portability, the data subject may at any time contact any employee of hey novo Deutschland GmbH.

g) Right to object

Any person affected by the processing of personal data shall have the right granted by the European Directive and Regulation to object at any time, on grounds relating to his or her particular situation, to the processing of personal data concerning him or her which is carried out on the basis of Article 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions.

hey novo Deutschland GmbH shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the assertion, exercise or defence of legal claims.

If the hey novo Deutschland GmbH processes personal data for the purpose of direct marketing, the data subject shall have the right to object at any time to processing of personal data processed for such marketing. This also applies to the profiling, insofar as it is related to such direct marketing. If the data subject objects to hey novo Deutschland GmbH to the processing for direct marketing purposes, hey novo Deutschland GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her which is carried out by hey novo Deutschland GmbH for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the Data Protection

Regulation, unless such processing is necessary for the performance of a task carried out in the public interest.

In order to exercise the right to object, the data subject may directly contact any employee of hey novo Deutschland GmbH or another employee. The data subject is also free to exercise his/her right to object in relation to the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

h) Automated decisions in individual cases including profiling

Any person concerned by the processing of personal data shall have the right, granted by the European Directive and the Regulation, not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her, provided that the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and the controller, or (2) is authorised by Union or Member State law to which the controller is subject and that such law lays down appropriate measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is made with the data subject's explicit consent.

If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and the data controller, or (2) it is made with the data subject's explicit consent, hey novo Deutschland GmbH shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, which include at least the right to obtain the data subject's involvement on the part of the controller, to express his or her point of view and to contest the decision.

If the data subject wishes to exercise the rights concerning automated decisions, he or she may, at any time, contact any employee of the controller.

i) Right to revoke consent under data protection law

Any person affected by the processing of personal data has the right granted by the European Directive and Regulation to withdraw consent to the processing of personal data at any time.

If the data subject wishes to exercise the right to withdraw consent, he or she may, at any time, contact any employee of the controller.

Data protection in applications and the application process

The controller collects and processes the personal data of applicants for the purpose of managing the application procedure. The processing may also be carried out electronically. This is in particular the case when an applicant submits relevant application documents to the controller by electronic means, for example by e-mail or via a web form available on the website. If the controller concludes an employment contract with an applicant, the transmitted data will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the controller does not conclude an employment contract with the applicant, the application documents are automatically deleted two months after the notification of the rejection decision, provided that no other legitimate interests of the controller conflict with such deletion. Other legitimate interest in this sense is, for example, a duty to provide evidence in proceedings under the General Equal Treatment Act (AGG).

Privacy policy on the use and application of Facebook

The controller has integrated components of the company Facebook on this website. Facebook is a social network.

A social network is a social meeting place operated on the Internet, an online community that usually allows users to communicate and interact with each other in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or company-related information. Facebook allows social network users to create private profiles, upload photos and network via friend requests, among other things.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. The controller of personal data where a data subject lives outside the USA or Canada is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Each time one of the individual pages of this website operated by the data controller is called up and on which a Facebook component (Facebook plug-in) has been integrated, the internet browser on the information technology system of the data subject is

automatically caused by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at https://developers.facebook.com/docs/plugins/?locale=de_DE. Within the scope of this technical procedure, Facebook receives information about which specific sub-page of our website is visited by the data subject.

If the data subject is logged into Facebook at the same time, Facebook recognises which specific sub-page of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the data subject. If the data subject activates one of the Facebook buttons integrated on our website, for example the "Like" button, or if the data subject posts a comment, Facebook assigns this information to the personal Facebook user account of the data subject and stores this personal data.

Facebook always receives information via the Facebook component that the data subject has visited our website if the data subject is logged into Facebook at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Facebook component or not. If the data subject does not want this information to be transmitted to Facebook, he or she can prevent the transmission by logging out of his or her Facebook account before accessing our website.

The data policy published by Facebook, which can be accessed at <https://de-de.facebook.com/about/privacy/>, provides information on the collection, processing and use of personal data by Facebook. It also explains which setting options Facebook offers to protect the privacy of the data subject. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

Privacy policy on the use and application of Google AdSense

The controller has integrated Google AdSense on this website. Google AdSense is an online service that enables the placement of advertisements on third-party sites. Google AdSense is based on an algorithm which selects the advertisements displayed on third party sites according to the content of the respective third party site. Google

AdSense allows interest-related targeting of the Internet user, which is implemented by generating individual user profiles.

The operating company of the Google AdSense component is Alphabet Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of the Google AdSense component is the integration of advertisements on our website. Google-AdSense sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Alphabet Inc. is enabled to analyse the use of our website. Each time one of the individual pages of this website operated by the data controller is called up, on which a Google AdSense component has been integrated, the Internet browser on the data subject's information technology system is automatically caused by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and the invoicing of commissions. In the course of this technical procedure, Alphabet Inc. obtains knowledge of personal data, such as the IP address of the data subject, which Alphabet Inc. uses, among other things, to trace the origin of visitors and clicks and subsequently to enable commission settlements.

The data subject can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Alphabet Inc. from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Alphabet Inc. can be deleted at any time via the internet browser or other software programmes.

Google AdSense also uses so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in web pages to enable log file recording and log file analysis, whereby a statistical evaluation can be carried out. Based on the embedded tracking pixel, Alphabet Inc. may see if and when a website was opened by a data subject, and which links were clicked by the data subject. Among other things, tracking pixels are used to evaluate the flow of visitors to a website.

Via Google AdSense, personal data and information, which also includes the IP address and is necessary for the collection and billing of the advertisements displayed, are transferred to Alphabet Inc. in the United States of America. This personal data is stored

and processed in the United States of America. Alphabet Inc. may share this personal data collected via the technical process with third parties.

Google-AdSense is explained in more detail under this link
<https://www.google.de/intl/de/adsense/start/>.

Privacy policy on the use and application of Google Analytics

The controller has integrated the Google Analytics component on this website. Google Analytics is a web analysis service. Web analysis is the collection, compilation and evaluation of data about the behaviour of visitors to websites. Among other things, a web analysis service collects data on the website from which a data subject has accessed a website (so-called referrers), which sub-pages of the website have been accessed or how often and for how long a sub-page has been viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The controller uses the addition "_gat._anonymizeIp" for web analysis via Google Analytics. By means of this addition, the IP address of the Internet connection of the data subject is shortened and anonymised by Google if access to our Internet pages is made from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us showing the activities on our website and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyse the use of our website. Each time one of the individual pages of this website operated by the data controller is called up and on which a Google Analytics component has been integrated, the internet browser on the data subject's information technology system is automatically caused by the respective Google

Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission calculations.

By means of the cookie, personal information, for example the access time, the place from which an access originated and the frequency of visits to our website by the data subject, is stored. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

The data subject can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the internet browser or other software programmes.

Furthermore, the data subject has the option to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google and to prevent such processing. For this purpose, the data subject must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information on visits to Internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the data subject's information technology system is deleted, formatted or reinstalled at a later date, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within his or her control, it is possible to reinstall or reactivate the browser add-on.

Further information and the applicable Google privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/> and at <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail under this link https://www.google.com/intl/de_de/analytics/.

Privacy policy on the use and application of Google Remarketing

The controller has integrated Google Remarketing services on this website. Google Remarketing is a function of Google AdWords that allows a company to display advertisements to Internet users who have previously visited the company's website. The integration of Google Remarketing thus allows a company to create user-related advertising and consequently to display interest-relevant advertisements to the Internet user.

The operating company of the Google Remarketing services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Remarketing is the display of interest-relevant advertising. Google Remarketing enables us to display advertisements via the Google advertising network or to have them displayed on other websites, which are tailored to the individual needs and interests of internet users.

Google Remarketing sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. The cookie enables Google to recognise the visitor to our website when he or she subsequently visits websites that are also members of the Google advertising network. Each time a website is accessed on which the Google Remarketing service has been integrated, the internet browser of the person concerned automatically identifies itself to Google. As part of this technical procedure, Google obtains knowledge of personal data, such as the IP address or the user's surfing behaviour, which Google uses, among other things, to display interest-relevant advertising.

The cookie is used to store personal information, such as the websites visited by the data subject. Each time you visit our website, personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical procedure to third parties.

The data subject can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and

thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the internet browser or other software programmes.

Furthermore, the data subject has the option to object to interest-based advertising by Google. To do this, the data subject must call up the link www.google.de/settings/ads from any of the internet browsers he or she uses and make the desired settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

Privacy policy on the use and application of Google AdWords

The controller has integrated Google AdWords on this website. Google AdWords is an internet advertising service that allows advertisers to place ads both in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to specify certain keywords in advance, by means of which an ad is displayed in Google's search engine results exclusively when the user retrieves a keyword-relevant search result with the search engine. In the Google advertising network, the ads are distributed on topic-relevant websites by means of an automatic algorithm and taking into account the previously defined keywords.

The operating company of the Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to advertise our website by displaying interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine and to display third-party advertising on our website.

If a data subject accesses our website via a Google ad, a so-called conversion cookie is stored by Google on the data subject's information technology system. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and does not serve to identify the data subject. The conversion cookie is used to track whether certain sub-pages, for example the shopping basket of an online shop system, have been called up on our website, provided the cookie has not yet expired. The conversion cookie enables both us and Google to track whether a data subject who

has accessed our website via an AdWords ad has generated a sale, i.e. has completed or cancelled a purchase of goods.

The data and information collected through the use of the conversion cookie are used by Google to create visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimise our AdWords ads for the future. Neither our company nor other advertisers of Google AdWords receive information from Google by means of which the data subject could be identified.

By means of the conversion cookie, personal information, such as the websites visited by the data subject, is stored. Each time the data subject visits our website, personal data, including the IP address of the internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical procedure to third parties.

The data subject can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Such a setting of the internet browser used would also prevent Google from setting a conversion cookie on the information technology system of the data subject. In addition, a cookie already set by Google AdWords can be deleted at any time via the internet browser or other software programmes.

Furthermore, the data subject has the option to object to interest-based advertising by Google. To do this, the data subject must call up the link www.google.de/settings/ads from any of the internet browsers he or she uses and make the desired settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

Privacy policy on the use and application of Instagram

The controller has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform and allows users to share photos and videos and also to redistribute such data on other social networks.

The operating company of the Instagram services is Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA.

Each time one of the individual pages of this website operated by the data controller is called up and on which an Instagram component (Insta button) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Instagram component to download a representation of the corresponding component from Instagram. Within the scope of this technical procedure, Instagram receives information about which specific subpage of our website is visited by the data subject.

If the data subject is logged in to Instagram at the same time, Instagram recognises which specific subpage the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Instagram component and assigned by Instagram to the respective Instagram account of the data subject. If the data subject activates one of the Instagram buttons integrated on our website, the data and information thus transmitted will be assigned to the personal Instagram user account of the data subject and stored and processed by Instagram.

Instagram always receives information via the Instagram component that the data subject has visited our website if the data subject is logged into Instagram at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Instagram component or not. If the data subject does not want this information to be transmitted to Instagram, he or she can prevent the transmission by logging out of his or her Instagram account before accessing our website.

Further information and Instagram's applicable privacy policy can be found at <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

Privacy policy on the use and application of LinkedIn

The controller has integrated components of the LinkedIn Corporation on this website. LinkedIn is an Internet-based social network that allows users to connect with existing business contacts and to make new business contacts. Over 400 million registered people use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

The operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For data protection issues outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

With each individual call-up of our website that is equipped with a LinkedIn component (LinkedIn plug-in), this component causes the browser used by the person concerned to download a corresponding representation of the component from LinkedIn. Further information on LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical procedure, LinkedIn receives information about which specific sub-page of our website is visited by the data subject.

If the data subject is logged in to LinkedIn at the same time, LinkedIn recognises which specific subpage of our website the data subject is visiting with each call-up of our website by the data subject and for the entire duration of the respective stay on our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the data subject. If the data subject activates a LinkedIn button integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores this personal data.

LinkedIn always receives information via the LinkedIn component that the data subject has visited our website if the data subject is logged into LinkedIn at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the LinkedIn component or not. If the data subject does not want this information to be transmitted to LinkedIn, he or she can prevent the transmission by logging out of his or her LinkedIn account before accessing our website.

LinkedIn offers the ability to unsubscribe from email messages, SMS messages and targeted ads, as well as manage ad settings at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such

as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, which may set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's applicable privacy policy is available at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

Privacy policy on the use and application of Pinterest

The controller has integrated components of Pinterest Inc. on this website. Pinterest is a so-called social network. A social network is a social meeting place operated on the Internet, an online community, which generally enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or company-related information. Among other things, Pinterest allows users of the social network to publish image collections and individual images as well as descriptions on virtual pinboards (so-called pinning), which can then in turn be shared by other users (so-called repinning) or commented on.

The operating company of Pinterest is Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA.

By each call of one of the individual pages of this website, which is operated by the controller and on which a Pinterest component (Pinterest plug-in) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Pinterest component to download a representation of the corresponding Pinterest component from Pinterest. More information on Pinterest is available at <https://pinterest.com/>. As part of this technical procedure, Pinterest receives information about which specific subpage of our website is visited by the data subject.

If the data subject is logged into Pinterest at the same time, Pinterest recognises which specific sub-page of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Pinterest component and assigned by Pinterest to the respective Pinterest account of the data subject. If the data subject activates a Pinterest button integrated on our website, Pinterest assigns this information to the personal Pinterest user account of the data subject and stores this personal data.

Pinterest always receives information via the Pinterest component that the data subject has visited our website if the data subject is logged into Pinterest at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Pinterest component or not. If the data subject does not want this information to be transmitted to Pinterest, he or she can prevent the transmission by logging out of his or her Pinterest account before accessing our website.

The privacy policy published by Pinterest, which is available at <https://about.pinterest.com/privacy-policy>, provides information on the collection, processing and use of personal data by Pinterest.

Privacy policy on the use and application of Twitter

The controller has integrated Twitter components on this website. Twitter is a multilingual publicly accessible microblogging service on which users can publish and distribute so-called tweets, i.e. short messages limited to 280 characters. These short messages can be accessed by anyone, including people who are not registered with Twitter. However, the tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow the tweets of a user. Furthermore, Twitter makes it possible to address a broad audience via hashtags, links or retweets.

The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website operated by the controller is called up and on which a Twitter component (Twitter button) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Further information on the Twitter buttons can be found at <https://about.twitter.com/de/resources/buttons>. Within the scope of this technical procedure, Twitter receives information about which specific sub-page of our website is visited by the data subject. The purpose of integrating the Twitter component is to enable our users to distribute the content of this website, to make this website known in the digital world and to increase our visitor numbers.

If the data subject is logged into Twitter at the same time, Twitter recognises which specific sub-page of our website the data subject is visiting each time the data subject

calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the data subject. If the data subject activates one of the Twitter buttons integrated on our website, the data and information thus transmitted will be assigned to the personal Twitter user account of the data subject and stored and processed by Twitter.

Twitter always receives information via the Twitter component that the data subject has visited our website if the data subject is logged into Twitter at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Twitter component or not. If the data subject does not want this information to be transmitted to Twitter, he or she can prevent the transmission by logging out of his or her Twitter account before accessing our website.

Twitter's applicable privacy policy is available at <https://twitter.com/privacy?lang=de>.

Privacy policy on the use and application of Xing

The controller has integrated components of Xing on this website. Xing is an Internet-based social network that allows users to connect with existing business contacts and to make new business contacts. Individual users can create a personal profile of themselves on Xing. Companies can, for example, create company profiles or publish job offers on Xing.

The operating company of Xing is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time one of the individual pages of this website operated by the controller is called up and on which a Xing component (Xing plug-in) has been integrated, the internet browser on the information technology system of the data subject is automatically prompted by the respective Xing component to download a representation of the corresponding Xing component from Xing. Further information on the Xing plug-ins can be found at <https://dev.xing.com/plugins>. Within the scope of this technical procedure, Xing receives information about which specific sub-page of our website is visited by the data subject.

If the data subject is logged in to Xing at the same time, Xing recognises which specific subpage of our website the data subject is visiting each time the data subject calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the data subject. If the data subject activates one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the personal Xing user account of the data subject and stores this personal data.

Xing always receives information via the Xing component that the data subject has visited our website if the data subject is logged into Xing at the same time as calling up our website; this takes place regardless of whether the data subject clicks on the Xing component or not. If the data subject does not want this information to be transmitted to Xing, he or she can prevent the transmission by logging out of his or her Xing account before accessing our website.

The data protection provisions published by Xing, which can be accessed at <https://www.xing.com/privacy>, provide information on the collection, processing and use of personal data by Xing. Furthermore, Xing has published data protection information for the XING Share button at https://www.xing.com/app/share?op=data_protection.

Privacy policy on the use and application of YouTube

The controller has integrated YouTube components on this website. YouTube is an Internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programmes, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website operated by the data controller is called up and on which a YouTube component (YouTube video) has been integrated, the internet browser on the information technology system of the data subject is automatically caused by the respective YouTube component to download a

representation of the corresponding YouTube component from YouTube. Further information on YouTube can be found at <https://www.youtube.com/yt/about/de/>. Within the scope of this technical procedure, YouTube and Google receive information about which specific sub-page of our website is visited by the data subject.

If the data subject is logged into YouTube at the same time, YouTube recognises which specific sub-page of our website the data subject is visiting when a sub-page containing a YouTube video is called up. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject.

YouTube and Google always receive information via the YouTube component that the data subject has visited our website if the data subject is logged into YouTube at the same time as calling up our website; this takes place regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, he or she can prevent the transmission by logging out of his or her YouTube account before accessing our website.

The privacy policy published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provides information on the collection, processing and use of personal data by YouTube and Google.

Privacy policy on the use and application of Vimeo

This website uses plugins from the video portal Vimeo. The provider is Vimeo Inc, 555 West 18th Street, New York, New York 10011, USA. When you visit one of our pages equipped with Vimeo videos, a connection to the Vimeo servers is established. This tells the Vimeo server which of our pages you have visited. Vimeo also obtains your IP address. The use of Vimeo is in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f DSGVO. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time. Data transfer to the USA is based on the standard contractual clauses of the EU Commission and, according to Vimeo, on "legitimate business interests". Details can be found here: <https://vimeo.com/privacy>. Further information on the handling of user data can be found in Vimeo's privacy policy at: <https://vimeo.com/privacy>.

Privacy policy on the use and application of Taboola

Use of Taboola Retargeting & Conclusion Conversion Tracking

Cookies from Taboola are used on our website. These cookies enable us to target visitors to our website with advertising by displaying individualised ads for them. For this purpose, a small file with a sequence of numbers is stored in the visitors' browsers. This number is used to record visitors to the website as well as anonymised data on the use of the website. Subsequently, you may be shown advertisements that are highly likely to take into account previously accessed product and information areas. In addition, we use the cookies to evaluate and support online marketing measures in order to record the effectiveness of the advertisements for statistical and market research purposes. This allows us to see how many website visitors have clicked on an ad and completed it. No personal data is stored in the case of retargeting or conversion tracking. Further information can be found at <https://www.taboola.com/policies/privacy-policy>.

Processing company

Taboola Germany GmbH

Alt-Moabit 2

10557 Berlin

Data protection information of the processing company

Below you will find the e-mail address of the data protection officer of the processing company.

dpo@taboola.com or support@taboola.com.

Data processing purposes

Playing out targeted advertising and measuring advertising effectiveness.

Data collected

(source: Taboola)

Information about the operating system

Web pages called up

Previous website from which you reached our website

Data and contain times, from website or platform accesses from our site

Event information (e.g. irregular system crashes)

General location information (e.g. city)

Conversion tracking

IP address

Unique ID

Legal basis The

legal basis for the

processing of personal data required by Art. 6 I 1 DSGVO is stated below.

Art. 6 para. 1 s. 1 lit. a DSGVO (consent)

Place of processing

Germany

Retention period

13 months

Data recipient

Taboola

Disclosure to third countries

Worldwide

Privacy policy on the use and application of JsDelivr CDN

This site uses a so-called "Content Delivery Network" (CDN) from jsDelivr.

A CDN is a service with the help of which the content of our online offer, in particular large media files such as graphics or scripts, can be delivered more quickly with the help of regionally distributed servers connected via the Internet. User data is processed

solely for the aforementioned purposes and to maintain the security and functionality of the CDN.

For this purpose, the browser you use must establish a connection to the servers of the CDN. This informs the CDN that our website has been accessed via your IP address.

This use is based on our legitimate interests, i.e. our interest in the secure and efficient provision, analysis and optimisation of our online offer in accordance with Art. 6 Para. 1 lit. f. DSGVO. For

more information, please see the privacy policy of jsDelivr:
<https://www.jsdelivr.com/privacy-policy-jsdelivr-net/>

Legal basis of the processing

Article 6 I lit. a DS-GVO serves as the legal basis for our company for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of another service or consideration, the processing is based on Article 6 I lit. b of the GDPR. The same applies to processing operations that are necessary for the implementation of pre-contractual measures, for example in the case of enquiries about our products or services. If our company is subject to a legal obligation by which the processing of personal data becomes necessary, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data might become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were to be injured on our premises and as a result his or her name, age, health insurance details or other vital information had to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO. Finally, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations which are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject are not overridden. Such processing operations are permitted to us in particular because they were specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (recital 47, sentence 2 of the GDPR).

Legitimate interests in the processing pursued by the controller or a third party

If the processing of personal data is based on Article 6 I lit. f DS-GVO, our legitimate interest is the performance of our business activities for the benefit of the well-being of all our employees and our shareholders.

Duration for which the personal data are stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of the period, the corresponding data is routinely deleted if it is no longer required for the fulfilment or initiation of the contract.

Legal or contractual requirements to provide the personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of non-provision

We would like to inform you that the provision of personal data is sometimes required by law (e.g. tax regulations) or may also result from contractual regulations (e.g. information on the contractual partner). Sometimes, in order to conclude a contract, it may be necessary for a data subject to provide us with personal data that must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with him or her. Failure to provide the personal data would mean that the contract with the data subject could not be concluded. Before providing personal data by the data subject, the data subject must contact one of our employees. Our employee will inform the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and what the consequences of not providing the personal data would be.

Existence of automated decision making

As a responsible company, we do not use automatic decision-making or profiling. We are very pleased that you are interested in our company. Data protection is of a particularly high priority for the management of hey novo Deutschland GmbH. The use of the Internet pages of the hey novo Deutschland GmbH is possible without any indication of personal data. However, if a data subject wants to use special services of our enterprise via our website, processing of personal data could become necessary. If processing of personal data is necessary and if there is no legal basis for such processing, we will generally obtain the consent of the data subject.