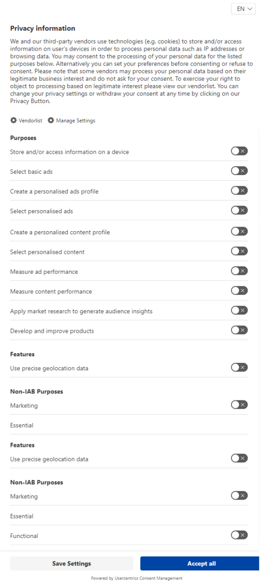


Privacy information

We and our third-party vendors use technologies (e.g. cookies) to store and/or access information on user's devices in order to process personal data such as IP addresses or browsing data. You may consent to the processing of your personal data for the listed purposes below. Alternatively you can set your preferences before consenting or refuse to consent. Please note that some vendors may process your personal data based on their legitimate business interest and do not ask for your consent. To exercise your right to object to processing based on legitimate interest please view our vendorlist. You can change your privacy settings or withdraw your consent at any time by clicking on our Privacy Button.

Purposes

Store and/or access information on a device ☒

Select basic ads ☒

Create a personalised ads profile ☒

Select personalised ads ☒

Create a personalised content profile ☒

Select personalised content ☒

Measure ad performance ☒

Measure content performance ☒

Apply market research to generate audience insights ☒

Develop and improve products ☒

Features

Use precise geolocation data ☒

Non-IAB Purposes

Marketing ☒

Essential

Features

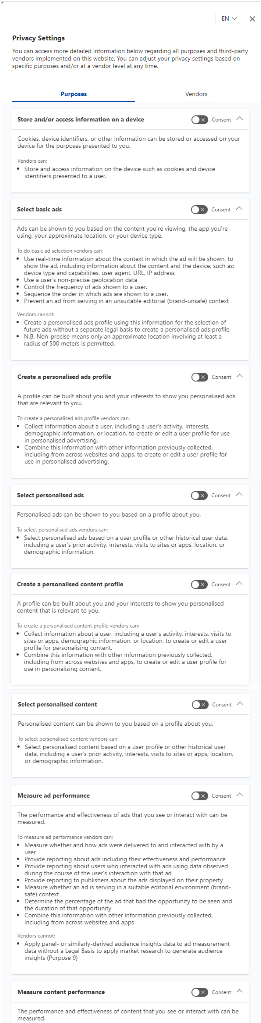
Use precise geolocation data ☒

Non-IAB Purposes

Marketing ☒

Essential

Functional ☒



Privacy Settings

You can access more detailed information below regarding all purposes and third-party vendors implemented on this website. You can adjust your privacy settings based on specific purposes and/or at a vendor level at any time.

Store and/or access information on a device ☒ Consent

Cookies, device identifiers, or other information can be stored or accessed on your device for the purposes presented to you.

Vendors can:
- Store and access information on the device such as cookies and device identifiers presented to a user.

Select basic ads ☒ Consent

Ads can be shown to you based on the content you're viewing, the app you're using, your approximate location, or your device type.

To do basic ad selection vendors can:
- Use real-time information about the context in which the ad will be shown, to show the ad, including information about the content and the device, such as: device type and capabilities, user agent, URL, IP address
- Use a user's non-precise geolocation data
- Control the frequency of ads shown to a user.
- Sequence the order in which ads are shown to a user.
- Prevent an ad from serving in an unsuitable editorial (brand-unsafe) context

Vendors cannot:
- Create a personalised ads profile using this information for the selection of future ads without a separate legal basis to create a personalised ads profile.
- N.B. Non-precise means only an approximate location involving at least a radius of 500 meters is permitted.

Create a personalised ads profile ☒ Consent

A profile can be built about you and your interests to show you personalised ads that are relevant to you.

To create a personalised ads profile vendors can:
- Collect information about a user, including a user's activity, interests, demographic information, or location, to create or edit a user profile for use in personalised advertising.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalised advertising.

Select personalised ads ☒ Consent

Personalised ads can be shown to you based on a profile about you.

To select personalised ads vendors can:
- Select personalised ads based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

Create a personalised content profile ☒ Consent

A profile can be built about you and your interests to show you personalised content that is relevant to you.

To create a personalised content profile vendors can:
- Collect information about a user, including a user's activity, interests, visits to sites or apps, demographic information, or location, to create or edit a user profile for personalising content.
- Combine this information with other information previously collected, including from across websites and apps, to create or edit a user profile for use in personalising content.

Select personalised content ☒ Consent

Personalised content can be shown to you based on a profile about you.

To select personalised content vendors can:
- Select personalised content based on a user profile or other historical user data, including a user's prior activity, interests, visits to sites or apps, location, or demographic information.

Measure ad performance ☒ Consent

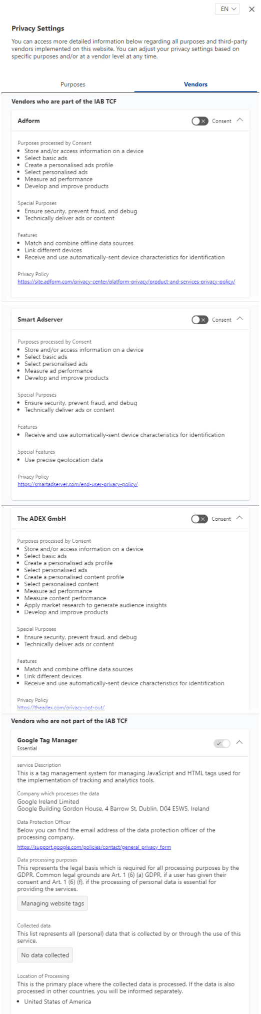
The performance and effectiveness of ads that you see or interact with can be measured.

To measure ad performance vendors can:
- Measure whether and how ads were delivered to and interacted with by a user
- Provide reporting about ads including their effectiveness and performance
- Provide reporting about users who interacted with ads using data observed during the course of the user's interaction with that ad
- Provide reporting to publishers about the ads displayed on their property
- Measure whether an ad is serving in a suitable editorial environment (brand-safe) context
- Determine the percentage of the ad that had the opportunity to be seen and the duration of that opportunity
- Combine this information with other information previously collected, including from across websites and apps

Vendors cannot:
- Apply panel- or similarly-derived audience insights data to ad measurement data without a Legal Basis to apply market research to generate audience insights (Purpose 9)

Measure content performance ☒ Consent

The performance and effectiveness of content that you see or interact with can be measured.



Privacy Settings

You can access more detailed information below regarding all purposes and third-party vendors implemented on this website. You can adjust your privacy settings based on specific purposes and/or at a vendor level at any time.

Vendors who are part of the IAB TCF

Adform ☒ Consent

Purposes processed by Consent
- Store and/or access information on a device
- Select basic ads
- Create a personalised ads profile
- Select personalised ads
- Measure ad performance
- Develop and improve products

Special Purposes
- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

Features
- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Privacy Policy
https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/

Smart Adserver ☒ Consent

Purposes processed by Consent
- Store and/or access information on a device
- Select basic ads
- Select personalised ads
- Measure ad performance
- Develop and improve products

Special Purposes
- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

Features
- Receive and use automatically-sent device characteristics for identification

Special Features
- Use precise geolocation data

Privacy Policy
https://smartadserver.com/end-user-privacy-policy/

The ADEX GmbH ☒ Consent

Purposes processed by Consent
- Store and/or access information on a device
- Select basic ads
- Create a personalised ads profile
- Select personalised ads
- Create a personalised content profile
- Select personalised content
- Measure ad performance
- Measure content performance
- Apply market research to generate audience insights
- Develop and improve products

Special Purposes
- Ensure security, prevent fraud, and debug
- Technically deliver ads or content

Features
- Match and combine offline data sources
- Link different devices
- Receive and use automatically-sent device characteristics for identification

Privacy Policy
https://theadex.com/privacy-opt-out/

Vendors who are not part of the IAB TCF

Google Tag Manager ☑
Essential

service Description
This is a tag management system for managing JavaScript and HTML tags used for the implementation of tracking and analytics tools.

Company which processes the data
Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

https://support.google.com/policies/contact/general_privacy_form

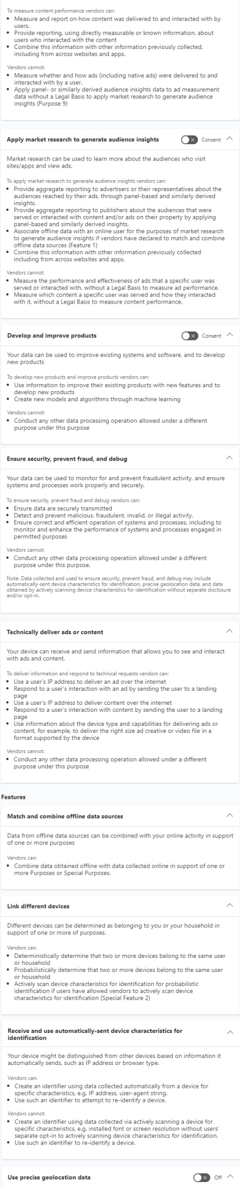
Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Managing website tags

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

No data collected

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.
- United States of America



To measure content performance vendors can:

- Measure and report on how content was delivered to and interacted with by users.
- Provide reporting, using directly measurable or known information, about users who interacted with the content
- Combine this information with other information previously collected, including from across websites and apps.

Vendors cannot:

- Measure whether and how ads (including native ads) were delivered to and interacted with by a user.
- Apply panel- or similarly derived audience insights data to ad measurement data without a Legal Basis to apply market research to generate audience insights (Purpose 9)

Apply market research to generate audience insights

Market research can be used to learn more about the audiences who visit sites/apps and view ads.

To apply market research to generate audience insights vendors can:

- Provide aggregate reporting to advertisers or their representatives about the audiences reached by their ads, through panel-based and similarly derived insights.
- Provide aggregate reporting to publishers about the audiences that were served or interacted with content and/or ads on their property by applying panel-based and similarly derived insights.
- Associate offline data with an online user for the purposes of market research to generate audience insights if vendors have declared to match and combine offline data sources (Feature 1)
- Combine this information with other information previously collected including from across websites and apps.

Vendors cannot:

- Measure the performance and effectiveness of ads that a specific user was served or interacted with, without a Legal Basis to measure ad performance.
- Measure which content a specific user was served and how they interacted with it, without a Legal Basis to measure content performance.

Develop and improve products

Your data can be used to improve existing systems and software, and to develop new products

To develop new products and improve products vendors can:

- Use information to improve their existing products with new features and to develop new products
- Create new models and algorithms through machine learning

Vendors cannot:

- Conduct any other data processing operation allowed under a different purpose under this purpose

Ensure security, prevent fraud, and debug

Your data can be used to monitor for and prevent fraudulent activity, and ensure systems and processes work properly and securely.

To ensure security, prevent fraud and debug vendors can:

- Ensure data are securely transmitted
- Detect and prevent malicious, fraudulent, invalid, or illegal activity.
- Ensure correct and efficient operation of systems and processes, including to monitor and enhance the performance of systems and processes engaged in permitted purposes

Vendors cannot:

- Conduct any other data processing operation allowed under a different purpose under this purpose.

Note: Data collected and used to ensure security, prevent fraud, and debug may include automatically-sent device characteristics for identification, precise geolocation data, and data obtained by actively scanning device characteristics for identification without separate disclosure and/or opt-in.

Technically deliver ads or content

Your device can receive and send information that allows you to see and interact with ads and content.

To deliver information and respond to technical requests vendors can:

- Use a user's IP address to deliver an ad over the internet
- Respond to a user's interaction with an ad by sending the user to a landing page
- Use a user's IP address to deliver content over the internet
- Respond to a user's interaction with content by sending the user to a landing page
- Use information about the device type and capabilities for delivering ads or content, for example, to deliver the right size ad creative or video file in a format supported by the device

Vendors cannot:

- Conduct any other data processing operation allowed under a different purpose under this purpose

Features

Match and combine offline data sources

Data from offline data sources can be combined with your online activity in support of one or more purposes

Vendors can:

- Combine data obtained offline with data collected online in support of one or more Purposes or Special Purposes.

Link different devices

Different devices can be determined as belonging to you or your household in support of one or more of purposes.

Vendors can:

- Deterministically determine that two or more devices belong to the same user or household
- Probabilistically determine that two or more devices belong to the same user or household
- Actively scan device characteristics for identification for probabilistic identification if users have allowed vendors to actively scan device characteristics for identification (Special Feature 2)

Receive and use automatically-sent device characteristics for identification

Your device might be distinguished from other devices based on information it automatically sends, such as IP address or browser type.

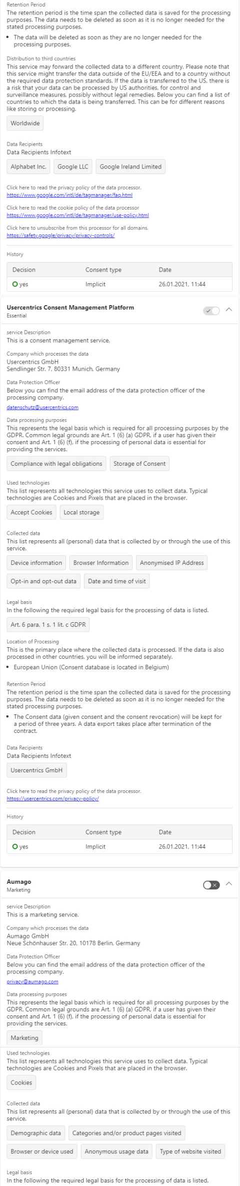
Vendors can:

- Create an identifier using data collected automatically from a device for specific characteristics, e.g. IP address, user-agent string.
- Use such an identifier to attempt to re-identify a device.

Vendors cannot:

- Create an identifier using data collected via actively scanning a device for specific characteristics, e.g. installed font or screen resolution without users' separate opt-in to actively scanning device characteristics for identification.
- Use such an identifier to re-identify a device.

Use precise geolocation data



Retention Period

The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries

This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients

Data Recipients Infotext

Alphabet Inc. | Google LLC | Google Ireland Limited

Click here to read the privacy policy of the data processor.
https://www.google.com/intl/de/tagmanager/faq.html

Click here to read the cookie policy of the data processor
https://www.google.com/intl/de/tagmanager/use-policy.html

Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

Decision	Consent type	Date
○ yes	Implicit	26.01.2021, 11:44

Usercentrics Consent Management Platform
Essential

service Description

This is a consent management service.

Company which processes the data

Usercentrics GmbH
Sendlinger Str. 7, 80331 Munich, Germany

Data Protection Officer

Below you can find the email address of the data protection officer of the processing company.

datenschutz@usercentrics.com

Data processing purposes

This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Compliance with legal obligations | Storage of Consent

Used technologies

This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Accept Cookies | Local storage

Collected data

This list represents all (personal) data that is collected by or through the use of this service.

Device information | Browser Information | Anonymised IP Address | Opt-in and opt-out data | Date and time of visit

Legal basis

In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. c GDPR

Location of Processing

This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union (Consent database is located in Belgium)

Retention Period

The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The Consent data (given consent and the consent revocation) will be kept for a period of three years. A data export takes place after termination of the contract.

Data Recipients

Data Recipients Infotext

Usercentrics GmbH

Click here to read the privacy policy of the data processor.
https://usercentrics.com/privacy-policy/

History

Decision	Consent type	Date
○ yes	Implicit	26.01.2021, 11:44

Aumago
Marketing

service Description

This is a marketing service.

Company which processes the data

Aumago GmbH
Neue Schönhauser Str. 20, 10178 Berlin, Germany

Data Protection Officer

Below you can find the email address of the data protection officer of the processing company.

privacy@aumago.com

Data processing purposes

This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Marketing

Used technologies

This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies

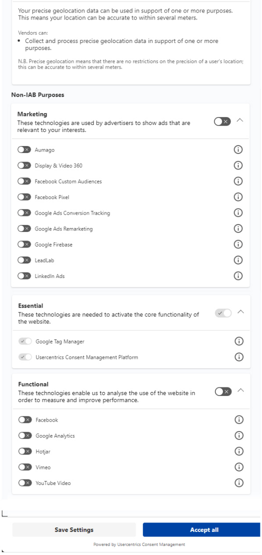
Collected data

This list represents all (personal) data that is collected by or through the use of this service.

Demographic data | Categories and/or product pages visited | Browser or device used | Anonymous usage data | Type of website visited

Legal basis

In the following the required legal basis for the processing of data is listed.



Your precise geolocation data can be used in support of one or more purposes. This means your location can be accurate to within several meters.

Vendors can:

- Collect and process precise geolocation data in support of one or more purposes.

N.B. Precise geolocation means that there are no restrictions on the precision of a user's location; this can be accurate to within several meters.

Non-IAB Purposes

Marketing
These technologies are used by advertisers to show ads that are relevant to your interests. ☐

☐ Aumago
☐ Display & Video 360
☐ Facebook Custom Audiences
☐ Facebook Pixel
☐ Google Ads Conversion Tracking
☐ Google Ads Remarketing
☐ Google Firebase
☐ LeadLab
☐ LinkedIn Ads

Essential
These technologies are needed to activate the core functionality of the website. ☑

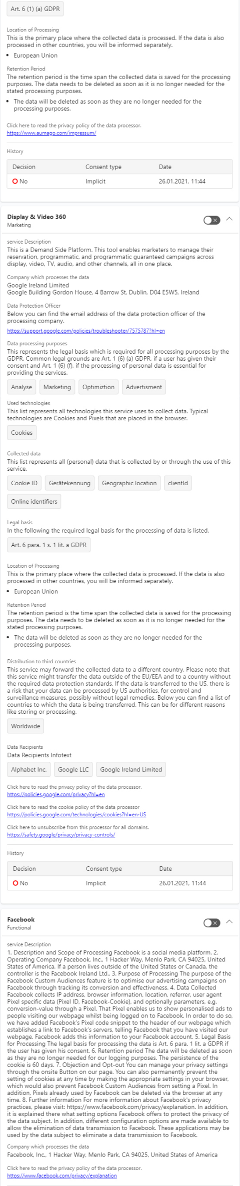
☑ Google Tag Manager
☑ Usercentrics Consent Management Platform

Functional
These technologies enable us to analyse the use of the website in order to measure and improve performance. ☐

☐ Facebook
☐ Google Analytics
☐ Hotjar
☐ Vimeo
☐ YouTube Video

Save Settings **Accept all**

Powered by Usercentrics Consent Management



Art. 6 (1) (a) GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Click here to read the privacy policy of the data processor.
https://www.aumago.com/impressum/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Display & Video 360 ☐
Marketing

service Description
This is a Demand Side Platform. This tool enables marketers to manage their reservation, programmatic, and programmatic guaranteed campaigns across display, video, TV, audio, and other channels, all in one place.

Company which processes the data
Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.
https://support.google.com/policies/troubleshooter/7575787?hl=en

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Analyse | Marketing | Optimiztion | Advertisment

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

Cookie ID | Gerätekennung | Geographic location | clientId | Online identifiers

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Alphabet Inc. | Google LLC | Google Ireland Limited

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en-US

Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

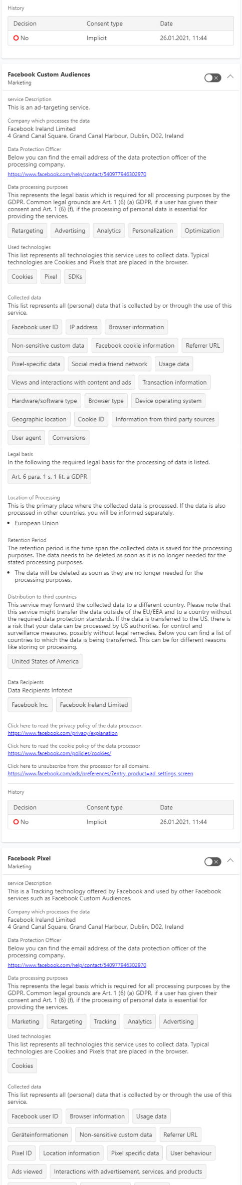
Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Facebook ☐
Functional

service Description
1. Description and Scope of Processing Facebook is a social media platform. 2. Operating Company Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, United States of America. If a person lives outside of the United States or Canada, the controller is the Facebook Ireland Ltd.. 3. Purpose of Processing The purpose of the Facebook Custom Audiences feature is to optimise our advertising campaigns on Facebook through tracking its conversion and effectiveness. 4. Data Collected Facebook collects IP address, browser information, location, referrer, user agent Pixel specific data (Pixel ID, Facebook-Cookie), and optionally parameters, e.g. conversion-value through a Pixel. That Pixel enables us to show personalised ads to people visiting our webpage whilst being logged on to Facebook. In order to do so, we have added Facebook's Pixel code snippet to the header of our webpage which establishes a link to Facebook's servers, telling Facebook that you have visited our webpage. Facebook adds this information to your Facebook account. 5. Legal Basis for Processing The legal basis for processing the data is Art. 6 para. 1 lit. a GDPR if the user has given his consent. 6. Retention period The data will be deleted as soon as they are no longer needed for our logging purposes. The persistence of the cookie is 60 days. 7. Objection and Opt-out You can manage your privacy settings through the onsite Button on our page. You can also permanently prevent the setting of cookies at any time by making the appropriate settings in your browser, which would also prevent Facebook Custom Audiences from setting a Pixel. In addition, Pixels already used by Facebook can be deleted via the browser at any time. 8. Further information For more information about Facebook's privacy practices, please visit: https://www.facebook.com/privacy/explanation. In addition, it is explained there what setting options Facebook offers to protect the privacy of the data subject. In addition, different configuration options are made available to allow the elimination of data transmission to Facebook. These applications may be used by the data subject to eliminate a data transmission to Facebook.

Company which processes the data
Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, United States of America

Click here to read the privacy policy of the data processor.
https://www.facebook.com/privacy/explanation



History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Facebook Custom Audiences
Marketing

service Description
This is an ad-targeting service.

Company which processes the data
Facebook Ireland Limited
4 Grand Canal Square, Grand Canal Harbour, Dublin, D02, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

https://www.facebook.com/help/contact/540977946302970

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

- Retargeting
- Advertising
- Analytics
- Personalization
- Optimization

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

- Cookies
- Pixel
- SDKs

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

- Facebook user ID
- IP address
- Browser information
- Non-sensitive custom data
- Facebook cookie information
- Referrer URL
- Pixel-specific data
- Social media friend network
- Usage data
- Views and interactions with content and ads
- Transaction information
- Hardware/software type
- Browser type
- Device operating system
- Geographic location
- Cookie ID
- Information from third party sources
- User agent
- Conversions

Legal basis
In the following the required legal basis for the processing of data is listed.

- Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

- United States of America

Data Recipients
Data Recipients Infotext

- Facebook Inc.
- Facebook Ireland Limited

Click here to read the privacy policy of the data processor.
https://www.facebook.com/privacy/explanation

Click here to read the cookie policy of the data processor
https://www.facebook.com/policies/cookies/

Click here to unsubscribe from this processor for all domains.
https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Facebook Pixel
Marketing

service Description
This is a Tracking technology offered by Facebook and used by other Facebook services such as Facebook Custom Audiences.

Company which processes the data
Facebook Ireland Limited
4 Grand Canal Square, Grand Canal Harbour, Dublin, D02, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

https://www.facebook.com/help/contact/540977946302970

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

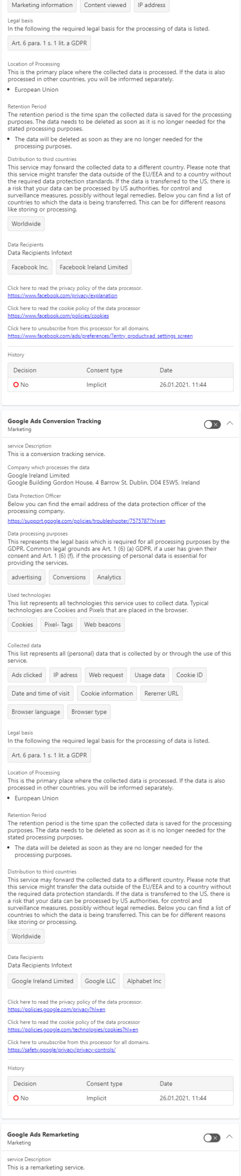
- Marketing
- Retargeting
- Tracking
- Analytics
- Advertising

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

- Cookies

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

- Facebook user ID
- Browser information
- Usage data
- Geräteinformationen
- Non-sensitive custom data
- Referrer URL
- Pixel ID
- Location information
- Pixel specific data
- User behaviour
- Ads viewed
- Interactions with advertisement, services, and products



Marketing information | Content viewed | IP address

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Facebook Inc. | Facebook Ireland Limited

Click here to read the privacy policy of the data processor.
https://www.facebook.com/privacy/explanation

Click here to read the cookie policy of the data processor
https://www.facebook.com/policies/cookies

Click here to unsubscribe from this processor for all domains.
https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Google Ads Conversion Tracking
Marketing

service Description
This is a conversion tracking service.

Company which processes the data
Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

https://support.google.com/policies/troubleshooter/7575787?hl=en

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

advertising | Conversions | Analytics

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies | Pixel- Tags | Web beacons

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

Ads clicked | IP adress | Web request | Usage data | Cookie ID
Date and time of visit | Cookie information | Rererrer URL
Browser language | Browser type

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Google Ireland Limited | Google LLC | Alphabet Inc

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en

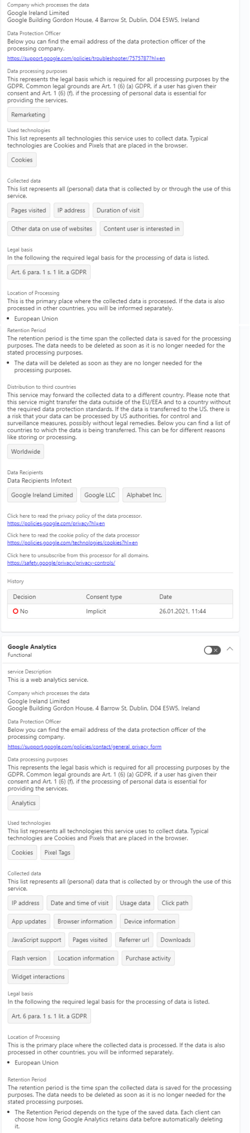
Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Google Ads Remarketing
Marketing

service Description
This is a remarketing service.



Company which processes the data

Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer

Below you can find the email address of the data protection officer of the processing company.

https://support.google.com/policies/troubleshooter/7575787?hl=en

Data processing purposes

This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Remarketing

Used technologies

This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies

Collected data

This list represents all (personal) data that is collected by or through the use of this service.

Pages visited
IP address
Duration of visit
Other data on use of websites
Content user is interested in

Legal basis

In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing

This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period

The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries

This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients

Data Recipients Infotext

Google Ireland Limited
Google LLC
Alphabet Inc.

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en

Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Google Analytics

Functional

service Description

This is a web analytics service.

Company which processes the data

Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer

Below you can find the email address of the data protection officer of the processing company.

https://support.google.com/policies/contact/general_privacy_form

Data processing purposes

This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Analytics

Used technologies

This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies
Pixel Tags

Collected data

This list represents all (personal) data that is collected by or through the use of this service.

IP address
Date and time of visit
Usage data
Click path
App updates
Browser information
Device information
JavaScript support
Pages visited
Referrer url
Downloads
Flash version
Location information
Purchase activity
Widget interactions

Legal basis

In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing

This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period

The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The Retention Period depends on the type of the saved data. Each client can choose how long Google Analytics retains data before automatically deleting it.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Alphabet Inc. | Google LLC | Google Ireland Limited

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en

Click here to unsubscribe from this processor for all domains.
https://tools.google.com/dlpage/gaoptout?hl=de

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Google Firebase
Marketing

service Description
This is a mobile and web application development service.

Company which processes the data
Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

https://support.google.com/policies/troubleshooter/7575787?hl=en

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Mobile and web application development

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

User behavior | App crashes and their reasons
Configuration of app settings | IP address

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Alphabet Inc | Google LLC | Google Ireland Limited

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en

Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Hotjar
Functional

service Description
This is a web analytics service.

Company which processes the data
Hotjar Limited
Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.

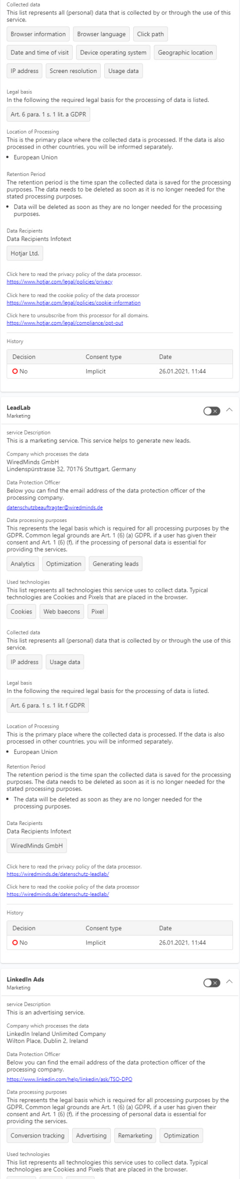
dpo@hotjar.com

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Analytics | User-Journey Analysis

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies



Collected data
This list represents all (personal) data that is collected by or through the use of this service.

Browser information | Browser language | Click path | Date and time of visit | Device operating system | Geographic location | IP address | Screen resolution | Usage data

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- Data will be deleted as soon as they are no longer needed for the processing purposes.

Data Recipients
Data Recipients Infotext

Hotjar Ltd.

Click here to read the privacy policy of the data processor.
https://www.hotjar.com/legal/policies/privacy

Click here to read the cookie policy of the data processor
https://www.hotjar.com/legal/policies/cookie-information

Click here to unsubscribe from this processor for all domains.
https://www.hotjar.com/legal/compliance/opt-out

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

LeadLab
Marketing

service Description
This is a marketing service. This service helps to generate new leads.

Company which processes the data
WiredMinds GmbH
Lindenspürstrasse 32, 70176 Stuttgart, Germany

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.
datenschutzbeauftragter@wiredminds.de

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Analytics | Optimization | Generating leads

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies | Web baecons | Pixel

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

IP address | Usage data

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. f GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Data Recipients
Data Recipients Infotext

WiredMinds GmbH

Click here to read the privacy policy of the data processor.
https://wiredminds.de/datenschutz-leadlab/

Click here to read the cookie policy of the data processor
https://wiredminds.de/datenschutz-leadlab/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

LinkedIn Ads
Marketing

service Description
This is an advertising service.

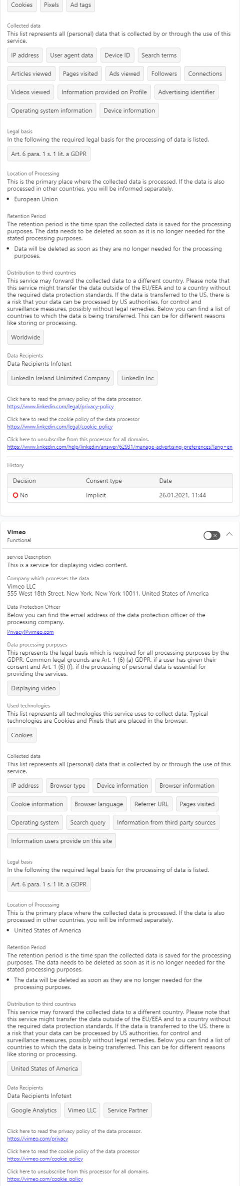
Company which processes the data
LinkedIn Ireland Unlimited Company
Wilton Place, Dublin 2, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.
https://www.linkedin.com/help/linkedin/ask/TSO-DPO

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Conversion tracking | Advertising | Remarketing | Optimization

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.



Cookies
Pixels
Ad tags

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

IP address
User agent data
Device ID
Search terms
Articles viewed
Pages visited
Ads viewed
Followers
Connections
Videos viewed
Information provided on Profile
Advertising identifier
Operating system information
Device information

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- Data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

LinkedIn Ireland Unlimited Company
LinkedIn Inc

Click here to read the privacy policy of the data processor.
https://www.linkedin.com/legal/privacy-policy

Click here to read the cookie policy of the data processor
https://www.linkedin.com/legal/cookie_policy

Click here to unsubscribe from this processor for all domains.
https://www.linkedin.com/help/linkedin/answer/62931/manage-advertising-preferences?lang=en

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Vimeo
Functional

service Description
This is a service for displaying video content.

Company which processes the data
Vimeo LLC
555 West 18th Street, New York, New York 10011, United States of America

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.
Privacy@vimeo.com

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Displaying video

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

IP address
Browser type
Device information
Browser information
Cookie information
Browser language
Referrer URL
Pages visited
Operating system
Search query
Information from third party sources
Information users provide on this site

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- United States of America

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

United States of America

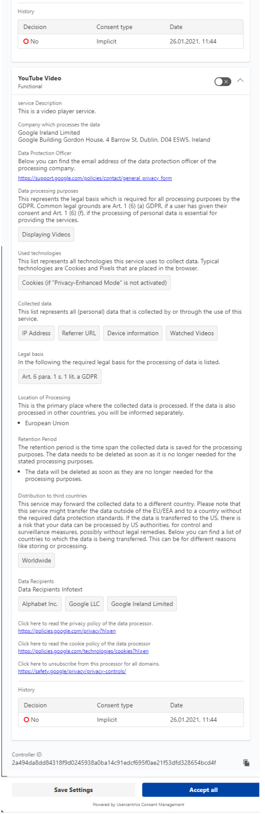
Data Recipients
Data Recipients Infotext

Google Analytics
Vimeo LLC
Service Partner

Click here to read the privacy policy of the data processor.
https://vimeo.com/privacy

Click here to read the cookie policy of the data processor
https://vimeo.com/cookie_policy

Click here to unsubscribe from this processor for all domains.
https://vimeo.com/cookie_policy



History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

YouTube Video
Functional

service Description
This is a video player service.

Company which processes the data
Google Ireland Limited
Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland

Data Protection Officer
Below you can find the email address of the data protection officer of the processing company.
https://support.google.com/policies/contact/general_privacy_form

Data processing purposes
This represents the legal basis which is required for all processing purposes by the GDPR. Common legal grounds are Art. 1 (6) (a) GDPR, if a user has given their consent and Art. 1 (6) (f), if the processing of personal data is essential for providing the services.

Displaying Videos

Used technologies
This list represents all technologies this service uses to collect data. Typical technologies are Cookies and Pixels that are placed in the browser.

Cookies (if "Privacy-Enhanced Mode" is not activated)

Collected data
This list represents all (personal) data that is collected by or through the use of this service.

IP Address
Referrer URL
Device information
Watched Videos

Legal basis
In the following the required legal basis for the processing of data is listed.

Art. 6 para. 1 s. 1 lit. a GDPR

Location of Processing
This is the primary place where the collected data is processed. If the data is also processed in other countries, you will be informed separately.

- European Union

Retention Period
The retention period is the time span the collected data is saved for the processing purposes. The data needs to be deleted as soon as it is no longer needed for the stated processing purposes.

- The data will be deleted as soon as they are no longer needed for the processing purposes.

Distribution to third countries
This service may forward the collected data to a different country. Please note that this service might transfer the data outside of the EU/EEA and to a country without the required data protection standards. If the data is transferred to the US, there is a risk that your data can be processed by US authorities, for control and surveillance measures, possibly without legal remedies. Below you can find a list of countries to which the data is being transferred. This can be for different reasons like storing or processing.

Worldwide

Data Recipients
Data Recipients Infotext

Alphabet Inc.
Google LLC
Google Ireland Limited

Click here to read the privacy policy of the data processor.
https://policies.google.com/privacy?hl=en

Click here to read the cookie policy of the data processor
https://policies.google.com/technologies/cookies?hl=en

Click here to unsubscribe from this processor for all domains.
https://safety.google/privacy/privacy-controls/

History

Decision	Consent type	Date
○ No	Implicit	26.01.2021, 11:44

Controller ID
2a494da8dd84318f9d0245938a0ba14c91edcf695f0ae21f53dfd328654bcd4f

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