

SIBU Design GmbH Data Protection Declaration from 8th March 2018

We are very pleased by your interest in our company and wish to state that data protection is a particularly high priority for the SIBU DESIGN GmbH & CoKG management. Basically, the use of the Internet pages of SIBU DESIGN GmbH & CoKG is possible without the provision of personal data. However, should a data subject wish to use special company services via our website, the processing of personal data may become necessary. If the processing of personal data is required and there is no statutory basis for such processing, we generally obtain consent from the data subject.

The processing of personal data such as the name, address, e-mail address, or telephone number of a data subject always takes place in line with the General Data Protection Regulation (GDPR), and in accordance with the current data protection regulations applicable to SIBU DESIGN GmbH & CoKG in individual countries. By means of this data protection declaration, our enterprise wishes to inform the general public of the nature, scope, and purpose of the personal data that we collect, use and process. Furthermore, this data protection declaration also informs data subjects of the rights to which they are entitled.

As the controller, SIBU DESIGN GmbH & CoKG has implemented numerous technical and organisational measures to ensure the most complete protection possible of the personal data processed through this website. Nonetheless, Internet-based data transmissions may in principle have security gaps and therefore absolute protection cannot be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

1. Definitions

The SIBU DESIGN GmbH & CoKG data protection declaration is based on the terms employed by the European legislative and regulatory authorities for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be easily legible and understandable for the general public, as well as our customers and business partners. To ensure this, we would first like to explain the terminology employed.

In this data protection declaration, amongst others, we use the following terms:

a) Personal data

Personal data means any information relating to an identified or identifiable natural person (subsequently referred to as the "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, psychological, economic, cultural or social identity of that natural person.

b) Data subject

The data subject is any identified or identifiable natural person, whose personal data is processed by the controller responsible for the processing.

c) Processing

Processing is any procedure or series of procedures, with or without automated means, carried out in connection with personal data such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or other form of provision, 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 its processing in the future.

e) Profiling

Profiling means any form of automated, personal data processing and consists of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

f) Pseudonymisation

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

g) Controller or controller responsible for processing

The controller or the controller 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 Union or member state law determines the purposes and means of such processing, then Union or member state law can provide for the controller or the specific criteria for its nomination.

h) Processor

The processor is a natural or legal person, public authority, agency or other body that processes personal data on behalf of the controller.

i) Recipient

The recipient is a natural or legal person, public authority, agency or another body, to whom the personal data is disclosed, irrespective of whether this is, or is not, a third party. However, public authorities that may receive personal data within the course of a particular inquiry in accordance with Union or member state law shall not be regarded as recipients.

j) Third party

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

k) Consent

Consent of the data subject is any voluntarily given, specific, informed and unambiguous indication of the data subject's wishes by which he or she signifies agreement to the processing of personal data relating to him or her in the form of a statement or clearly affirmative action.

2. Name and address of the controller

Pursuant to the General Data Protection Regulation (GDPR), other data protection laws applicable in the member states of the European Union and other provisions related to data protection, the controller is:

SIBU DESIGN GmbH & CoKG
Jupiterstrasse 8
4452 Ternberg
Austria
Phone: +43 (0) 7256 / 6025-0
E-mail: info@sibu.at
Website: www.sibu.at

3. Cookies

The SIBU DESIGN GmbH & CoKG Internet pages use cookies. Cookies are text files that are placed and stored in a computer system via an Internet browser.

Numerous Internet sites and servers use cookies. Many cookies contain a so-called cookie ID, which provides unique cookie identification. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie has been stored. This allows the Internet sites and servers visited to differentiate between the individual browser of the data subject and other Internet browsers that contain other cookies. A specific Internet browser can be recognised and identified using the unique cookie ID. By employing cookies, SIBU DESIGN GmbH & CoKG can provide the users of this website with more user-friendly services, which would be impossible without cookie setting.

By means of a cookie, the information and offers on our website can be optimised with the user in mind. As previously mentioned, cookies allow us to recognise our website users. The purpose of this recognition is to make it easier for users to utilise our website. For example, the user of a website that employs cookies does not have to enter access data each time the website is accessed, because this task is assumed by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in an online shop. The online store notes the articles that a customer has placed in the virtual shopping cart via a cookie.

The data subject may at any time prevent the setting of cookies through our website by means of a corresponding setting of the Internet browser used, and can thus deny the setting of cookies permanently. Furthermore, previously set cookies may be deleted at any time via an Internet browser, or other software programs. This is possible in all standard Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, under some circumstances, not all the functions of our website may be usable to a full extent.

4. Collection of general data and information

The SIBU DESIGN GmbH & CoKG website collects a range of general data and information when a data subject or automated system calls up the website. This general data and information are stored in the server log files. Collection may include (1) the browser types and versions used, (2) the operating system employed by the accessing system, (3) the website from which an accessing system reaches our website (so-called referrers), (4) the sub-websites, (5) the date and time of access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) any other similar data and information that may be used in the event of attacks on our information technology systems.

When employing this general data and information, SIBU DESIGN GmbH & CoKG does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of our website correctly, (2) optimise the content of our website, as well as its advertisement, (3) ensure the long-term viability of our information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the case of a cyber attack. Therefore, SIBU DESIGN GmbH & CoKG analyses this anonymously collected data and information statistically with the aim of increasing the data protection and security of our company, and ensuring an optimum level of protection for the personal data that we process. The anonymous data of the server log files is stored separately from all the personal data provided by a data subject.

5. Registration on our website

The data subject has the possibility to register on the website of the controller subject to the provision of personal data. The respective input mask used for registration determines which personal data is transmitted to the controller. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller, and for its own purposes. The controller may request a transfer to one or more processors such as a parcel service, which also use personal data for an internal purpose, which is attributable to the controller.

Through registration on the website of the controller, the IP address allocated by the Internet service provider (ISP) to the data subject, the date, and the time of the registration are also stored. The storage of this data takes place against the background that it represents the only method of preventing the misuse of our services, and, if necessary, the facilitation of the investigation of committed offences. In this sense, the storage of such data is necessary to secure the controller. This data is not passed on to third parties unless there is a statutory obligation to do so, or the transfer serves the purpose of criminal prosecution.

The registration of the data subject with the voluntary provision of personal data is intended to enable the controller to offer the data subject content or services, which owing to the nature of the matter in question, may only be offered to registered users. Registered persons are free to change the personal data specified during registration at any time, or to have it completely deleted from the data stock of the controller.

Upon request, the data controller shall at any time provide information to each data subject as to which personal data is stored about the data subject. In addition, the data controller shall correct or erase personal data at the request or indication of the data subject providing there are no statutory storage obligations. In this connection, all of the controller's employees are available to the data subject as contact persons.

6. Subscription to our newsletter

The SIBU DESIGN GmbH & CoKG website offers users an opportunity to subscribe to our company newsletter. The input mask used for this purpose determines which personal data are transferred when the newsletter is ordered from the controller.

SIBU DESIGN GmbH & CoKG informs its customers and business partners regularly about company offers by means of a newsletter. The company newsletter may only be received when (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter dispatch. For legal reasons, a confirmation e-mail will be sent to the e-mail address registered initially by a data subject for newsletter dispatch by means of a double opt-in procedure.

duration. This confirmation e-mail is used to prove whether, as the owner of the e-mail address, the data subject is authorised to receive the newsletter.

During the registration for the newsletter, we also store the IP address of the computer system assigned by the Internet service provider (ISP) and used by the data subject at the time of registration, as well as the date and time of the registration. The collection of this data is necessary in order to understand the (possible) misuse of the e-mail address of a data subject at a later date and it therefore serves the aim of the legal protection of the controller.

The personal data collected as part of a registration for the newsletter will only be used to send our newsletter. In addition, subscribers to the newsletter may be informed by e-mail, where this is necessary for the operation of the newsletter service or a related registration, which might be the case in the event of modifications to the newsletter offer, or a change in technical circumstances. There will be no transfer of the personal data collected by the newsletter service to third parties. The subscription to our newsletter may be terminated by the data subject at any time. The consent to the storage of personal data, which the data subject has granted for the delivery of the newsletter, may be revoked at all times. An appropriate link for the purpose of revocation of consent is provided in each newsletter. It is also possible to communicate the wish to unsubscribe to the controller in a different manner.

7. Newsletter tracking

The SIBU DESIGN GmbH & CoKG newsletter contains so-called tracking pixels. A tracking pixel is a miniature graphic embedded in e-mails that are sent in HTML format in order to enable log file recording and analysis. This allows a statistical analysis of the success or failure of online marketing campaigns. On the basis of the embedded tracking pixel, SIBU DESIGN GmbH & CoKG can see if and when a data subject opened an e-mail and which links in the e-mail were called up.

The personal data collected in the tracking pixels contained in the newsletters is stored and analysed by the controller in order to optimise the delivery of the newsletter, as well as to still better adapt the content of future newsletters to the interests of the data subject. This personal data will not be passed on to third parties. Data subjects are entitled at any time to revoke the respective separate declaration of consent issued by means of the double-opt-in procedure. After a revocation, the controller will delete this personal data. SIBU DESIGN GmbH & CoKG automatically regards a withdrawal from the receipt of the newsletter as a revocation.

8. Contact possibility via the website

Due to statutory regulations, the SIBU DESIGN GmbH & CoKG website contains information, which enables quick electronic contacts and direct communications with our company, and includes a general address for so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail, or via a contact form, the personal data transferred by the data subject is stored automatically. Such personal data provided by a data subject to the data controller on a voluntary basis is stored for the purpose of processing or contacting the data subject. There is no transfer of this personal data to third parties.

9. Routine erasure and blocking of personal data

The data controller shall process and store the personal data of the data subject only for the period necessary to achieve the purpose of storage, or as far as this is granted by European legislators and regulators or other legislators in laws or regulations to which the controller is subject.

If the storage purpose is inapplicable, or if a storage period prescribed by the European legislators or another competent legislator expires, the personal data is routinely blocked or erased in accordance with legal requirements.

10. Rights of the data subject

a) Right of confirmation

Each data subject shall have the right granted by the European legislators and regulators to obtain confirmation from the controller as to whether or not personal data concerning him or her is being processed. If a data subject wishes to make use of this right of confirmation, he or she may contact one of our employees at any time.

b) Right of access

Every data subject shall have the right granted by the European legislators to obtain at any time free information from the controller regarding his or her stored personal data and a copy of such information. Furthermore, the European directives and regulations grant the data subject access to the following information:

- The processing purposes
- The categories of personal data concerned
- The recipients or categories of recipients to whom the personal data has been, or will be disclosed, in particular recipients in third countries or international organisations
- Where possible, the period envisaged for the storage of the personal data, or should this not be possible, the criteria used to determine this period
- The existence of the right to request from the controller the rectification or erasure of personal data, or the restriction of processing of the personal data concerning the data subject, or the right of objection to such processing
- The existence of the right to lodge a complaint with a supervisory authority
- Where the personal data is not collected from the data subject, any available information as to the data source
- The existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and, at least in such cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject

Furthermore, the data subject shall have a right to obtain information, as to whether personal data is transferred to a third country, or to an international organisation. Where this is the case, the data subject shall have the right to be informed of the appropriate safeguards relating to the transfer.

If a data subject wishes to make use of this right of access, he or she may contact one of our employees at any time.

c) Right to rectification

Each data subject shall have the right granted by the European legislators and regulators to obtain from the controller the prompt rectification of inaccurate personal data concerning him- or herself. In addition, taking into account the purposes of the processing, the data subject shall also have the right to require that incomplete personal data be augmented, if necessary by means of a supplementary statement.

If a data subject wishes to exercise this right to rectification, he or she may contact one of our employees at any time.

d) Right to erasure (right to be forgotten)

Each data subject shall have the right granted by the European legislators and regulators to obtain from the controller the prompt erasure of personal data concerning him- or herself and the controller shall be obliged to erase personal data immediately where one of the following grounds applies and as long as processing is unnecessary:

- The personal data was collected or otherwise processed for purposes for which it is no longer required.
- The data subject withdraws consent upon which the processing is based according to Item (a) of Article 6(1) of the GDPR, or Item (a) of Article 9(2) of the GDPR, and there is no other legal basis for processing.
- The data subject objects to processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate reasons for the processing, or the data subject objects to processing pursuant to Article 21(2) of the GDPR.
- The personal data has been unlawfully processed.
- The personal data must be erased for compliance with a legal obligation under Union or member state law to which the controller is subject.
- The personal data has been collected in relation to the offer of information company services pursuant to Article 8(1) of the GDPR.

If one of the aforementioned reasons applies and a data subject wishes to request the erasure of personal data stored by SIBU DESIGN GmbH & CoKG, he or she may contact one of our employees at any time. The SIBU DESIGN GmbH & CoKG employees shall ensure that the erasure request is complied with immediately.

If SIBU DESIGN GmbH & CoKG has made personal data public and pursuant to Article 17(1) is obliged to erase the personal data, taking into account the available technology and the cost of implementation, SIBU DESIGN GmbH & CoKG shall take reasonable steps, including technical measures, to inform other controllers processing the personal data that the data subject has requested erasure by such controllers of any links to, or the copies or replications of this personal data, as far as processing is not required. In individual cases, a SIBU DESIGN GmbH & CoKG employee will arrange the necessary measures.

e) Right of restriction of processing

Each data subject shall have the right granted by the European legislators and regulators to obtain the restriction of processing from the controller where one of the following prerequisites applies:

- The data subject contests the correctness of the personal data for a period long enough for the controller to verify the accuracy of the personal data.
- The processing is unlawful and the data subject rejects the erasure of the personal data and requests instead the restriction of their use.
- The controller no longer needs the personal data for the processing purposes, but the data subject requires it for the assertion, exercise or defence of legal claims.
- The data subject has objected to processing pursuant to Article 21(1) of the GDPR pending verification of whether the legitimate reasons of the controller override those of the data subject.

If one of the aforementioned conditions is given and a data subject wishes to request the restriction of the processing of personal data stored by SIBU DESIGN GmbH & CoKG, he or she may contact one of our employees at any time. SIBU DESIGN GmbH & CoKG employees will arrange the processing restriction.

f) Right to data portability

Each data subject shall have the right granted by the European legislators and regulators, to receive the personal data provided to a controller concerning him- or herself, in a structured, standard and machine-readable format. He or she shall have the right to transfer this data to another controller without hindrance on the part of the controller to which the personal data was provided, where processing is based on consent pursuant to Item (a) of Article 6(1) of the GDPR or Item (a) of Article 9(2) of the GDPR, or a contract pursuant to Item (b) of Article 6(1) of the GDPR and is carried out by automated means, unless processing is necessary for the performance of a task carried out in the public interest or for the exercise of official authority vested in the controller.

Furthermore, in exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to have personal data transferred directly from one controller to another, where this is technically feasible and does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may contact a SIBU DESIGN GmbH & CoKG employee at any time.

g) Right to object

Each data subject shall have the right granted by the European legislators and regulators to object at any time to the processing of personal data concerning him- or herself, which is based on Item (e) or (f) of Article 6(1) of the GDPR on grounds relating to his or her particular situation. This shall also apply to profiling based on these provisions.

In the event of such an objection, SIBU DESIGN GmbH & CoKG shall no longer process the personal data, unless it can demonstrate compelling legitimate grounds for processing, which override the interests, rights and freedoms of the data subject, or for the assertion, exercise or defence of legal claims.

Should SIBU DESIGN GmbH & CoKG process personal data for direct marketing purposes, the data subject shall have the right to object at any time to the processing of personal data concerning him- or herself for such marketing. This shall apply to profiling to the extent that it is related to such direct marketing. If the data subject objects to SIBU DESIGN GmbH & CoKG processing data for direct marketing, SIBU DESIGN GmbH & CoKG will no longer process the personal data for such purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to the processing of personal data concerning him- or herself by SIBU DESIGN GmbH & CoKG for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless such processing is necessary for the performance of a task carried out for reasons of public interest.

In order to exercise the right to object, the data subject can contact a SIBU DESIGN GmbH & CoKG employee directly. In addition, within the context of the use of information society services, and notwithstanding Directive 2002/58/EC, the data subject is free to use his or her right to object by automated means that employ technical specifications.

h) Automated, individual decision-making including profiling

Each data subject shall have the right granted by the European legislators and regulators not to be subject to a decision based solely on automated processing, including profiling, which has legal consequences concerning him- or herself, or similarly significantly affects

him or her, as long as the decision (1) is unnecessary for entry into or the performance of a contract between the data subject and a data controller, or (2) is permissible under Union or member state laws to which the controller is subject and which also contain suitable measures for the safeguarding of the data subject's rights, freedoms and legitimate interests, or (3) takes place with the data subject's explicit consent.

Should the decision (1) be necessary for entering into or the performance of a contract between the data subject and a data controller, or (2) is based on the data subject's explicit consent, SIBU DESIGN GmbH & CoKG shall implement suitable measures to safeguard the data subject's rights, freedoms and legitimate interests, whereby the personal controller shall at the very least retain the right to effect personal intervention, express its point of view and contest the decision.

If the data subject wishes to exercise rights with regard to automated decision-making, he or she may contact one of our employees at any time.

i) Right to withdraw data protection consent

Each data subject shall have the right granted by the European legislators and regulators to withdraw his or her consent to the processing of personal data at any time.

If the data subject wishes to exercise the right of consent withdrawal, he or she may contact one of our employees at any time.

11. Data protection for applications and the application procedures

The data controller collects and processes the personal data of applicants for the purpose of the processing of the application procedure. Processing may also be carried out electronically. In particular, this applies if an applicant submits relevant application documents to the controller by e-mail, or by means of a web form on the website. If the data controller concludes an employment contract with an applicant, the submitted data will be stored for the purpose of processing the employment relationship in compliance with legal requirements. Should the controller not conclude an employment contract with the applicant, following the end of the application process, the application documents will be erased manually, unless erasure is counter to other legitimate interests of the controller. Other legitimate interests in this regard include, e.g. the discharge of a burden of proof during proceedings under the General Equal Treatment Act (AGG).

12. Data protection provisions relating to the application and use of Facebook

The controller has integrated elements of the company Facebook into this website. Facebook is a social network.

A social network is a forum for social contacts on the Internet, an online community, which as a rule allows users to communicate with each other and interact in a virtual space. A social network may serve as a platform for the exchange of opinions and experiences, or enable the Internet community to provide personal or business-related information. Facebook allows social network users to include the creation of private profiles, upload photos, and network through friend requests.

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

With each call-up of one of the individual pages on this Internet website, which is operated by the controller and into which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding Facebook component. An overview of all the Facebook Plug-ins may be accessed under <https://developers.facebook.com/docs/plugins/>. During the course of this technical procedure, Facebook receives information as to which specific sub-page of our website was visited by the data subject.

If the data subject is simultaneously logged onto Facebook, Facebook detects every call-up to our website by the data subject and during the entire duration of the respective stay on our Internet site, which specific sub-site of our Internet page was visited by the data subject. This information is collected through the Facebook component and thus assigned to the respective Facebook account of the data subject. If the data subject clicks one of the Facebook buttons integrated into our website, e.g. the „Like“ button, or if the data subject submits a comment, then Facebook allocates this information to the personal Facebook user account of the data subject and stores the personal data.

Via the Facebook component, Facebook always receives information about a visit to our website by the data subject, whenever the data subject is simultaneously logged onto Facebook when calling up our website. This occurs automatically regardless of whether the data subject clicks onto the Facebook component or not. If the data subject does not wish for such a transmission of information to Facebook, then he or she can prevent this by logging off from the Facebook account before a call-up to our website is made.

The data protection guideline published by Facebook, which is available at <https://facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. In addition, the setting options that Facebook offers to protect the privacy of the data subject are explained and different configuration options are available that facilitate the suppression of data transmissions to Facebook. The data subject can use these applications to eliminate a data transmission to Facebook.

13. Data protection provisions relating to the application and use of Google Analytics (with anonymisation function)

The controller has integrated the Google Analytics component (with the anonymiser function) into this website. Google Analytics is a web analysis service. Web analyses involve the collection, gathering, and analysis of data about website visitor behaviour. Amongst other information, a web analysis service collects data about the website from which a person has come (the so-called referrer), which sub-pages were visited, or how often and for how long a sub-page was viewed. Web analyses are used mainly for website optimisation and the cost-benefit analysis 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 „gat._anonymizeIp“ application for web analysis via Google Analytics. By means of this application, when our website is accessed from a member state of the European Union or another state contracted to the European Economic Area Agreement, the IP address of the Internet connection of the data subject is abridged by Google and anonymised.

The purpose of the Google Analytics component is to analyse the visitor traffic to our website. Amongst other uses, Google employs the collected data and information to evaluate the utilisation of our website and draw up online reports regarding the activities on our pages, and provide other services related to the use of our Internet site.

Google Analytics places a cookie on the information technology system of the data subject. The definition of cookies was already explained previously. With the setting of the cookie, Google is able to analyse the use of our website. With each call-up of one of the individual pages of the Internet website, which is operated by the controller and into which a Google Analytics component has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted to submit data to Google through the respective Google Analytics component for the purpose of online analysis. During the course of this technical procedure, Google receives personal information, such as the IP address of the data subject, which among other results enables it to understand the origin of visitors and clicks, and subsequently create commission settlements.

The cookie is used to store personal information such as the access time, the location from which the access was made and the frequency of visits of our website by the data subject. With each visit to our Internet site such personal data, including the IP address of the Internet access used by the data subject, is transmitted to Google in the United States of America where it is stored. Google may pass on the personal data collected via this technical procedure to third parties.

As stated previously, the data subject may prevent the setting of cookies through our website at any time by means of a corresponding adjustment to the web browser used and thus permanently reject the setting of cookies. Such an adjustment to the Internet browser used would also prevent Google Analytics from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by Google Analytics may be deleted at any time via a web browser or other software programs.

In addition, the data subject has the possibility to object to and preclude both the collection of data generated by Google Analytics, which is related to the use of this website, and the processing of this data by Google. For this purpose, the data subject must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics through JavaScript that any data and information about visits to the Internet pages may not be transmitted to Google Analytics. Google regards the installation of the browser add-ons as an objection. If the information technology system of the data subject is later deleted, formatted, or newly installed, in order to disable Google Analytics the data subject must reinstall the browser add-ons. If the browser add-on is uninstalled or deactivated by the data subject or another person who is attributable to their sphere of influence, the reinstallation or reactivation of the browser add-ons remains possible.

Further information and Google's current data protection provisions may be retrieved under <https://www.google.com/intl/en/policies/privacy/> and under <http://www.google.com/analytics/terms/us.html>. Google Analytics is explained in more detail under the link <https://www.google.com/analytics/>.

14. Data protection provisions relating to the application and use of Google-AdWords

The controller has integrated Google AdWords into this website. Google AdWords is a service for Internet advertising, which allows the advertiser to place ads in both Google search engine results and the Google advertising network. Google AdWords enables an advertiser to pre-define specific keywords with the help of which an ad on Google's search results is only displayed when the user utilises the search engine to retrieve a search result of keyword relevance. In the Google advertising network, the ads are distributed on thematically relevant web pages using an automatic algorithm and taking into account the previously defined keywords.

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

The purpose of Google AdWords is the promotion of our website through the insertion of relevant advertising on the websites of third parties and in the results of the Google search engine, as well as the insertion of third-party advertising on our website.

If a data subject reaches our website via a Google ad, Google files a so-called conversion cookie on his or her information technology system. The definition of cookies was already explained above. A conversion cookie loses its validity after 30 days and is not used to identify the data subject. If the cookie has not expired, the conversion cookie is used to check whether certain sub-pages such as the shopping cart from an online shop system were called up on our website. Through the conversion cookie, both Google and the controller can understand whether a person who reached an AdWords ad on our website generated sales, i.e. executed or cancelled a sale of goods.

The data and information collected through the use of the conversion cookie is employed by Google to create visit statistics for our website. These visit statistics are utilised in order to determine the total number of users who have been served through AdWords ads and thus both ascertain the success or failure of each AdWords ad and optimise our AdWords ads in the future. Neither our company nor other Google AdWords advertisers receive information from Google that could identify the data subject.

The conversion cookie stores personal information such as the Internet pages visited by the data subject. Every time our Internet pages are visited, personal data, including the IP address of the Internet access used by the data subject, is transmitted to Google in the United States of America. Google stores this personal data in the United States of America and may pass on the personal data collected through the technical procedure to third parties.

As stated above, the data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting of the Internet browser used, which raises a permanent objection to the setting of cookies. Such a setting of the Internet browser used also prevents Google from placing a conversion cookie on the information technology system of the data subject. In addition, a cookie set by Google AdWords may be deleted at any time via the Internet browser or other software programs.

In addition, the data subject has a possibility of objecting to interest-based advertising by Google. To this end, the data subject must access the link www.google.de/settings/ads from each of the browsers in use and install the desired settings.

Further information and Google's current data protection provisions can be retrieved under <https://www.google.com/intl/en/policies/privacy/>.

15. Data protection provisions relating to the application and use of Instagram

The controller has integrated components of the Instagram service into this website. Instagram is a service that can be defined as an audiovisual platform, which allows users to share photos and videos, as well as disseminate such data in other social networks.

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

With each call-up of one of the individual pages of this Internet site, which is operated by the controller and into which an Instagram component (Insta button) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding Instagram component. During the cour-

se of this technical procedure, Instagram receives information as to which specific sub-page of our website was visited by the data subject.

If the data subject is simultaneously logged onto Instagram, Instagram detects every call-up to our website by the data subject and during the entire duration of the respective stay on our Internet site, which specific sub-page was visited by the data subject. This information is collected through the Instagram component and thus assigned to the respective Instagram account of the data subject. If the data subject clicks one of the Instagram buttons integrated on our website, then Instagram allocates the data and information to the personal Instagram user account of the data subject where it is stored and processed.

Via the Instagram component, Instagram always receives information about a visit to our website by the data subject, whenever the data subject is simultaneously logged onto Instagram when calling up our website. This occurs automatically regardless of whether the data subject clicks onto the Instagram component or not. If the data subject does not wish for such a transmission of information to Instagram, then he or she can prevent this by logging off from the Instagram account before a call-up to our website is made.

Further information and Instagram's current data protection provisions can be retrieved under <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

16. Data protection provisions relating to the application and use of YouTube

The controller has integrated components of YouTube into this website. YouTube is an Internet video portal that enables video publishers to set video clips free of charge and also offers other users free viewing, reviews and comments. YouTube allows the publication of all kinds of videos with the result that full movies and TV broadcasts, as well as music videos, trailers, and videos made by users can all be accessed via the Internet portal.

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

With each call-up of one of the individual pages of this Internet site, which is operated by the controller and into which an YouTube component (YouTube video) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding YouTube component. Further information about YouTube can be obtained under <https://www.youtube.com/yt/about/en/>. During the course of this technical procedure, YouTube and Google receive information as to which specific sub-page of our website was visited by the data subject.

If the data subject is logged onto YouTube, with each call-up to a sub-page that contains a YouTube video, YouTube recognises which specific sub-page of our Internet site was visited by the data subject. 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 through the YouTube component that the data subject has visited our website when the data subject is logged onto YouTube at the time of the call to our website. This occurs regardless of whether or not the person clicks onto a YouTube video. If such a transmission of this information to YouTube and Google is unwelcome for the data subject, the transfer can be prevented by the data subject logging off from their own YouTube account before a call-up to our website is made.

YouTube's data protection provisions are available at <https://www.google.com/intl/en/policies/privacy/> and provide information about the collection, processing and use of personal data by YouTube and Google.

17. Legal basis for the processing

Art. 6(1) lit. a GDPR serves as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is needed for the performance of a contract to which the data subject is party, as for example in the case when processing operations are necessary for the supply of goods, or to provide any other service, processing is based on Article 6(1) lit. b GDPR. The same applies to processing operations that are required for the completion of pre-contractual measures, for example in the case of inquiries concerning our products or services. If our company is subject to a legal obligation that stipulates the processing of personal data, as exemplified by the fulfillment of tax obligations, processing is based on Art. 6(1) lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or of another natural person. For example, this could be the case if a visitor to our company were to be injured and his or her name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. In such a situation, processing would be based on Art. 6(1) lit. d GDPR. Finally, processing operations may be based on Article 6(1) lit. f GDPR. This legal basis is used for processing operations not covered by any of the aforementioned legal grounds when processing is necessary to safeguard the legitimate interests of our company or a third party, unless such interests are overridden by the interests or fundamental rights and freedoms of the data subject. In particular, we are permitted to undertake such processing operations because the European legislator mentioned them specifically. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a client of the controller (Recital 47 Sentence 2 GDPR).

18. The legitimate interests pursued by the controller or by a third party

Where the processing of personal data is based on Article 6(1) lit. f GDPR, our legitimate interest is to carry out our business to the benefit of all our employees and shareholders.

19. Period for which the personal data will be stored

The criteria used to determine the period of storage of personal data is the respective statutory retention period. Following the expiry of this period, the corresponding data is routinely deleted provided that it is no longer needed for the fulfillment of the contract or the initiation of a contract.

20. Statutory or contractual provisions relating to the supply of personal data; necessity for the conclusion of a contract; obligation of the data subject to provide the personal data; possible consequences of failure to provide such data

We clarify that the provision of personal data is partly required by law (e.g. tax regulations), or can also result from contractual provisions (e.g. information concerning the contractual partner). Occasionally, the conclusion of a contract may require the data subject to provide us with personal data, which we must subsequently process. For example, the data subject is obliged to provide us with personal data when our company signs a contract with him or her. A failure to provide the personal data would have the consequence that the contract with the data subject could not be concluded. Before the data subject provides personal data, he or she can contact one of our employees. Our employee will explain to the data subject whether the provision of the personal data is required by law or contract, or is necessary for the conclusion of a contract and whether there is an obligation to provide the personal data, and the consequences of a failure to do so.

21. Existence of automated decision-making

As a responsible company, we do not use automatic decision-making or profiling.