

## **privacy statement**

Thank you very much for your interest in our company. Data protection has a particularly high priority for the management of Comfort-Boardinghouse Köln-Rodenkirchen. A use of the internet pages of the Comfort-Boardinghouse Köln-Rodenkirchen is basically possible without any indication of personal data. However, if a data subject wishes to make use of special services of our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned.

The processing of personal data, for example the name, address, e-mail address or telephone number of a person concerned, is always carried out in accordance with the Basic Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to the Comfort-Boardinghouse Köln-Rodenkirchen. By means of this privacy policy, our company wishes to inform the public about the nature, scope and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed of their rights by means of this data protection declaration.

The Comfort-Boardinghouse Köln-Rodenkirchen has implemented numerous technical and organisational measures to ensure that the personal data processed via this website is as completely protected as possible. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be guaranteed. For this reason, every person concerned is free to transmit personal data to us by alternative means, such as telephone.

### **1. definitions**

The data protection declaration of the Comfort-Boardinghouse Köln-Rodenkirchen is based on the terms used by the European directive and regulation given when the data protection basic regulation (DS-GVO) was issued. Our privacy policy should be easy to read and understand for the public as well as for our customers and business partners. In order to guarantee this, we would like to explain the terms used in advance.

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

- **(a) personal data**

Personal data is any information relating to an identified or identifiable natural person (hereinafter "data subject"). A natural person shall be considered identifiable if he can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an on-line identifier or one or more specific characteristics expressing the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

- **(b) Person concerned**

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

- **(c) processing**

Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which relates to personal data, such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or association, qualification, erasure or destruction.

- **Restriction of processing**

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

- Profiling is any automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to the work performance, economic situation, health, personal preferences, interests, reliability, conduct, whereabouts or movement of that natural person.
- Pseudonymisation means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the provision of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures ensuring that the personal data are not attributed to an identified or identifiable natural person.
- The controller or data controller is the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are laid down by Union law or by the law of the Member States, the controller or controllers may be designated in accordance with Union law or with the law of the Member States on the basis of certain criteria.
- Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.
- The recipient is a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not that person is a third party. However, authorities which may receive personal data in the context of a specific investigation mandate under Union law or the law of the Member States shall not be considered as recipients.
- **j) third**

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

- Consent shall mean any voluntary, informed and unambiguous expression by the data subject of his or her will in the particular case, in the form of a statement or other unequivocal confirmatory act, indicating that he or she consents to the processing of his or her personal data.

## **2. the name and address of the controller**

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

Comfort-Boardinghouse Cologne-Rodenkirchen

Europaring 8

53123 Bonn, Germany

Germany (German)

Phone: +49 (0)221 828290 62

E-mail: [info@comfort-boardinghouse.de](mailto:info@comfort-boardinghouse.de)

Website: [www.comfort-boardinghouse.de](http://www.comfort-boardinghouse.de)

### **3. cookies**

The internet pages of the Comfort-Boardinghouse Köln-Rodenkirchen use cookies. Cookies are text files which are stored on a computer system via an Internet browser.

Many websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This enables the visited Internet pages and servers to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified via the unique cookie ID.

Through the use of cookies, Comfort-Boardinghouse Köln-Rodenkirchen can provide users of this website with more user-friendly services that would not be possible without the setting of cookies.

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

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

### **4. collection of general data and information**

The website of the Comfort-Boardinghouse Köln-Rodenkirchen collects a series of general data and information each time the website is accessed by a person concerned or an automated

system. This general data and information is stored in the log files of the server. The (1) browser types and versions used can be recorded, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-sites which are accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information used to avert dangers in the event of attacks on our information technology systems.

When using this general data and information, Comfort-Boardinghouse Köln-Rodenkirchen does not draw any conclusions about the person concerned. This information is needed (1) to correctly deliver the content of our website, (2) to optimize the content and advertising of our website, (3) to ensure the long-term functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement authorities with the information necessary for law enforcement in the event of a cyber attack. This anonymously collected data and information is therefore evaluated by Comfort-Boardinghouse Köln-Rodenkirchen both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by the person concerned.

## **5. subscription to our newsletter**

On the website of the Comfort-Boardinghouse Köln-Rodenkirchen users have the possibility to subscribe to the newsletter of our company. Which personal data is transferred to the person responsible for processing when ordering the newsletter results from the input mask used for this purpose.

The Comfort-Boardinghouse Köln-Rodenkirchen informs its customers and business partners at regular intervals by means of a newsletter about offers of the company. The newsletter of our company can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers to receive the newsletter. For legal reasons, a confirmation e-mail in the double opt-in procedure will be sent to the e-mail address entered for the first time by a person concerned for the purpose of sending the newsletter. This confirmation e-mail is used to check whether the owner of the e-mail address as the person concerned has authorised receipt of the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) to the computer system used by the person concerned at the time of registration as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later date and therefore serves to legally safeguard the data controller.

The personal data collected as part of a newsletter registration will only be used to send our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or registration in this respect, as might be the case in the event of changes to the newsletter offer or changes to the technical conditions. The personal data collected as part of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data, which the person concerned has given us for the newsletter dispatch, can be revoked at any time. For the purpose of revoking your consent,

you will find a corresponding link in every newsletter. It is also possible at any time to unsubscribe from the newsletter dispatch directly on the website of the data controller or to inform the data controller of this in any other way.

## **6. newsletter tracking**

The newsletters of the Comfort-Boardinghouse Köln-Rodenkirchen contain so-called tracking pixels. A tracking pixel is a thumbnail image embedded in emails sent in HTML format to enable log file recording and analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns to be carried out. Using the embedded pixel-code, the Comfort-Boardinghouse Köln-Rodenkirchen can recognize if and when an e-mail was opened by an affected person and which links in the e-mail were accessed by the affected person.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the data controller in order to optimise the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the person concerned. This personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent submitted via the double opt-in procedure. After revocation, this personal data will be deleted by the data controller. The Comfort-Boardinghouse Köln-Rodenkirchen automatically interprets a cancellation of the newsletter as a revocation.

## **7. possibility of contact via the website**

The website of the Comfort-Boardinghouse Köln-Rodenkirchen contains, due to legal regulations, information that enables us to be contacted quickly and electronically with our company and to communicate directly with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or via a contact form, the personal data transmitted by the data subject shall be automatically stored. Such personal data transmitted voluntarily by a data subject to the controller are stored for the purposes of processing or contacting the data subject. This personal data will not be passed on to third parties.

## **8. routine deletion and blocking of personal data**

The controller shall process and store the personal data of the data subject only for the period of time necessary to achieve the storage purpose or where provided for by the European directive and regulation maker or another legislator in laws or regulations to which the controller is subject.

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

## **9. rights of the data subject**

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

- Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to obtain at any time, free of charge, from the controller, information on the personal data relating to him which have been stored and a copy of that information. In addition, the European legislator has provided the data subject with the following information:
  - the processing purposes
  - the categories of personal data processed
  - the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations
  - if possible, the planned duration for which the personal data will be stored or, if that is not possible, the criteria for determining that duration
  - the existence of a right to the rectification or erasure of personal data concerning him or her or to the limitation of the processing carried out by the controller or of a right to object to such processing
  - the existence of a right of appeal to a supervisory authority
  - if the personal data are not collected from the data subject: All available information on the origin of the data
  - the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) of the DS Block Exemption Regulation and, at least in these cases, meaningful information on the logic involved, the scope and the intended effects of such processing on the data subject

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

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

- Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to request the rectification without delay of inaccurate personal data concerning him or her. Furthermore, the data subject shall have the right, having regard to the purposes of the processing, to request the completion of incomplete personal data, including by means of a supplementary statement.

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

- Any person data subject to the processing of personal data shall have the right, granted by the European directive and regulation, to require the controller to erase without delay personal data concerning him which are subject to one of the following conditions and to the extent that the processing is not necessary:
  - The personal data have been collected for such purposes or processed in any other way for which they are no longer necessary.
  - The data subject withdraws his consent on which the processing was based pursuant to Article 6(1)(a) DS Block Exemption Regulation or Article 9(2)(a) DS Block Exemption Regulation and there is no other legal basis for the processing.

- The data subject objects to the processing under Article 21(1) DS Block Exemption Regulation and there are no overriding legitimate reasons for the processing or the data subject objects to the processing under Article 21(2) DS Block Exemption Regulation.
- Personal data have been processed unlawfully.
- The deletion of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the data controller is subject.
- The personal data were collected in relation to information society services offered pursuant to Art. 8 para. 1 DS-GVO.

If one of the above reasons applies and a data subject wishes to have personal data stored at Comfort-Boardinghouse Köln-Rodenkirchen deleted, he or she can contact an employee of the data controller at any time. The employee of the Comfort-Boardinghouse Köln-Rodenkirchen will ensure that the request for deletion is complied with immediately.

If the personal data have been made public by the Comfort-Boardinghouse Köln-Rodenkirchen and our company is responsible in accordance with Art. 17 Par. 1 DS-GVO, Comfort-Boardinghouse Köln-Rodenkirchen shall take appropriate measures, including technical measures, taking into account the available technology and the implementation costs, to inform other persons responsible for data processing who process the published personal data that the data subject has requested the deletion of all links to this personal data or copies or replications of this personal data from these other persons responsible for data processing, insofar as the processing is not necessary. The employee of the Comfort-Boardinghouse Köln-Rodenkirchen will take the necessary steps in individual cases.

- Any person data subject to the processing of personal data has the right, granted by the European directive and regulation, to request the controller to limit the processing if one of the following conditions is met:
  - The accuracy of the personal data is contested by the data subject for a period of time which allows the data controller to verify the accuracy of the personal data.
  - The processing is unlawful, the data subject refuses the deletion of the personal data and instead requests the restriction of the use of the personal data.
  - The controller no longer needs the personal data for the purposes of processing, but the data subject needs them for the assertion, exercise or defence of legal claims.
  - The data subject has lodged an objection against the processing pursuant to Art. 21 para. 1 DS-GVO and it is not yet clear whether the legitimate reasons of the data controller outweigh those of the data subject.

If one of the above conditions is met and a person concerned wishes to request the restriction of personal data stored at Comfort-Boardinghouse Köln-Rodenkirchen, he can contact an employee of the data controller at any time. The employee of the Comfort-Boardinghouse Köln-Rodenkirchen will initiate the restriction of the processing.

- Any data subject involved in the processing of personal data has the right, granted by the European directive and regulation, to obtain personal data concerning him or her

which have been provided by the data subject to a controller in a structured, common and machine-readable format. It shall also have the right to communicate such data to another controller without interference from the controller to whom the personal data have been provided, provided that the processing is based on the consent referred to in Article 6(1)(a) DS Block Exemption Regulation or Article 9(2)(a) DS Block Exemption Regulation or on a contract referred to in Article 6(1)(b) DS Block Exemption Regulation and that the processing is carried out by automated means, provided that the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising his right to data transferability pursuant to Art. 20 (1) DS-GVO, the data subject shall have the right to obtain that the personal data be transferred directly from one responsible person to another responsible person, insofar as this is technically feasible and insofar as this does not impair the rights and freedoms of other persons.

In order to assert the right to data transferability, the person concerned can contact an employee of Comfort-Boardinghouse Köln-Rodenkirchen at any time.

- Any person data subject to the processing of personal data has the right, granted by the European directive and regulation maker, to object at any time, for reasons related to his/her particular situation, to the processing of personal data concerning him/her on the basis of Article 6(1)(e) or (f) of the DS Block Exemption Regulation. This also applies to profiling based on these provisions.

Comfort-Boardinghouse Köln-Rodenkirchen will no longer process the personal data in the event of objection, unless we can prove compelling reasons for the processing worthy of protection which outweigh the interests, rights and freedoms of the person concerned, or the processing serves the assertion, exercise or defence of legal claims.

If Comfort-Boardinghouse Köln-Rodenkirchen processes personal data in order to conduct direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling in so far as it is related to such direct marketing. If the data subject objects to the processing for direct advertising purposes by the Comfort-Boardinghouse Köln-Rodenkirchen, the Comfort-Boardinghouse Köln-Rodenkirchen will no longer process the personal data for these purposes.

In addition, the data subject has the right to object, for reasons relating to his particular situation, to the processing of personal data concerning him at the Comfort-Boardinghouse Köln-Rodenkirchen for scientific or historical research purposes or for statistical purposes in accordance with Article 89(1) of the DS Block Exemption Regulation, unless such processing is necessary for the performance of a task in the public interest.

In order to exercise the right of objection, the person concerned may directly contact any employee of the Comfort-Boardinghouse Köln-Rodenkirchen or another employee. The data subject shall also be free to exercise his right of objection in relation to the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

- Any person data subject to the processing of personal data has the right under the European Directive and Regulation not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects upon him or her or significantly affects him or her in a similar manner, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the data controller, or (2) is authorised by Union or national law or by the Member States to which the data controller is subject and which provides for adequate measures to safeguard the rights and freedoms and the legitimate interests of the data subject, or (3) is taken with the express consent of the data subject.

If the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the responsible person or (2) is made with the express consent of the data subject, the Comfort-Boardinghouse Köln-Rodenkirchen shall take appropriate measures to safeguard the rights and freedoms as well as the legitimate interests of the data subject, including at least the right to obtain the intervention of a person on the part of the responsible person, to state his own position and to challenge the decision.

If the data subject wishes to exercise rights relating to automated decisions, he or she may at any time do so by contacting an employee of the controller.

- Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise his or her right to withdraw consent, he or she may do so at any time by contacting an employee of the controller.

## **10. data protection for applications and in the application procedure**

The data controller collects and processes the personal data of applicants for the purpose of processing the application procedure. Processing may also be carried out electronically. This shall in particular be the case where an applicant sends the relevant application documents to the controller by electronic means, for example by e-mail or via a web form on the website. If the data controller concludes an employment contract with an applicant, the transferred data shall be stored for the purpose of processing the employment relationship in accordance with the statutory provisions. If the controller does not conclude a contract of employment with the candidate, the application file shall be automatically deleted two months after notification of the refusal decision, unless deletion conflicts with any other legitimate interests of the controller. Other legitimate interests in this sense include, for example, the duty to provide evidence in proceedings under the General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz - AGG).

## **11. privacy policy regarding the use and enjoyment of Facebook**

The data controller has integrated Facebook components on this website. Facebook is a social network.

A social network is an Internet-based social meeting place, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet

community to provide personal or company-related information. Facebook enables users of the social network to create private profiles, upload photos and network via friend requests, among other things.

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

Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE). As part of this technical process, Facebook obtains information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into Facebook at the same time, Facebook recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the person concerned. If the data subject clicks on one of the Facebook buttons integrated into our website, such as the "Like" button, or if the data subject comments, Facebook assigns this information to the data subject's personal Facebook user account and stores this personal data.

Facebook receives information through the Facebook component that the individual concerned has visited our website whenever the individual concerned is logged into Facebook at the same time as accessing our website, regardless of whether the individual concerned clicks on the Facebook component or not. If the person concerned does not want this information to be transmitted to Facebook in this way, they can prevent it from being transmitted by logging out of their Facebook account before accessing our website.

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

## **12. privacy policy regarding the use of Google Analytics (with anonymization function)**

The data controller has integrated the Google Analytics component (with anonymisation function) on this website. Google Analytics is a web analytics service. Web analysis is the collection, collection and evaluation of data about the behavior of visitors to Internet sites. A web analysis service collects data on, among other things, from which website a person concerned has accessed a website (so-called referrers), which subpages of the website have been accessed or how often and for how long a subpage has been viewed. A web analysis is

mainly used for the optimization of a website and for the cost-benefit analysis of Internet advertising.

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

The data controller uses the addition "\_gat.\_anonymizeIp" for the web analysis via Google Analytics. This addition is used by Google to shorten and anonymise the IP address of the Internet connection of the person concerned if access to our Internet pages is from a Member State of the European Union or from another Contracting State to the Agreement on the European Economic Area.

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

Google Analytics places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. By setting the cookie, Google is able to analyse the use of our website. Each time one of the individual pages of this website is accessed which is operated by the data controller and on which a Google Analytics component has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the person concerned, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission statements.

The cookie is used to store personal information, such as the access time, the location from which an access originated and the frequency of visits to our website by the person concerned. Each time you visit our website, this personal data, including the IP address of the Internet connection used by the person concerned, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal information collected through the technical process with third parties.

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

Furthermore, it is possible for the person concerned to object to and prevent the collection of data generated by Google Analytics and relating to the use of this website and the processing of this data by Google. For this purpose, the person concerned must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> . This browser add-on tells Google Analytics via JavaScript that no data and information about visits to Internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as a contradiction. If the data subject's information technology system is later deleted, formatted or reinstalled, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by

the person concerned or by another person within his/her sphere of control, the browser add-on can be reinstalled or reactivated.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html> Google Analytics is explained in more detail under this link [https://www.google.com/intl/de\\_en/analytics/](https://www.google.com/intl/de_en/analytics/).

### **13. privacy policy regarding the use and application of Google+**

The data controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is an Internet-based social meeting place, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to provide personal or company-related information. Google+ enables users of the social network to create private profiles, upload photos and network via friendship requests, among other things.

Google+ is operated by Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Google+ button has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Google+ button to download a display of the corresponding Google+ button from Google. As part of this technical process, Google obtains information about which specific subpage of our website is visited by the person concerned. More detailed information on Google+ is available at <https://developers.google.com/+/>.

If the person concerned is logged into Google+ at the same time, Google recognizes which specific page of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's visit to our website. This information is collected by the Google+ button and assigned by Google to the Google+ account of the person concerned.

If the data subject clicks on one of the Google+ buttons integrated on our website and thereby makes a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the data subject and stores this personal data. Google stores the Google+1 recommendation of the data subject and makes it publicly available in accordance with the terms and conditions accepted by the data subject in this regard. A Google+1 recommendation made by the data subject on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+1 account used by the data subject and the photo stored in this account, in other Google services, such as the search engine results of the Google search engine, the Google account of the data subject or in other places, such as on websites or in connection with advertisements. Google is also able to link a visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimising Google's various services.

Google receives information from the Google+ button that the individual concerned has visited our site whenever the individual concerned is logged into Google+ at the same time as they visit our site, whether the individual clicks the Google+ button or not.

If a transmission of personal data to Google is not desired by the person concerned, this person can prevent such a transmission by logging out of his Google+ account before accessing our website.

For more information and to review Google's current privacy policy, please visit <https://www.google.de/intl/de/policies/privacy/> Further Google hints on the Google+1 button can be found at <https://developers.google.com/+/web/buttons-policy>.

#### **14. privacy policy regarding the use and application of Instagram**

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

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

Each time one of the individual pages of this Internet site is called, operated by the data controller and on which an Instagram component (Insta button) has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Instagram component to download a representation of the corresponding Instagram component. As part of this technical process, Instagram obtains knowledge of which specific page of our website is visited by the person concerned.

If the person concerned is logged in to Instagram at the same time, Instagram recognizes which specific page the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Instagram component and mapped by Instagram to the Instagram account of the person concerned. If the data subject clicks on one of the Instagram buttons integrated into our website, the data and information transmitted will be assigned to the personal Instagram user account of the data subject and stored and processed by Instagram.

Instagram receives information from the Instagram component that the person concerned has visited our site whenever they are logged into Instagram at the same time as they visit our site, regardless of whether or not they click on the Instagram component. If the person concerned does not want Instagram to receive such information, they can prevent the transmission by logging out of their Instagram account before accessing our website.

For more information and to review Instagram's current privacy practices, please visit <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>

#### **15. legal basis for the processing**

Art. 6 I lit. a DS-GVO serves our company as a legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b DS-GVO. The same applies to such processing operations that are necessary for the implementation of pre-contractual measures, such as in cases of inquiries about our products

or services. If our company is subject to a legal obligation requiring the processing of personal data, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may become necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our business was injured and his name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO.

Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations which are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the data subject do not predominate. Such processing operations are permitted to us in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the person concerned is a customer of the person responsible (recital 47 sentence 2 DS Block Exemption Regulation).

#### **16. legitimate interests in the processing pursued by the controller or by a third party**

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

#### **17. the duration for which the personal data will be stored**

The criterion for the duration of the storage of personal data is the respective legal retention period. After expiry of this period, the corresponding data will be routinely deleted unless they are no longer required for the fulfilment or initiation of the contract.

#### **18. legal or contractual provisions relating to the provision of personal data; the need to conclude a contract; the obligation of the data subject to provide the personal data; the possible consequences of not providing the personal data**

We will inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may result from contractual provisions (e.g. information on the contractual partner).

Sometimes it may be necessary for a contract to be concluded that a person concerned makes personal data available to us which must subsequently be processed by us. For example, the person concerned is obliged to provide us with personal data when our company concludes a contract with him or her. Failure to provide personal data would mean that the contract could not be concluded with the data subject.

Before the data subject provides personal data, the data subject must contact one of our employees. Our employee informs the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of a contract, whether there is

an obligation to provide the personal data and what consequences the non-availability of the personal data would have.

#### **19. the existence of automated decision-making**

As a responsible company, we refrain from automatic decision-making or profiling.

This sample data protection declaration was created by the [DS-GVO data protection declaration generator of](#) the Deutsche Gesellschaft für Datenschutz, in cooperation with the [media law attorneys WILDE BEUGER SOLMECKE](#) | Rechtsanwälte from Cologne.