

Cookies

General information

While browsing the web pages, HTTP cookies are used, hereinafter referred to as cookies, in other words small text data files, saved on your end-device while using the website. Their use is aimed at facilitating the operation of our website.

These files allow us to identify the software you are using and tailor our website to your needs.

Cookies usually contain the name of the domain from which they come, duration of their storage on the device and values assigned to them.

Safety

Cookies we use are safe for your devices. Therefore, no viruses and no unwanted or malicious software can affect your devices via cookies.

Types of cookies

We use two types of cookies:

- **Session cookies:** stored and kept on your device until the web browser is closed. Saved information is then permanently deleted from the memory of your device. This mechanism does not allow the acquisition of any personal data or confidential information from your device.
- **Persistent cookies:** stored and kept on your device until deleted. Closing the web browser or switching off the device does not cause them to be removed from your device. This mechanism does not allow the acquisition of any personal data or confidential information from your device.

Aims

We also use cookies of external entities for the following purposes:

- the configuration of the website;
- Cookie Banner

When you access our website, we use a cookie banner to inform you about the cookies and other technologies that we use on our website. At the same time, you have the opportunity to make a choice and we can document your decision. In this way, we fulfil our



obligation to prove your consent to the processing of your personal data. Accordingly, the processing with the help of the cookie banner is carried out on the basis of Art. 6 para. 1 no. 1 lit. C GDPR. Our service provider is CookieYes Limited is registered in Great Britain. Company no. 13074037. It processes your data on our behalf. After your declaration, the server stores your anonymous IP address, the date and time of your declaration and your browser information. Your data will be deleted after twelve months, unless you have not expressly consented to the further use of your data in accordance with Article 6(1)(1)(A) GDPR or we reserve the right to use your data for other legally permissible purposes, about which we inform you in this privacy policy

- Data processing in the context of our social media presence

We are on Facebook, LinkedIn and Sales Navigator to better communicate with customers and inform them about our products. When you visit our fan page, personal data may be collected for market research and marketing purposes. Cookies may remain on your device for this purpose. This data is used to create user profiles, which in turn can be used to create personalized ads outside of this platform. As part of our agreements with these providers, we are joint controllers with them in accordance with Article 26 GDPR.

You can find more information on this topic in the privacy policy of:

Facebook: <https://de.facebook.com/privacy/policy/>

LinkedIn <https://www.linkedin.com/legal/privacy-policy>

Sales Navigator: <https://www.linkedin.com/legal/privacy-policy>

- Website analysis

Google Analytics

Company: Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland

Purpose: We use Google's tracking tool to analyze how users behave on our website. This happens automatically when you access our website.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR.

Consent can be revoked at any time.

Recipient of the data: Google LLC Amphitheatre Parkway Mountain View, CA 94043, USA

Personal data that can be recorded:

- Page views
- First visit to the website
- Start of the session
- Your "click path", interaction with the website
- Scrolls (whenever a user scrolls to the end of the page (90%))
- clicks on external links
- internal search queries
- Interaction with videos
- File downloads
- Viewed / clicked ads



- Language setting

Also recorded:

- Your approximate location (region)
- Your IP address (in abbreviated form)
- technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your Internet provider
- the referrer URL (via which website/advertising medium you came to this website).

Storage information: Maximum: 2 years

You can find more information about Google's processing in Google's privacy policy. The privacy policy is available at the link: <https://policies.google.com/privacy?hl=de3> You can find out how Google handles personal data by clicking on the following link: <https://policies.google.com/technologies/partner-sites>

- Advertising networks

Google ADS Recipient of the data: Google LLC Amphitheatre Parkway Mountain View, CA 94043, USA

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time. **Purpose:** Google Ads is a tool that we use for remarketing purposes. When you visit our website and agree to the personalization of your ads, a cookie is used to evaluate the pages and search terms you have visited. In this way, you will receive ads that are tailored to your preferences (personalization of ads). Interest-based advertising increases the customization of ads to users by using their data.

Deactivation and information: You can deactivate personalized advertising under this link: <https://adssettings.google.com/>

- Researching user behaviour and creating user profiles

Google Tag Manager, for which Google Ireland Ltd. based in Ireland is responsible.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Purpose: The Google Tag Manager collects data collected on the website and transmits it to the integrated analysis tools, which store and evaluate it. The Tag Manager itself does not store any data and has no access to it. It only collects information about the use of the individual tags.

Google's privacy policy is available at the following links:

- Analyze user activities

DoubleClick, for which Google Inc. based in the USA is responsible.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Purpose: to analyze user activity in order to tailor the content displayed to users to their



profile and thus improve the management of advertising campaigns using DoubleClick's analytics tools. Google DoubleClick uses a special cookie script that collects various data, including the number of page views, the user's surfing behavior on the site, the user's IP address, previously visited websites and the keywords used in the search.

Privacy policy: <http://www.google.com/intl/de/policies/privacy/>

- Provision of map functions on the website using Google Maps API tools, for which Google LLC, based in the USA, is responsible.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Purpose: Google records all user activities in Maps, such as places visited, routes taken or stores viewed. This data is stored and processed even if Maps is integrated into another website via an API. Google uses a cookie in the website operator's browser for this purpose.

Privacy policy: Google's privacy policy is available at the following link: <https://policies.google.com/privacy/>

- Determine your identity with the help of Google reCaptcha tools, which are managed by Google Inc. based in the USA.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Purpose: Google reCAPTCHA is a free service that helps website operators distinguish humans from bots. During the check, Google collects a range of user data, including the page that uses reCAPTCHA, the referrer URL, IP address, device settings, dwell time, mouse movements, keyboard strokes, screen resolution, time zone and installed browser plug-ins.

Privacy policy: You can find Google's privacy policy at the following link: <http://www.google.com/intl/de/policies/privacy/>

- Popularization of the website by YouTube.com, whose administrator is Google Ireland Ltd. based in Ireland.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Privacy policy: The privacy policy is available at the following link: <https://policies.google.com/privacy?hl=de&gl=de>

- Collection of information about user behavior and the automation of user experience processes with the help of Hubspot tools, for which HubSpot Ireland Ltd, based in Ireland, is responsible.

Legal basis: Consent, Art. 6 I 1 lit. a GDPR. Consent can be revoked at any time.

Purpose: We use HubSpot CRM to collect various user data such as customer names, addresses and email addresses. IP addresses can also be stored, either openly or anonymized. To evaluate this data, we can create pseudonymized user profiles, whereby personal data is collected and stored. We must therefore comply with special data



protection obligations.

Privacy policy: Hubspot's privacy policy is available at the following link:
<https://legal.hubspot.com/privacy-policy>

To be familiar with rules for the use of cookies, we recommend that you read the privacy policies of the company mentioned above.

Cookies may be used by advertising networks, especially Google, to display ads tailored to your preferences. To do so, information may be saved on your Internet behaviour or your activities on the website.

To browse and edit information on your preferences, collected by the advertising network of Google, you may use the tool available at this address:
<https://www.google.com/ads/preferences/>

You may change the cookie settings by yourself at any moment in the options of the web browser or service, to specify conditions for storing such files and granting access to your device via them. You may change these settings to block the automatic handling of cookies in the options of your web browser or to be informed every time they are stored on your device. Detailed information on the options and methods for handling cookies is available in the settings of your software (web browser).