

Information on Cookies and Other Tools

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.

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 of cookies and similar technologies

We also use third-party cookies for the following purposes:

- providing the basic functions and configuration of the Website;
- storing and documenting your consent decision;
- analysing Website usage;
- measuring advertising and conversions;
- remarketing and personalising advertising;
- providing external content, in particular from YouTube and Google Maps.

Social Media profiles

We maintain corporate profiles on Facebook, LinkedIn and YouTube in order to provide information about our company and services and to communicate with customers and prospective customers.

When you visit or interact with our profiles, the respective platform operators process personal data. In particular, usage, device and interaction data may be processed and used to create user profiles and for personalised advertising. The scope and purposes of this processing are largely determined by the respective platform operators.

With regard to the processing of data as part of page statistics, we are joint controllers with Meta Platforms Ireland Limited in relation to Facebook Page Insights and with LinkedIn Ireland Unlimited Company in



relation to LinkedIn Page Insights. Joint controllership is limited to the processing of the relevant Insights data. The respective platform operators are generally responsible for any further processing carried out by the platforms.

Further information on this subject can be found in the privacy policies of:

- Facebook: https://www.facebook.com/privacy/policy/?entry_point=facebook_page_footer
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- YouTube: <https://policies.google.com/privacy?hl=en>

Consent Management with CookieYes

We use the CookieYes consent management platform to inform you about the cookies and similar technologies used on our Website, manage your choices and document your consent decision.

The provider is CookieYes Limited, 3 Warren Yard, Warren Park, Wolverton Mill, Milton Keynes, MK12 5NW, United Kingdom, company number 13074037. CookieYes processes personal data on our behalf.

Consent records are processed pursuant to Article 6(1)(c) GDPR in conjunction with Article 7(1) GDPR in order to comply with our statutory accountability obligations. To the extent that information is stored on or accessed from your terminal device for this purpose, this is carried out pursuant to Section 25(2) no. 2 TDDGG.

After you submit 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 expressly consented to the further use of your data pursuant to Article 6(1)(a) GDPR or we reserve the right to use your data for other legally permissible purposes, about which we inform you in this statement. The banner allows you to decide which categories of data processing you wish to consent to. You may change your selection at any time through the cookie settings available on our Website or withdraw your consent with effect for the future.

Google Consent Mode

We use Google Consent Mode in its advanced version to transmit the decisions made through CookieYes to Google. Google Consent Mode does not itself obtain consent. Instead, it transmits the consent statuses received from our consent management system to Google services and adjusts the behaviour of Google tags accordingly.

In particular, the statuses relating to the following types of consent are transmitted:

- storage of analytics data (analytics_storage);
- storage of advertising data (ad_storage);
- transmission of user data to Google for advertising purposes (ad_user_data);
- personalisation of advertising (ad_personalization).

Before you have made a selection, the relevant consent statuses are set to “denied” by default. If you refuse consent, they remain set to “denied”.



Because we use the advanced version of Google Consent Mode, Google tags are loaded before you make a selection and also after consent has been refused. In this case, no analytics or advertising cookies are stored or accessed. However, the tags transmit cookieless measurement signals to Google.

These signals may include, in particular:

- the status of consent granted or refused;
- the date and time of access;
- information about the browser and terminal device, including the user agent;
- the IP address, which, according to Google, is truncated during collection;
- the URL of the page visited and the referrer URL;
- information as to whether the URL contains an advertising click identifier;
- a random number generated for each page view;
- information about the occurrence of specific events or conversions.

Google uses these signals to model measurement data, user behaviour and conversions. According to Google, the pings are not used to create remarketing lists or to personalise advertising for as long as the relevant consent statuses are set to “denied”.

Cookieless measurement signals are transmitted regardless of your consent. We base this processing on Article 6(1)(f) GDPR — our legitimate interest in controlling Google services depending on the consent status and in model-based measurement of Website usage and conversions.

Further information about Google Consent Mode can be found in [Google’s information on Consent Mode](#).

Google Analytics

Company: Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland. In addition to Google Ireland Limited, recipients of the data may include other companies within the Google group, in particular Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Purpose: Google Analytics enables us to evaluate the use of our Website, prepare reports on Website activity and improve our online offering.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Personal data:

Once you have given your consent, the following data may be processed in particular:

- page views;
- first visit to the Website;
- start of the session;
- your click path and interactions with the Website;
- scrolling activity whenever a user scrolls to 90% of the page;
- clicks on external links;
- internal search queries;



- interaction with videos;
- file downloads;
- advertisements viewed or clicked;
- language settings;
- your approximate location at regional level;
- your IP address in truncated form;
- technical information about your browser and the terminal devices you use, such as language settings and screen resolution;
- your internet service provider;
- the referrer URL, meaning the Website or advertising medium through which you reached this Website.

Storage information: a maximum of two years.

If you do not give your consent, no analytics cookies will be stored or accessed. However, due to our use of advanced Google Consent Mode, the cookieless pings described in the “Google Consent Mode” section may still be transmitted to Google.

Further information on Google’s processing activities can be found in Google’s Privacy Policy. The Privacy Policy is available at: <https://policies.google.com/privacy?hl=en>. You can find out how Google handles personal data by following this link: <https://policies.google.com/technologies/partner-sites?hl=en>.

Google Ads, Conversion Tracking and Remarketing

Google Ads data recipient: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Purpose: Google Ads is a tool that we use for remarketing purposes. When you visit our Website and consent to the personalisation of your advertising, a cookie is used that enables the pages you visit and search terms you use to be evaluated. This allows you to receive advertisements tailored to your preferences. Interest-based advertising increases the extent to which advertisements are adapted to users through the use of their data.

Once you have given your consent, the following data may be processed in particular:

- pages viewed and interactions with our Website;
- advertisements clicked;
- information about orders and other defined conversions;
- cookie and advertising identifiers;
- IP address;
- browser, device and operating system information;
- referrer URL;
- information about interests and assignment to target groups.

Google may use the IP address and other automatically transmitted information for advertising measurement, to distinguish or recognise terminal devices and to personalise advertising. Usage and interest profiles may be created and information from different Google services may be linked.



To the extent that Google Ads stores cookies or comparable information on your terminal device or accesses such information, this is carried out on the basis of Section 25(1) TDDG. The subsequent processing of personal data, in particular for conversion tracking, remarketing, device recognition and personalised advertising, is based on your consent pursuant to Article 6(1)(a) GDPR.

You may withdraw your consent at any time with effect for the future through the cookie settings.

If you do not give your consent, no advertising cookies will be stored or accessed and personalised advertising and remarketing functions will remain disabled. However, due to our use of advanced Google Consent Mode, the cookieless signals described in the “Google Consent Mode” section may still be transmitted to Google for the modelling of measurements and conversions.

In addition to Google Ireland Limited, recipients of the data may include other companies within the Google group, in particular Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Deactivation and information: you can disable personalised advertising using the following link: <https://adssettings.google.com/authenticated?hl=en>.

Enhanced Conversions for Google Ads

We use the “Enhanced Conversions” function of Google Ads. The provider of this service is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The function is used to record conversions occurring after an interaction with a Google advertisement more accurately and attribute them to our advertising campaigns. Conversions may include, in particular, [purchases/contact enquiries/registrations/other events].

If you complete a corresponding conversion and have previously consented to the use of Google Ads and to the transmission of your data for advertising purposes, data provided by you may be transmitted to Google. Depending on the specific use, this may include, in particular:

- email address;
- telephone number;
- first name and surname;
- address and postcode.

Before transmission, the data is hashed using the SHA-256 encryption method. Hashing is a form of pseudonymisation and does not automatically result in the anonymisation of the data.

Google may compare the hashed data with hashed data relating to users who are signed in to a Google service. This allows Google to determine whether an interaction with a Google advertisement resulted in a conversion on our Website. The resulting information is used to measure and attribute conversions and to optimise our advertising campaigns.



The data is transmitted only if you have previously consented to the transmission of your data to Google for advertising purposes and the Consent Mode status `ad_user_data` is set to “granted”. If consent has not been given or has been withdrawn, `ad_user_data` is set to “denied”; in such a case, customer data intended for Enhanced Conversions must not be transmitted to Google.

The legal basis for transmitting and processing the data is your consent pursuant to Article 6(1)(a) GDPR. To the extent that information is stored on or accessed from your terminal device through the Google tags used, this is carried out on the basis of Section 25(1) TDDDG.

You may withdraw your consent at any time with effect for the future through the cookie settings. The lawfulness of processing carried out before the withdrawal remains unaffected.

In addition to Google Ireland Limited, recipients of the data may include other companies within the Google group, in particular Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Further information can be found in [Google’s information on Enhanced Conversions] and in [Google’s Privacy Policy](#).

Double Click

Provider: Google LLC, based in the USA.

Legal basis: consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Purpose: analysing user activity in order to tailor the content displayed to users to their profiles and improve the management of advertising campaigns using DoubleClick analytics tools. Google DoubleClick uses a dedicated cookie script that collects various data, including the number of page views, users’ browsing behaviour on the page, IP addresses, previously visited websites and keywords used in searches.

Further information can be found in [Google’s Privacy Policy](#).

Analysis of User Behaviour and Creation of User Profiles

Google Tag Manager is provided by Google Ireland Ltd., based in Ireland.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Purpose: Google Tag Manager is used for the central management and consent-dependent activation of the analytics and marketing tags used on our Website. It does not itself create user profiles or independently analyse user behaviour. The integrated services are described separately.

Google’s privacy information is available at the following link: <https://policies.google.com/privacy?hl=en>



Google Maps

Provider: Providing map functions on the Website using Google Maps API tools, for which Google LLC, based in the USA, is responsible.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Purpose: Google records all user activity in Maps, such as places visited, routes and businesses viewed. This data is stored and processed even where Maps is embedded on another Website through an API. Google uses a cookie in the Website operator's browser for this purpose.

Privacy Policy: Google's privacy information is available at the following link: <https://policies.google.com/privacy?hl=en>

HubSpot

Provider: Collecting information about user behaviour and automating user experience processes using HubSpot tools, for which HubSpot Ireland Ltd., based in Ireland, is responsible.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR. Consent may be withdrawn at any time.

Purpose: Through HubSpot CRM, we collect various user data, such as customer names, addresses and email addresses. IP addresses may also be stored, either in an identifiable or anonymised form. We may create pseudonymised user profiles in order to evaluate this data, which involves the collection and storage of personal data. We are therefore required to comply with specific data protection obligations.

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

Google reCAPTCHA

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Purpose: We use Google reCAPTCHA to determine whether entries made in our forms are submitted by a natural person or automatically by a program. This is intended to protect our Website and forms against spam, misuse and automated attacks. In particular, the IP address, device and browser information, referrer URL, usage behaviour and mouse and keyboard interactions may be processed.

Legal basis: Article 6(1)(f) GDPR — our legitimate interest in protecting our Website and forms against spam and automated attacks. To the extent that the use of reCAPTCHA is strictly necessary for the secure provision of the relevant form, the storage of or access to information on your terminal device is carried out pursuant to Section 25(2) no. 2 TDDG.

Privacy Policy: <https://policies.google.com/privacy?hl=en>



Polylang

Provider: WP SYNTEX, 28 rue Jean Sébastien Bach, 38090 Villefontaine, France.

Purpose: we use Polylang to offer our Website in multiple languages. A cookie may be stored to remember the language you selected.

Legal basis: Article 6(1)(f) GDPR.

Privacy Policy: <https://polylang.pro/privacy-policy/>

Calendly

Provider: Calendly LLC, 271 17th St NW, Atlanta, GA 30363, USA.

Purpose: we use Calendly for online appointment scheduling. Cookies may be used and personal data may be processed.

Legal basis: consent pursuant to Article 6(1)(a) GDPR.

Privacy Policy: <https://calendly.com/legal/privacy-notice>

Jetpack

Provider: Aut O'Mattic A8C Ireland Ltd., Grand Canal Dock, 25 Herbert Place, Dublin, D02 AY86, Ireland.

Purpose: We use Jetpack analytics functions to evaluate the use of our Website, user activity and the sources of Website visits and to improve our offering. In particular, online identifiers, IP address, device and browser data, referrer URL and usage and interaction data may be processed.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR in conjunction with Section 25(1) TDDDG.

Privacy Policy: <https://automattic.com/privacy/> and <https://jetpack.com/support/privacy/>

Issuu

Provider: Bending Spoons S.p.A., Via Nino Bonnet 10, 20154 Milan, Italy.

Purpose: We use Issuu to embed and display digital publications on our Website. Issuu may process information about the terminal device, the IP address and which embedded documents are viewed and how they are used.

Legal basis: Consent pursuant to Article 6(1)(a) GDPR in conjunction with Section 25(1) TDDDG.

Privacy Policy: <https://issuu.com/legal/privacy>



To be familiar with rules for the use of cookies, we recommend that you read the privacy policies of the companies 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).