



WE CARE

PRIVACY POLICY

This privacy policy applies between you, the User of this Website and CFC Tree & Forest Foundation, hereinafter “CFC”, the owner and provider of this Website. CFC takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which can be found at: <https://ein-herz-fuer-baeume.de/agb/> - <https://ein-herz-fuer-baeume.org/agb> <https://klima-neutral.org/agb> - <https://cfc-tree-forest-foundation.com/terms-conditions> - <https://a-heart-for-trees.com/terms-conditions> - <https://a-heart-for-trees.org/terms-conditions>

Please read this privacy policy carefully.

Definitions and interpretation 1. In this privacy policy, the following definitions are used:

Data	collectively all information that you submit to CFC via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Cookies	a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);
Data Protection Laws	any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;
GDPR	the General Data Protection Regulation;
CFC, we or us	CFC Tree & Forest Foundation, a company incorporated in England and Wales with registered number 12403712 whose registered office is at Kemp House, 160 City Road, London, United Kingdom, EC1V 2NX;
UK and EU Cookie Law	the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;
User or you	any third party that accesses the Website and is not either (i) employed by CFC Tree & Forest Foundation and acting in the course of their employment or (ii)

	engaged as a consultant or otherwise providing services to CFC Tree & Forest Foundation and accessing the Website in connection with the provision of such services; and
Websites	the website that you are currently using, https://ein-herz-fuer-baeume.de - https://ein-herz-fuer-baeume.org - https://klima-neutral.org - https://cfc-tree-forest-foundation.com - https://a-heart-for-trees.com - https://a-heart-for-trees.org , and any sub-domains of this site unless expressly excluded by their own terms and conditions.

1. In this privacy policy, unless the context requires a different interpretation:
 - a. the singular includes the plural and vice versa;
 - b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
 - c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
 - d. "including" is understood to mean "including without limitation";
 - e. reference to any statutory provision includes any modification or amendment of it;
 - f. the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

3. This privacy policy applies only to the actions of CFC and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
4. For purposes of the applicable Data Protection Laws, CFC is the "data controller". This means that CFC determines the purposes for which, and the manner in which, your Data is processed.

Data collected

5. We may collect the following Data, which includes personal Data, from you:
 - a. name;
 - b. date of birth;
 - c. gender;
 - d. job title;
 - e. profession;
 - f. contact Information such as email addresses and telephone numbers;
 - g. demographic information such as postcode, preferences and interests;
 - h. IP address (automatically collected);
 - i. web browser type and version (automatically collected);
 - j. operating system (automatically collected);
 - k. a list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected);

in each case, in accordance with this privacy policy.

How we collect Data

6. We collect Data in the following ways:
 - a. data is given to us by you;
 - b. data is received from other sources; and
 - c. data is collected automatically.

Data that is given to us by you

7. CFC will collect your Data in a number of ways, for example:
 - a. when you contact us through the Website, by telephone, post, e-mail or through any other means;
 - b. when you register with us and set up an account to receive our products/services;
 - c. when you complete surveys that we use for research purposes (although you are not obliged to respond to them);
 - d. when you enter a competition or promotion through a social media channel;
 - e. when you make payments to us, through this Website or otherwise;
 - f. when you elect to receive marketing communications from us;
 - g. when you use our services;in each case, in accordance with this privacy policy.

Data that is received from third parties

8. CFC will receive Data about you from the following third parties:
 - a. Facebook.
 - b. Instagram,
 - c. LinkedIn
 - d. Twitter
 - e. Google
 - f. Amazon
 - g. Microsoft

Data that is collected automatically

9. To the extent that you access the Website, we will collect your Data automatically, for example:
 - a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
 - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

Our use of Data

10. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:
 - a. internal record keeping;
 - b. improvements of our products / services;
 - c. transmission by email of marketing materials that may be of interest to you;
 - d. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Website;in each case, in accordance with this privacy policy.
11. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object under certain circumstances (see the section headed "Your rights" below).
12. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:
 - a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
 - b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
 - c. if you are not satisfied about our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
13. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.
14. We may use your Data to show you CFC adverts and other content on other websites. If you do not want us to use your data to show you CFC adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

Who we share Data with

15. We may share your Data with the following groups of people for the following reasons:
 - a. any of our group companies or affiliates - for further offers and handling CFC;
 - b. our employees, agents and/or professional advisors - for statistics processing;
 - c. third party service providers who provide services to us which require the processing of personal data - marketing;
 - d. third party payment providers who process payments made over the Website - this is needed for getting payment;
 - e. relevant authorities;in each case, in accordance with this privacy policy.

Keeping Data secure

16. We will use technical and organisational measures to safeguard your Data, for example:

- a. access to your account is controlled by a password and a user name that is unique to you.
- b. we store your Data on secure servers.

17. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: dataprotection@cfc-law.com.

18. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Data retention

19. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

20. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

21. You have the following rights in relation to your Data:

- a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
- b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
- c. **Right to erase** - the right to request that we delete or remove your Data from our systems.
- d. **Right to restrict our use of your Data** - the right to "block" us from using your Data or limit the way in which we can use it.
- e. **Right to data portability** - the right to request that we move, copy or transfer your Data.
- f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.

22. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: dataprotection@cfc-law.com.

23. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

24. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it. **Transfers outside the United Kingdom and European Economic Area**

25. Data which we collect from you may be stored and processed in and transferred to countries outside of the UK and European Economic Area (EEA). For example, this could occur if our servers are located in a country outside the UK or EEA or one of our service providers is situated in a country outside the UK or EEA. We also share information with our group companies, some of which are located outside the UK or EEA.

26. We will only transfer Data outside the UK or EEA where it is compliant with data protection legislation and the means of transfer provides adequate safeguards in relation to your data, eg by way of data

transfer agreement, incorporating the current standard contractual clauses adopted by the European Commission.

27. To ensure that your Data receives an adequate level of protection, we have put in place appropriate safeguards and procedures with the third parties we share your Data with. This ensures your Data is treated by those third parties in a way that is consistent with the Data Protection Laws.

Links to other websites

28. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them. **Changes of business ownership and control**

29. CFC may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of CFC. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

30. We may also disclose Data to a prospective purchaser of our business or any part of it.

31. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

Cookies

32. This Website may place and access certain Cookies on your computer. CFC uses Cookies to improve your experience of using the Website and to improve our range of products and services. CFC has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

33. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

34. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling CFC to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

35. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
Analytical/performance cookies	They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
Functionality cookies	These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and

	remember your preferences (for example, your choice of language or region).
Targeting cookies	These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

36. You can find a list of Cookies that we use in the Cookies Schedule.

37. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.

38. You can choose to delete Cookies at any time; however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

39. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

40. For more information generally on cookies, including how to disable them, please refer to aboutcookies.org. You will also find details on how to delete cookies from your computer.

General

41. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

42. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

43. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

44. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

45. CFC reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations. You may contact CFC by email at legal@cfc-law.com **Cookies**

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

Newsletter

The following information details the content of our newsletter as well as the registration, shipping and statistical evaluation procedures together with your right of objection. By subscribing to our newsletter, you agree to receive it and to the procedures described.

Content of the newsletter: We send newsletters, e-mails and other electronic notifications with advertising information (hereinafter "newsletter") only with the consent of the recipient or with other legal permission. Insofar as the content of

a newsletter is accurately described prior to signing up for receipt, the consent of the user is obtained.

Double opt-in and logging: Registration for our newsletter is done via a so-called double opt-in procedure. After registration, you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that nobody can register with external e-mail addresses. The registration for the newsletter will be logged in order to record compliance of the registration process with legal requirements. This includes recording the log-on and confirmation times, as well as the IP address. Similarly, changes to your data stored with the shipping service provider are logged.

Credentials: To subscribe to the newsletter, it is sufficient to provide your e-mail address. Optionally, we ask you to give a name in the newsletter for personal address. We wish to ensure a user-friendly and secure newsletter system that serves our business interests as well as meeting the expectations of our users and which allows us to provide consent.

Termination / Withdrawal – You can terminate the receipt of our newsletter at any time, ie. Revoke your consent. A link to unsubscribe can be found at the end of each newsletter. We may save unsubscribed email addresses for up to three years based on our legitimate interests before we delete them to record prior consent. The processing of this data is limited to the purpose of a possible defense against claims. An individual request for cancellation is possible at any time, provided that at the same time the former existence of consent is confirmed.

Newsletter – Mailchimp

The newsletters are distributed using MailChimp, a mailing service platform owned by Rocket Science Group, LLC, 675 Ponce De Leon Ave # 5000, Atlanta, GA 30308, USA. The privacy policy of the shipping service provider can be viewed here: <https://mailchimp.com/legal/privacy/> . The Rocket Science Group LLC is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European data protection standards (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>). The shipping service provider is based on our legitimate interests gem. Art. 6 para. 1 lit. f DSGVO and a contract processing agreement acc. Art. 28 (3) sentence 1 of the GDPR.

The shipping service provider may retrieve the data of the recipients in pseudonymous form, i. without assignment to a user, to optimize or improve their own services, e.g. for the technical optimization of shipping and the presentation of newsletters or for statistical purposes. However, the shipping service provider does not use the data of our newsletter recipients to address them themselves or to pass the data on to third parties.

Newsletter – shipping service

The newsletter is sent by the mailing service Sendinblue, 59 Rue Beaubourg, 75003 Paris, France. The privacy policy of the shipping service provider can be viewed here: Privacy Policy. The shipping service provider is based on our legitimate interests gem. Art. 6 para. 1 lit. f DSGVO and a contract processing agreement acc. Art. 28 (3) sentence 1 of the GDPR.

The shipping service provider may retrieve the data of the recipients in pseudonymous form, i. without assignment to a user, to optimize or improve their own services, e.g. for the technical optimization of shipping and the presentation of newsletters or for statistical purposes. However, the shipping service provider does not use the data of our newsletter recipients to address them themselves or to pass the data on to third parties.

Hosting and Emailing

The hosting services we use are designed to provide the following services: infrastructure and platform services, computing capacity, storage and database services, e-mail delivery, security, and technical maintenance services we use to operate this online offer > Here we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta and communication data of customers,

Collection of access data and log files

We, or our hosting provider, collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO Data on every access to the server on which this service is located (so-called server log files). The access data includes the name of the retrieved web page, file, date and time of retrieval, amount of data transferred, notification of

successful retrieval, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider, Logfile information is stored for security purposes (for example, to investigate abusive or fraudulent activities) for a maximum of 7 days and then deleted. Data whose further retention is required for evidential purposes are excluded from the erasure until the final clarification of the incident.

Google Tag Manager

Google Tag Manager is a solution that allows us to manage so-called web site tags through one interface (including integrating Google Analytics and other Google marketing services into our online offering). The tag manager itself (which implements the tags) does not process users' personal data. With regard to the processing of users' personal data, reference is made to the following information about the Google services. Usage Policy:

<https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/#:~:text=to%20upload%20any%20data%20to,that%20violates%20their%20respective%20terms> .

Google Analytics

We use Google Analytics, a web analytics service of Google LLC ("Google"), based on our legitimate interests (that is, interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. Google uses cookies. The information generated by the cookie about the use of the online offer by the users is usually transmitted to a Google server in the USA and stored there.

Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>) Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities within this online offering and to provide us with further services related to the use of this online offer and the internet usage. In this case, pseudonymous user profiles of the processed data can be created. We only use Google Analytics with activated IP anonymization. This means that the IP address of the users is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to and shortened to a Google server in the US. The IP address submitted by the user's browser will not be merged with other data provided by Google. Users can prevent the storage of cookies by setting their browser software accordingly; Users may also prevent the collection by Google of the data generated by the cookie and related to their use of the online offer as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en> . For more information about Google's data usage, hiring and opt-out options, please read Google's Privacy Policy (<https://policies.google.com/technologies/ads?hl=en-Uk>) and Google's Ad Settings (<https://adssettings.google.com/authenticated>). The personal data of users will be deleted or anonymized after 14 months.

Audience Building with Google Analytics

We use Google Analytics to display the advertisements displayed within Google and its affiliate advertising services, only for those users who have shown an interest in our online offering or who have certain characteristics (eg, interest in specific topics or products that they use). This facilitated by Web pages that we submit to Google (so-called "remarketing" or "Google Analytics audiences"). With Remarketing Audiences, we also want to make sure that our ads meet the potential interest of users.

Google AdWords and Conversion

We use the services of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 on the basis of our legitimate

interests (ie interest in the analysis, optimization and economic operation of our online service within the meaning of Art. 6 (1) lit. DSGVO) , USA, ("Google"). Google is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

We use Google's online marketing method "AdWords" to place ads on the Google advertising network (e.g., in search results, in videos, on websites, etc.) to show them to users who have a suspected interest in the ads. This allows us to better target advertisements for and within our online offering so that we only present ads to users that potentially match their interests, e.g. showing ads for products he was looking for on other online offers; a practice called remarketing. For these purposes, upon access to our and other websites where the Google Advertising Network is active, Google will immediately execute a code from Google which become so-called (re) marketing tags (invisible graphics or code, also as "Web beacons") incorporated into the website. With their help, the user is provided with an individual cookie on the device. a small file is saved (instead of cookies, comparable technologies can be used). In this file is noted which web pages the user visited, which content he is interested in and which offers the user has clicked, as well as technical information on the browser and operating system, referring web pages, visit time and other information on the use of the online offer. Furthermore, we receive an individual "conversion cookie". The information obtained through the cookie is used by Google to generate conversion statistics for us. However, we only hear about the anonymous total number of users who clicked on our ad and were redirected to a conversion tracking tag page. However, we do not receive any information that personally identifies users. The data of the users are processed pseudonymously in the context of the Google advertising network. Google stores and processes e.g. not the name or e-mail address of the users, but processes the relevant data which is cookie-related within pseudonymous user profiles. From the perspective of Google, the ads are not managed and displayed to a specifically identified person, but to the cookie owner, regardless of who that cookie owner is. This does not apply if a user has explicitly allowed Google to process the data without this pseudonymization. The information collected about users is transmitted to Google and stored on Google's servers in the United States. For more information about Google's data usage, hiring and opt-out options, please read Google's Privacy Policy (<https://policies.google.com/technologies/ads>) and Google's Ads Ads Settings (<https://adssettings.google.com/authenticated>).

Facebook Pixels, Custom Audiences and Facebook Conversions

Data relating to our online offer is processed based on our legitimate interests in the analysis, optimization and economic operation of our online offer and for these purposes, the so-called "Facebook Pixel" of the social network Facebook, by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025 , USA, or if you are located in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland operated ("Facebook") Facebook is certified under the Privacy Shield Agreement, which provides a guarantee of compliance with European privacy legislation

(<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

With the help of Facebook Pixel, it is possible for Facebook to determine the visitors to our online offer as a target group for the presentation of advertisements (so-called "Facebook ads"). Accordingly, we use Facebook Pixel to display the Facebook ads we have sent only to those Facebook users who have also shown an interest in our online offer or who have certain features (eg interests in certain topics or products visited by them). These ads, we transmit to Facebook (for so-called "Custom Audiences"). With the help of Facebook Pixel, we also want to make sure that our Facebook ads are in line with the potential interests of users and are not annoying. With the help of Facebook Pixel, we can also understand the effectiveness of the Facebook ads for statistical and market research purposes, so that we see whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion"). The processing of the data by Facebook is part of Facebook's data usage policy. Accordingly, general notes on how to display Facebook Ads, can be found in Facebook's Data Usage Policy: <https://www.facebook.com/policy.php> . For specific information and details about Facebook Pixel and how it works, visit the help section of Facebook:

<https://www.facebook.com/business/help/651294705016616>

You may object to the capture and use by Facebook Pixel of your data to display Facebook Ads. To set which types of ads you wish to see within Facebook, you can go to the page set up by Facebook and follow the instructions for the usage-based advertising settings: <https://www.facebook.com/ads/settings>. The settings are platform independent; they are adopted for all devices, such as desktop computers or mobile devices. You can also use the Cookies for distance measurement and promotional purposes via the deactivation page of the Network Advertising Initiative (<http://optout.networkadvertising.org/>) and in addition the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

Bing Ads

Based on our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO), we base our online offer on the conversion and tracking tool "Bing Ads" owned by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. Microsoft stores cookies on the users' devices in order to allow users to analyze the use of our online offer as long as users have accessed our online offer via a Microsoft Bing ad (so-called "conversion measurement"). Microsoft and we can thus see that someone clicked on an ad, was redirected to our online offer, and reached a previously determined landing page (the so-called "conversion page"). We only learn the total number of users who clicked on a Bing ad and were then redirected to the conversion page. No IP addresses are stored. No personal information is provided on the identity of the users.

Microsoft is certified under the Privacy Shield Agreement, which provides a guarantee of compliance with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000KzNaAAK&status=Active>) If users do not want to participate in the Bing Ads tracking process, you can also disable the required cookie settings via the browser settings or use the Microsoft opt-out page: <https://account.microsoft.com/privacy/ad-settings/signedout>. For more information about privacy and cookies on Microsoft Bing Ads, please refer to the Microsoft Privacy Policy: <https://privacy.microsoft.com/en-us/privacystatement>.

Online social media presence

We maintain an online presence within social networks and platforms in order to communicate with customers, prospects and users active there and to inform them about our services. When calling the respective networks and platforms, the terms and conditions and the data processing guidelines apply to their respective operators. Unless otherwise stated in our Privacy Policy, we process users' data as long as they communicate with us within social networks and platforms, e.g. Write posts via our online presence or send us messages.

Integration of third-party services and content.

Based on our legitimate interests we make use of content or services offered by third-party providers in order to provide their content and Services, such as video or text (collectively referred to as "content").

This always presupposes that the third-party providers of this content perceive the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content. We endeavor to use only content whose respective providers use the IP address only for the delivery of the content. Third parties may also use so-called pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The "pixel tags" may be used to evaluate information, such as visitor traffic, on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include, but is not limited to, technical information about the browser and operating system, referring web pages, time of visit, and other information regarding the use of our online offer.

Vimeo

We may embed videos from the Vimeo platform of Vimeo Inc., 555 West 18th Street New York, New York 10011, USA. Privacy Policy: <https://vimeo.com/privacy> . Note that Vimeo can use Google Analytics and refer to the privacy policy (<https://www.google.com/policies/privacy>) and opt-out options for Google Analytics (<https://tools.google.com/dlpage/gaoptout?hl=en>) or Google’s data usage settings for marketing purposes (<https://adssettings.google.com>).

Youtube

We embed the videos on the YouTube platform of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy/> , opt-out: <https://adssettings.google.com/authenticated> Google Fonts

We embed the fonts (“Google Fonts”) of the provider Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy>, opt-out: <https://adssettings.google.com/authenticated>

Google Maps

We include maps from the Google Maps service provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. The processed data may include, in particular, users’ IP addresses and location data, but these are not collected without their consent (usually as part of the settings of their mobile devices). The data can be processed in the USA. Privacy Policy: <https://www.google.com/policies/privacy> , opt-out: <https://adssettings.google.com/authenticated> .

Using Facebook Social Plugins

On the basis of our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO) we use social plugins (“plugins”) of the social network facebook.com, operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland (“Facebook”). The plugins can represent interaction elements or content (eg videos, graphics or text contributions) and can be recognized by one of the Facebook logos (white “f” on blue tile, the terms “Like”, or a “thumbs up” sign) or are marked with the appellation “Facebook Social Plugin”. The list and appearance of Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/> .

Facebook is certified under the Privacy Shield Agreement, which provides a guarantee of compliance with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>) When a user invokes a feature of this online offering that includes such a plugin, their device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the device of the user and incorporated by him into the online offer. In the process, user profiles of the processed data can be created. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin and by which they thereby inform users according to our knowledge. By integrating the plugins, Facebook receives information indicating that a user has accessed the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his/her Facebook account. If users interact with the plugins, for example, press the Like button or leave a comment, the information is transmitted from your device directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and save their IP address. According to Facebook, only an anonymous IP address is stored in Germany. The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and settings options for protecting the privacy of users, can be found in Facebook’s privacy policy: <https://www.facebook.com/about/privacy> .

If a user is a Facebook member and does not want Facebook to collect data about him/her via this online offer and link it to his/her member data stored on Facebook, (s)he must log out of Facebook and delete these cookies before using our

online offer. Other settings and disagreements on the use of data for promotional purposes are possible within the Facebook profile settings: <https://www.facebook.com/ads/settings> or via the US-American site <http://www.aboutads.info> choices / or the EU page <http://www.youronlinechoices.com> . The settings are platform independent; they are adopted for all devices, such as desktop computers or mobile devices.

Twitter

Within our online offering, features and content of the Twitter service offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, may be incorporated. For this, e.g. Content such as images, videos, or text and buttons that users use to promote their content, subscribe to content creators, or subscribe to our content. If the users are members of the platform Twitter, Twitter can assign content and functions to the user profiles there. Twitter is certified under the Privacy Shield Agreement, which provides a guarantee of compliance with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>). Privacy Policy: <https://twitter.com/privacy> , opt-out: <https://twitter.com/personalization> .

LinkedIn

Within our online offering, features and content of the LinkedIn service offered by LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland, may be incorporated. These include, e.g. Content such as images, videos, or text and buttons that users use to promote their content, subscribe to content creators, or subscribe to our content. If the users are members of the platform LinkedIn, LinkedIn can assign contents and functions to the user profiles there. LinkedIn privacy statement: <https://www.linkedin.com/legal/privacy-policy> . LinkedIn is certified under the Privacy Shield Agreement, which provides a guarantee of compliance with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>). Privacy Policy: <https://www.linkedin.com/legal/privacy-policy> , opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out> .