

Data privacy

Privacy policy and consent to data use

We are pleased that you are visiting our website and thank you for your interest in our company. Dealing with our customers and interested parties is a matter of trust. The trust placed in us has a very high value for us and therefore the importance and obligation to handle your data carefully and to protect it from misuse.

So that you feel safe and comfortable when visiting our website, we take the protection of your personal data and their confidential treatment very seriously. Therefore, we act in accordance with applicable laws on the protection of personal data and data security. With this information on data protection, we would therefore like to inform you when we store which data and how we use it - naturally in compliance with the applicable case law.

The Hotelhero GmbH is based in particular on the EU data protection basic regulation. In the following we explain which information we collect during your visit to our website and how it is used.

We reserve the right to adapt the data protection declaration with effect for the future, in particular in the event of further development of the website, the use of new technologies or changes to the legal basis or corresponding jurisdiction.

Definitions

- Website" or "Internet presence" means in the following all pages of the responsible person on hotelhero.tech

- Personal data" means any information relating to an identified or identifiable natural person. An identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more specific characteristics which express the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person. Personal data is therefore, for example, the name, e-mail address and telephone number of a person, but may also include data on preferences, hobbies and memberships.

- Processing" means operations or series of operations relating to personal data, carried out with or without the aid of automated processes, such as collection, recording, organisation, sorting, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, comparison, integration, limitation, erasure or destruction.

- 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.

- Consent" means, hereafter, any freely given, informed and unequivocal statement of intention in the particular case, in the form of a statement or other unambiguous confirmatory act, by which the data subject indicates his or her consent to the processing of his or her personal data.

- Google" shall also mean Google, LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; available in the European Union at: Google Dublin, Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001.

1. scope of application

This privacy policy applies to all pages of hotelhero.tech. It does not extend to any linked websites or Internet presences of other providers.

2. responsible provider

The processing of personal data within the scope of this data protection declaration is responsible:

Hotelhero GmbH

Rheinsbergerstrasse 76/77

10115 Berlin

phone: 015150878586

welcome@hotelhero.tech

3. representative of the supplier in the European Union (EU)

Florian Montag, representative of Hotelhero GmbH, resident: Stavangerstr. 2, 10439 Berlin, phone: 015150878586, florian@hotelhero.tech, [impressum](#)

4. safety

We have taken comprehensive technical and organizational precautions to protect your personal data from unauthorized access, misuse, loss and other external interference. To this end, we regularly review our security measures and adapt them to the state of the art.

5. your rights

You have the following rights with regard to the personal data concerning you which you may assert against us:

- Right of access (Art. 15 DSGVO),
- Right to rectification (Art. 16 DSGVO) or cancellation (Art. 17 DSGVO),
- Right to limitation of processing (Art. 18 DSGVO),
- Right to object to the processing (Art. 21 DSGVO),
- Right to revoke your consent (Art. 7 para. 3 DSGVO),
- Right to receive the data in a structured, common, machine-readable format ("data transferability") and right to forward the data to another responsible party if the conditions of Art. 20 para. 1 lit. a, b DSGVO are met (Art. 20 DSGVO).

You may exercise your rights by notifying the contact details listed in the "Responsible provider/representative of the provider in the European Union" section. You also have the right to complain to a data protection supervisory authority about the processing of your personal data carried out by us (Art. 77 DSGVO).

6. use of the website, access data

In principle, you can use our website for purely informational purposes without disclosing your identity. When calling up the individual pages of the website in this sense, only access data is transmitted to our web space provider so that the website can be displayed to you. This is the following data:

- Browser type/ browser version
- used operating system
- Language and version of the browser software
- Host name of the accessing mobile device
- IP address
- Website from which the request originates
- Contents of the request (concrete page)
- Date and time of the server request
- Access status/HTTP status code

- Referrer URL (the previously visited page)
- Transferred amount of data
- Time zone difference to Greenwich Mean Time (GMT)

The temporary processing of the IP address by the system is necessary in order to technically enable delivery of the website to your computer. A processing of your IP address for the duration of the session is necessary. The legal basis for this processing is Art. 6 Para. 1 S. 1 lit. f) DSGVO.

The access data are not used to identify individual users and are not merged with other data sources. The access data are deleted when they are no longer required for the purpose of their processing. In the case of the collection of data for the provision of the website, this is the case when you end your visit to the website. IP addresses are stored in log files to ensure the functionality of the website. The data is also used to optimise the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context either. The data is generally deleted after seven days at the latest; further processing is possible in individual cases. In this case, the IP address is deleted or altered in such a way that it is no longer possible to assign the calling client.

The collection of data for the provision of the website and the processing of data in log files is mandatory for the operation of the website. You can object to the processing. In the event of your justified objection, we will examine the situation and either discontinue or adapt the data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

7. cookies

In addition to the aforementioned access data, so-called cookies are stored in the Internet browser of the terminal device you are using when you use the website. These are small text files with a sequence of numbers that are stored locally in the cache of the browser used. Cookies are not part of the PC system and cannot execute any programs. They serve to make our website user-friendly. The use of cookies may be technically necessary or for other purposes (e.g. analysis/evaluation of website usage).

Some elements of our website require that the calling browser can be identified even after a page change. The following data is processed in the cookies:

- Log-in information
- Page views
- Form submissions (Newsletter sign up, contact)

The user data collected by technically necessary cookies are not processed for the creation of user profiles. We also use so-called "session cookies", which store a session ID with which various requests from your browser can be allocated to the joint session. Session cookies are necessary for the use of the website. In particular, they enable us to recognise the terminal used when you return to the website. We use this cookie to recognize you on subsequent visits to the website if you have an account with us; otherwise you would have to log in again each time you visit. The legal basis for this processing is Art. 6 Para. 1 S. 1 lit. f) DSGVO. We use session cookies to make the use of the website more attractive and effective. The session cookies are deleted as soon as you log out or close your browser.

Most browsers are preset to automatically accept cookies. You can object to the processing of your data by cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If

cookies are deactivated for our website, it is possible that all functions of the website can no longer be used to their full extent.

Insofar as we integrate third-party cookies into our website, we will inform you separately below.

8. contacting our company

If you contact our company, e.g. by e-mail or via the contact form on the website, the personal data provided by you will be processed by us in order to answer your enquiry.

For the processing of enquiries via the contact form on the website, it is absolutely necessary to provide a name and a valid e-mail address. It is possible to provide further voluntary information (gender, telephone number). At the time the message is sent to us, the following data will also be processed:

- IP address
- Date/time of registration

The legal basis for the processing is Art. 6 para. 1 sentence 1 lit. f) DSGVO or Art. 6 para. 1 sentence 1 lit. b) DSGVO if the purpose of the contact is to conclude a contract.

The processing of personal data from the input mask serves us solely to process the establishment of contact. In the case of contact by e-mail, this also constitutes the necessary legitimate interest in the processing of the data. The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

In this context, the data will not be passed on to third parties. The data are processed exclusively for the processing of the conversation. We delete the data arising in this connection after the processing is no longer necessary or restrict the processing to compliance with the existing legally mandatory storage obligations.

You have the possibility at any time to object to the processing of your personal data for contact enquiries. This is the case if the processing is in particular not necessary for the fulfilment of a contract with you, which is described by us in the previous description of the functions. In such a case, the processing of the request may not be continued. In the event of your justified objection, we will examine the situation and either discontinue or adapt the data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

9. processing and passing on personal data for contractual purposes

We process your personal data if and insofar as this is necessary for the initiation, justification, execution and/or termination of a legal transaction with our company.

The legal basis for this arises from Art. 6 Para. 1 S. 1 lit. b) DSGVO.

After the purpose has been achieved (e.g. contract processing), the personal data will be blocked for further processing or deleted unless we are entitled to further storage and processing as required in the respective context on the basis of a consent given by you (e.g. consent to the processing of the e-mail address for sending electronic advertising mail), a contractual agreement, a legal authorization (e.g. authorization to send direct mail) or on the basis of legitimate interests (e.g. storage for the enforcement of claims).

We process your personal data if and insofar as this is necessary for the initiation, justification, execution and/or termination of a legal transaction with our company.

The legal basis for this arises from Art. 6 Para. 1 S. 1 lit. b) DSGVO.

After the purpose has been achieved (e.g. contract processing), the personal data will be blocked for further processing or deleted unless we are entitled to further

storage and processing as required in the respective context on the basis of a consent given by you (e.g. consent to the processing of the e-mail address for sending electronic advertising mail), a contractual agreement, a legal authorization (e.g. authorization to send direct mail) or on the basis of legitimate interests (e.g. storage for the enforcement of claims).

Your personal data will be passed on in this respect if

- it is necessary for the establishment, execution or termination of legal transactions with our company (e.g. the transfer of data to a payment service provider / a shipping company to process a contract with your person), (Art. 6 para. 1 sentence 1 lit. b) DSGVO), or
- a subcontractor or vicarious agent whom we use exclusively in the context of providing the offers or services you have requested requires this data (unless you are expressly informed otherwise, such auxiliary persons are only entitled to process the data insofar as this is necessary for the provision of the offer or service) or
- there is an enforceable administrative order (Art. 6 para. 1 sentence 1 lit. c) DSGVO) or
- an enforceable court order exists (Art. 6 para. 1 sentence 1 lit. c) DSGVO), or
- we are legally obliged to do so (Art. 6 para. 1 sentence 1 lit. c) DSGVO) or
- the processing is necessary to protect the vital interests of the data subject or another natural person (Art. 6 para. 1 sentence 1 lit. d) DSGVO), or
- we are authorised or even obliged to pursue overriding legitimate interests (Art. 6 para. 1 sentence 1 lit. f) DSGVO).

Any further transfer of your personal data to other persons, companies or bodies will not take place unless you have given your effective consent to such a transfer. The legal basis for the processing is then Art. 6 Para. 1 S. 1 lit. a) DSGVO.

10 Registration/ password-protected area of the website

If you wish to use the password-protected area on our website, you must register using the following details:

- e-mail address,
- First name and surname
- Name of the hotel
- self-chosen password

The registration takes place in the Double-Optin-Procedure. After you have entered the data marked as mandatory, we will send you an e-mail to the e-mail address you entered, in which we will ask you to confirm your registration explicitly (by clicking on a confirm link). In this way, we ensure that you actually wish to register and that your data is not misused. If the confirmation does not take place within [30 days], we block the information transmitted to us and delete it automatically after [30 days] at the latest.

We will therefore process the following data at the time of registration:

- E-mail address
- Hotel Name
- IP address
- Date/time of registration
- Time of confirmation of the confirm link.

We process these data to document your registration and to prevent the misuse of your personal data. The legal basis for the processing is Art. 6 Para. 1 S. 1 lit. f) DSGVO. The following functions are available to you in the password-protected area:

- Edit your profile data
- Get customized software recommendations
- Store and manage your software landscape

- Get in direct contact with third parties

The data provided by you (hotel name, email address, first name, surname, IT inventory systems) will only be passed on to third parties if you explicitly click on the request, either in writing or by requesting a "product demo" and confirm this action again.

If you enter into contracts with our company, we are obliged by mandatory commercial and tax regulations to keep your address, payment and other contract data for a period of ten years. After [two years] after termination of the contract, we will restrict the processing and reduce the processing to compliance with the existing legal obligations.

If you voluntarily provide further data (e.g. age, gender), we process your data, which is not necessary for the initiation or fulfilment of a contract, as long as you use the password-protected area and if you do not delete it yourself beforehand. The purpose of this is to optimise the use of the website for you as a user. The legal basis is Art. 6 Para. 1 S. 1 lit. f) DSGVO.

You may object to the processing of your voluntarily provided data. You can manage, change or delete your voluntary data at any time in the password-protected area. You are free to take measures at any time in accordance with the section "Your rights", whereby we ask you to contact our company in a first step in the event of complaints.

11. e-mail marketing

You have the option of subscribing to our e-mail newsletter on the website, with which we regularly inform you about the following contents:

- Offers from our portfolio
- News of the industry
- Offers (also events) of third parties, as far as you have given your consent.

The following personal data must be provided in order to receive the newsletter.

- valid e-mail address

Furthermore, the following data will be processed at the time of the subscription:

- E-mail address
- IP address
- Date/time of subscription to the newsletter,
- Time of your confirmation of the confirm link,

We process your IP address, the time of registration for the newsletter and the time of your confirmation in order to document your newsletter registration and to prevent the misuse of your personal data. The legal basis for the processing is Art. 6 Para. 1 S. 1 lit. f) DSGVO. We process this data for a period of two years after termination of the contract. If the newsletter registration takes place outside of a contract conclusion, we process these data up to the expiration of two years after termination of the use process. We delete this data when the newsletter subscription ends.

After your confirmation, we process the e-mail address of the recipient concerned for the purpose of sending you our e-mail newsletter. The legal basis for the processing is Art. 6 Para. 1 S. 1 lit. a) DSGVO. We delete this data when you cancel your newsletter subscription.

You can revoke your consent to the processing of your e-mail address to receive the newsletter at any time, either by sending us a message (see the contact details in the "Responsible provider/representative of the provider in the European Union" section) or by directly clicking on the unsubscribe link contained in the newsletter.

12. hosting

We use external hosting services to provide the following services: Infrastructure and platform services, computing capacity, storage resources and database services, security and technical maintenance services. All data required for the operation and use of our website will be processed.

We use external hosting services for the operation of this website. We use external hosting services to ensure the efficient and secure provision of our website. The legal basis for the processing is Art. 6 Para. 1 S. 1 lit. f) DSGVO.

The collection of data for the provision and use of the website and the processing of data via external web hosts is absolutely necessary for the operation of the website. You may object to the processing. In the event of your justified objection, we will examine the situation and either discontinue or adapt the data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

13. integration of contents of third parties

The website includes third-party content such as videos, maps, RSS feeds or graphics from other websites. This integration always presupposes that the providers of this content ("third-party providers") perceive the IP addresses of the users. Without the IP address, they cannot send the content to the user's browser. The IP address is therefore required for the presentation of this content.

We make every effort to use only content from third parties who process the IP address solely for the purpose of delivering the content. However, we have no influence on this if the third-party providers process the IP addresses, e.g. for statistical purposes. As far as this is known to us, we will inform you about it in the following.

Some of the third-party providers may process data outside the European Union.

14. Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter: "reCAPTCHA") on our website. Provider of the service is Google.

The purpose of reCAPTCHA is to check whether the data input on the website (e.g. in a contact form) is made by a person or by an automated program. To this end, reCAPTCHA analyses the behaviour of the visitor to the website on the basis of various characteristics. This analysis starts automatically as soon as the user accesses the website. For analysis purposes, reCAPTCHA evaluates various information (e.g. IP address, length of stay of the website visitor on the website or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run completely in the background. You will not be informed that an analysis is taking place.

Processing is based on Art. 6 Para. 1 S. 1 lit. f) DSGVO. We have a legitimate interest in protecting our web offers against abusive automated spying and against unsolicited e-mail advertising (SPAM). We have no knowledge of the storage period at reCAPTCHA and have no possibility of influencing it.

You have the possibility to object to the processing of your data at any time. This is the case if the processing is not necessary in particular for the fulfilment of a contract with you, which is described by us in the previous description of the functions. In such a case, the processing of the request may not be continued. In the event of your justified objection, we will examine the situation and either discontinue or adapt the

data processing or point out our compelling reasons worthy of protection on the basis of which we will continue the processing.

For further information on Google reCAPTCHA and Google's privacy policy, please refer to the following links: <https://www.google.com/intl/de/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

15 Google Web Fonts

We use so-called web fonts, which are provided by Google, for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This enables Google to know that your IP address has been used to access our website.

The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our online services. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 sentence 1 lit. f) DSGVO. We have no knowledge of the storage period at Google and have no possibility of influencing it.

You can object to the processing by changing the browser settings so that the browser does not support web fonts - but then a standard font is used by your computer.

You can find more information about Google Web Fonts at

<https://developers.google.com/fonts/faq> and in Google's privacy statement at: <https://www.google.com/policies/privacy/>.

16 Bookmarks

Bookmarks, e.g. to social networks such as Facebook.com, Twitter.com, LinkedIn, enable you as a user of certain social networks to create links from our website to your profiles in social networks, to save them as bookmarks or to share them with your contacts in social networks.

You can recognize the bookmarks on our website by the corresponding icons (e.g. "f", "g+") at the bottom of the page. When you open a page on our website, the bookmarks can place cookies on your terminal/browser, i.e. small text files with a sequence of numbers that allow the browser to be recognised). If you are also registered with one of the relevant social networks, this enables the social network operator to track which pages you visit, unless you have deactivated the acceptance and storage of cookies in your browser settings. When you use bookmarks, information is sent to the respective social network.

Comments or activities of persons who use bookmarks for this purpose are neither controlled by us nor can we be held responsible for them. Persons who share our content via bookmarks are not entitled to speak for us and our website or to give the impression to third parties that they do so.

The legal basis for the use of bookmarks is Art. 6 Para. 1 S. 1 lit. f) DSGVO. We have no knowledge of the further processing and the storage period on the part of the operators of social networks and no corresponding means of exerting influence.

You have the right to object to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right. In addition, you can prevent the creation of user profiles in various ways and thus avoid your objection. In addition, you can prevent the creation of user profiles in various ways and thus exercise your right to object:

- By setting your browser software accordingly, in particular by suppressing third party cookies, you will not receive any advertisements from third parties;

- by deactivating the interest-based advertisements of the providers that are part of the "About Ads" self-regulatory campaign via the link <http://www.aboutads.info/choices>, this setting being deleted when you delete your cookies.

17. services for statistical, analytical and marketing purposes

We use third-party services for statistical, analytical and marketing purposes. This enables us to provide you with a user-friendly, optimized use of the Site. The third party providers use cookies to control their services (see the "Cookies" section above). Personal data will not be processed unless explained otherwise below. Some of the third-party providers offer the possibility of directly objecting to the use of the respective service, e.g. by setting an opt-out cookie.

If you activate a corresponding opt-out cookie, the external provider will no longer process any data on your usage behaviour in the future. A mere selective objection to an individual selection of external services is also possible. If you change your browser or the end device used or delete all cookies, you must set the opt-out cookie again.

In addition, you can also refuse the use of cookies via the opt-out platform of the Bundesverband Digitale Wirtschaft e.V. (Federal Association of the Digital Economy). (BVDW) at http://www.meine-cookies.org/cookies_verwalten/praeferenzmanager.html or via the deactivation page of the Network Advertising Initiative at <http://www.networkadvertising.org/choices/> directly. Further information on use-based advertising and opt-out options can also be found at the following link: <http://www.youronlinechoices.com/de/>.

In the following, we will inform you about the services of external providers currently used on our website as well as the purpose and scope of the respective processing in each individual case and about your existing possibilities to object.

Google Analytics

This website uses functions of the web analysis service Google Analytics. Provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of the website will generally be transmitted to and stored by Google on servers in the United States. The storage of Google Analytics cookies and the use of this analysis tool are based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

IP anonymisation

We have activated the IP anonymization function on this website. This will cause Google to shorten your IP address within member states of the European Union or other signatory states to the Agreement on the European Economic Area before it is transmitted to the United States. Only in exceptional cases is the full IP address transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics is not combined with other data from Google.

Browser Plugin

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and related to your use of the website (including your IP address) as well as Google from processing this data by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=de>

Objection to data collection

You can prevent Google Analytics from collecting your data by clicking on the following link. An opt-out cookie is set to prevent your information from being collected on future visits to this website: Disable Google Analytics. For more information on how Google Analytics treats user data, please see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>

order processing

We have concluded a contract with Google for order processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

HubSpot

On this website we use HubSpot for our online marketing activities. HubSpot is a software company from the USA with an office in Ireland. Contact us: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500.

This is an integrated software solution that covers various aspects of our online marketing. These include, but are not limited to:

E-mail marketing (newsletters as well as automated mailings, e.g. to provide downloads), social media publishing & reporting, reporting (e.g. traffic sources, access, etc. ...), contact management (e.g. user segmentation & CRM), landing pages and contact forms.

Our registration service allows visitors to our website to learn more about our company, download content and provide their contact information and other demographic information. This information and the contents of our website are stored on the servers of our software partner HubSpot. They can be used by us to contact visitors to our website and to determine which services of our company are of interest to them. All information collected by us is subject to this privacy policy. We use all information collected exclusively to optimize our marketing measures.

Furthermore, to improve the user experience on our website, we use HubSpot's live chat service "Messages" to send and receive messages on some sub-pages (round chat icon at the bottom right of the screen). The following data will be transmitted to HubSpot's servers when this function is approved and used:

- Content of all sent and received chat messages
- Context information (e.g. page on which the chat was used)
- Optional: User's e-mail address (if provided by user via chat function)

The legal basis for the use of Hubspot's services is Art. 6 I f DS-GVO - justified interest. Our legitimate interest in the use of this service is the optimisation of our marketing measures and the improvement of our service quality on the website.

HubSpot is certified under the conditions of the "EU - U.S. Privacy Shield Framework" and is subject to the TRUSTe 's Privacy Seal and the "U.S. - Swiss Safe Harbor" Framework.

Learn more about HubSpot's privacy policy "

More information from HubSpot regarding the EU data protection regulations "

More information about the cookies used by HubSpot can be found here & here "

If you generally do not wish HubSpot to record your data, you can prevent the storage of cookies at any time by changing your browser settings or use the following opt-out link: [Opt-out link](#).

Heap Analytics

We also use Heap Analytics, a web analytics service provided by Heap Analytics, Inc., 116 Natoma St., San Francisco, CA 94105, USA ("Heap Analytics"). Heap Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website will generally be transmitted to and stored by Heap Analytics on servers in the United States. The IP address transmitted by your browser as part of Heap Analytics is not combined with other data from Heap Analytics. On behalf of the operator of this website, Heap will use this information to evaluate your use of the website, compile reports on website activity and provide other services to the website operator in connection with website activity and internet usage. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. Further information can be found on the manufacturer's website at <https://heapanalytics.com>

Hotjar

This website uses Hotjar. Provider is Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe (Website: <https://www.hotjar.com>). Hotjar is a tool for analysing your user behaviour on our website. Hotjar allows us to record your mouse and scroll movements and clicks, among other things. Hotjar can also determine how long you have stayed with the mouse pointer in a certain place. From this information, Hotjar creates so-called heat maps, which can be used to determine which areas of the website are preferred by website visitors. Furthermore, we can determine how long you stayed on a page and when you left it. We can also determine at which point you aborted your entries in a contact form (so-called conversion funnels). In addition, Hotjar can be used to obtain direct feedback from website visitors. This function serves to improve the website operator's web offers. Hotjar uses cookies. Cookies are small text files that are stored on your computer by your browser. They serve to make our offer more user-friendly, more effective and safer. In particular, these cookies can be used to determine whether our website has been visited with a specific terminal device or whether the Hotjar functions have been deactivated for the browser in question. Hotjar cookies remain on your device until you delete them. You can set your browser to notify you when cookies are set, to allow cookies only on a case-by-case basis, to refuse cookies in certain cases or generally, and to enable automatic cookie deletion when you close your browser. If cookies are deactivated, the functionality of this website may be restricted. The use of Hotjar and the storage of Hotjar cookies is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising. Deactivating Hotjar If you wish to deactivate the data collection by Hotjar, click on the following link and follow the instructions there: <https://www.hotjar.com/opt-out> Please note that the deactivation of Hotjar must be carried out separately for each browser or terminal device. For more information about Hotjar and the information we collect, please see Hotjar's Privacy Policy at the following link: <https://www.hotjar.com/privacy> Contract for order processing

We have signed an order processing agreement with Hotjar to implement the strict European data protection regulations.

Google AdSense

This website uses Google AdSense, a service for the integration of Google Inc. advertisements. ("Google"). Provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google AdSense uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. Google AdSense also uses so-called web beacons (invisible graphics). Through these web beacons, information such as visitor traffic on these pages can be evaluated. The information generated by cookies and web beacons about the use of this website (including your IP address) and the delivery of advertising formats is transmitted to a Google server in the USA and stored there. This information can be passed on by Google to Google's contractual partners. However, Google will not combine your IP address with other data stored by you. AdSense cookies are stored on the basis of Art. 6 Para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Google Analytics Remarketing

Our sites use Google Analytics Remarketing features in conjunction with the cross-device features of Google AdWords and Google DoubleClick. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. This feature allows Google Analytics Remarketing to link advertising target groups with the cross-device capabilities of Google AdWords and Google DoubleClick. In this way, interest-related, personalized advertising messages that have been adapted to you depending on your previous usage and surfing behavior on one device (e.g. mobile phone) can also be displayed on another of your devices (e.g. tablet or PC). If you have given your consent, Google will link your web and app browser history to your Google Account for this purpose. In this way, the same personalized advertising messages can be displayed on every device on which you log in with your Google Account. To support this feature, Google Analytics collects Google-authenticated user IDs that are temporarily linked to our Google Analytics data to define and create target audiences for cross-device advertising. You can permanently opt out of cross-device remarketing/targeting by opting out of personalized advertising in your Google Account by following this link: <https://www.google.com/settings/ads/onweb/> The data collected in your Google Account is only collected on the basis of your consent, which you can give or revoke at Google (Art. 6 para. 1 lit. a DSGVO). In the case of data collection processes that are not consolidated in your Google Account (e.g. because you do not have a Google Account or have objected to the consolidation), the data collection is based on Art. 6 para. 1 lit. f DSGVO. The legitimate interest arises from the fact that the website operator has an interest in the anonymous analysis of website visitors for advertising purposes. Further information and the data protection regulations can be found in Google's data protection declaration at: <https://policies.google.com/technologies/ads?hl=de>

Google adwords and Google conversion-tracking

This website uses Google AdWords. AdWords is an online advertising program of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google"). As part of Google AdWords, we use what is known as conversion tracking. When you click on an ad placed by Google, a conversion tracking cookie is set. Cookies are small text files that the Internet browser places on the user's computer. These cookies expire after 30 days and are not used to personally identify users. If the user visits certain pages of this website and the cookie has not expired, Google and we may recognize that the user clicked on the ad and was directed to that page. Each Google AdWords customer receives a different cookie. Cookies cannot be tracked through AdWords customer websites. The information collected from the Conversion cookie is used to generate conversion statistics for AdWords customers who have opted for Conversion Tracking. Customers will know the total number of users who clicked on their ad and were directed to a page with a conversion tracking tag. However, they will not receive information that personally identifies users. If you do not wish to participate in tracking, you can opt out of this use by easily turning off the Google Conversion Tracking cookie in your Internet browser under User Preferences. You will then not be included in the conversion tracking statistics. The storage of "conversion cookies" and the use of this tracking tool are based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising. More information about Google AdWords and Google Conversion Tracking can be found in Google's privacy policy:

<https://policies.google.com/privacy?hl=de>

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, accept cookies for certain cases or generally exclude them and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

Facebook Pixel

Our website uses the visitor action pixel of Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") to measure conversion. This allows us to track the behavior of site visitors after they are redirected to the provider's Web site by clicking on a Facebook ad. This allows the effectiveness of Facebook advertisements to be evaluated for statistical and market research purposes and to optimize future advertising efforts. The data collected is anonymous to us as the operator of this website and we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook data usage guidelines. This may allow Facebook to serve advertisements on Facebook pages and outside Facebook. This use of data cannot be influenced by us as the site operator. The use of Facebook pixels is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a justified interest in effective advertising measures, including social media. You will find further information on the protection of your privacy in the Facebook data protection information: <https://de-de.facebook.com/about/privacy/> You can also disable the Custom Audiences remarketing feature in the Advertisement Settings section of

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen You must be logged in to Facebook to do this. If you do not have a Facebook account, you can disable Facebook's usage-based advertising on the European Interactive

Digital Advertising Alliance website:

<http://www.youronlinechoices.com/de/praferenzmanagement/>

LinkedIn Analytics and LinkedIn Ads

1 We use the conversion tracking technology and retargeting feature of LinkedIn Corporation on our website.

2. this technology allows visitors to this site to play personalized ads on LinkedIn. It also provides the ability to create anonymous reports on ad performance and website interaction information. To do this, the LinkedIn Insight tag is included on this website, which connects you to the LinkedIn server when you visit this website and are logged into your LinkedIn account at the same time.

Please refer to LinkedIn's privacy policy at

<https://www.linkedin.com/legal/privacy-policy> for more information on data collection and use, and the choices and rights to protect your privacy. If you are logged in to LinkedIn, you can deactivate data collection at any time by clicking on the following link: <https://www.linkedin.com/psettings/enhanced-advertising>.

Plug-ins of social networks

Plugins of social networks are integrated on our website. These are provided by the following providers:

- Facebook (provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, e-mail: impressum-support@support.facebook.com, privacy policy at:

<https://www.facebook.com/privacy/explanation>;

<http://www.facebook.com/about/privacy/your-info-on-other#applicationsowie>

<http://www.facebook.com/about/privacy/your-info#everyoneinfo>). Facebook has submitted to the EU-US Privacy Shield,

<https://www.privacyshield.gov/EU-US-Framework>; hereinafter referred to as "Facebook").

- Google (see the definitions,

<https://www.google.com/policies/privacy/partners/?hl=de>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>)

- linked

- Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA

(<https://twitter.com/privacy>. Twitter has submitted to the EU-US Privacy Shield,

<https://www.privacyshield.gov/EU-US-Framework>);

The plugins are identified on our website by the above-mentioned lettering or by small stylized symbols.

We offer you the possibility to communicate directly with the provider of the plugin via the button. Only if you click on the marked field and thereby activate it will the plug-in provider receive the information that you have called up the corresponding website of our online service. In addition, the data mentioned under the section "Access data" will be transmitted.

In the case of Facebook and Xing, the IP address is made anonymous immediately after collection, according to information provided by the respective providers in Germany. When the plug-in is activated, personal data is transferred from you to the respective plug-in provider and processed there (in the case of US providers in the USA). Since the plug-in provider collects data in particular via cookies, we recommend that you delete all cookies via your browser's security settings before clicking on the grayed-out box.

We have no influence on the collected data and processing procedures, nor are we aware of the full scope of data processing, the purposes of processing, the storage

periods. We also do not have any information on the deletion of the collected data by the plug-in provider.

The plug-in provider stores the data collected about you as user profiles and processes these for the purposes of advertising, market research and/or the needs-based design of its website. Such an evaluation takes place in particular (also for users who are not logged in) in order to display demand-oriented advertising and to inform other users of the social network about your activities on our website.

The legal basis for the use of the plug-ins is Art. 6 Para. 1 S. 1 lit. f) DSGVO. Via the plug-ins, we offer you the opportunity to interact with the social networks and other users so that we can improve our services and make them more interesting for you as a user.

You have the right to object to the creation of these user profiles, whereby you must contact the respective plug-in provider to exercise this right. You can also prevent the creation of user profiles in various ways and thus exercise your right to object:

- By setting your browser software accordingly, in particular by suppressing third party cookies, you will not receive any advertisements from third parties;
- by disabling the interest-based ads of the providers that are part of the "About Ads" self-regulatory campaign via the link <http://www.aboutads.info/choices>, this setting being deleted when you delete your cookies.

Data will be shared whether or not you have an account with and are logged into the plug-in provider. If you are logged in with the plug-in provider, your data collected by us will be directly assigned to your existing account with the plug-in provider. If you press the activated button and, for example, link the page, the plug-in provider also stores this information in your user account and communicates it publicly to your contacts.

We recommend that you log out regularly after using a social network, but especially before activating the button, as this allows you to avoid being assigned to your profile by the plug-in provider.