

Information about the processing of your data

In accordance with Art. 12 of the General Data Protection Regulation (hereinafter referred to as the GDPR), we are obliged to inform you about the processing of your data when you use our website. We take the protection of your personal data very seriously and this privacy policy informs you about the details of the processing of your data and about your legal rights in this regard.

We reserve the right to adapt the privacy policy with future effect, in particular in the event of further development of the website, the use of new technologies or changes to the legal bases or the corresponding case law.

We recommend that you read this privacy policy from time to time and take a printout or a copy for your documents.

Definitions

- In the following, **website** means all of the controller's pages at www.allinvos.de.
- **personal data** means any information relating to an identified or identifiable natural person. A person is identifiable if they can be identified, either directly or indirectly, in particular by means of assignment to an identifier such as a name, to an identification number, to location data, to an online identifier or to one or more special features that are an expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person. Personal data is therefore, for example, a person's name, email address and telephone number, but may also include information about preferences, hobbies and memberships;
- **processing** means operations or sets of operations carried out with or without the aid of automated procedures in connection with personal data, such as the collection, recording, organisation, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction;
- **pseudonymisation** means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data cannot be attributed to an identified or identifiable natural person;
- **consent** means any freely given, specific, informed and unambiguous indication of the data subject's wishes in a particular case by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;
- **Google** means Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; reachable in the European Union at: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, fax: +353 (1) 436 1001.

Scope

This privacy policy applies to all pages at www.allinvos.de. It does not cover any linked websites of other providers.

Responsible provider

The following party is responsible for the processing of personal data within the scope of this privacy policy:

Allinvos GmbH
Frankfurter Straße 10-14
65760 Eschborn
Tel.: +49 (0) 6196 / 774 48 0
Email: zukunft@allinvos.de

Questions about data protection

If you have any questions about data protection with regard to our company or our website, you can contact our data protection officer:

Spirit Legal LLP Rechtsanwälte
Attorney-at-law and data protection officer
Peter Hense

Postal address:

Data protection officer
c/o Allinvos GmbH
Frankfurter Straße 10-14
65760 Eschborn

Contact via encrypted online form:
[Contact data protection officer](#)

Or at:
datenschutzbeauftragter@allinvos.de

Security

We have taken comprehensive technical and organisational precautions to protect your personal data from unauthorised access, abuse, loss and other external disruption. To this end, we regularly review our security measures and adapt them to current standards.

Your rights

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

- right of access (Art. 15 GDPR),
- right to rectification (Art. 16 GDPR) or erasure (Art. 17 GDPR),
- right to restriction of processing (Art. 18 GDPR),
- right to object to processing (Art. 21 GDPR),
- right to withdraw your consent (Art. 7(3) GDPR),
- right to receive the data in a structured, commonly used, machine-readable format (“data portability”) and the right to transfer the data to another controller, if the prerequisites of Art. 20(1) (a), (b) GDPR are fulfilled (Art. 20 GDPR)

You can assert your rights by informing us using the contact details specified above under ‘Responsible provider’ or by contacting the data protection officer designated by us.

You also have the right to lodge a complaint with a data protection supervisory authority about our processing of your personal data (Art. 77 GDPR).

Use of the website, access data

In principle, you can use our website for purely informational purposes without disclosing your identity. When you access the individual pages of the website in this sense, this only results in access data being transferred to our web hosting service so that the website can be displayed to you. This is the following data:

- browser type/browser version
- operating system used
- language and version of the browser software
- hostname of the accessing device
- IP address
- website from which the request comes
- content of the request (specific page)
- date and time of the server request
- access status/HTTP status code
- referrer URL (website visited before)
- volume of data transferred
- time zone difference from Greenwich Mean Time (GMT)

Temporary processing of the IP address by the system is necessary to make it technically possible to deliver the website to your device. This requires processing of your IP address for the duration of the session. The legal basis of such processing is Art. 6(1) Sentence 1(f) GDPR.

The access data is not used to identify individual users and is not combined with other data sources. The access data is deleted when it is no longer required for achieving the purpose of its processing. In the case of recording the data to provide 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. In addition, the data serves us to optimise the website and to ensure the security of our information technology systems. No evaluation of the data for marketing purposes takes place in this context either. In principle, data is deleted after seven days at the latest; further processing is possible in individual cases. In this case, the IP address is deleted or so transformed that an assignment of the retrieving client is no longer possible.

The recording of data for the provision of the website and the processing of data in log files is an absolute necessity for the operation of the website. You may object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Cookies

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

a) Technically necessary cookies

Some elements of our website require that the retrieving browser can be identified even after a page change. This involves processing the following data in the cookies:

- language settings
- items in shopping basket
- login information

The user data collected by technically necessary cookies is not processed to create user profiles. We also use session cookies, which store a session ID that can be used to assign various requests from your browser to the shared session. Session cookies are required for using the website. In particular, they enable us to recognise the device used when you return to the website. If you have an account with us, we use this cookie to recognise you on subsequent visits to the website; otherwise you would have to log in again each time you visited. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. We use session cookies to make using our website more attractive and effective. 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. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

You can disable or restrict the transfer 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 disabled for our website, it may no longer be possible to use the full functionality of the website.

b) Technically non-essential cookies

In addition, we also use cookies on the website which enable an analysis of users' surfing behaviour. For example, this involves processing the following data in the cookies:

- entered search terms
- frequency of page views
- use of website functions

These cookies are used to make using the website more efficient and attractive. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. The technically non-essential cookies are automatically deleted after a specified period, which may vary depending on the cookie.

You can object to the processing of your data by cookies. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). If you do not wish to use cookies, you have the option of changing your browser settings in order to generally or selectively block the placement of cookies or remove stored cookies. You can also have the corresponding information displayed before a cookie is placed. If you change the browser settings for the use of cookies or disable cookies, the functionality of this website may be restricted.

Where we integrate cookies from third-party providers into our website, we point this out to you separately below.

Contacting our company

When contacting our company, e.g. by email or using the contact form on the website, we will process the personal data provided by you so that we can respond to your enquiry.

In order for us to process enquiries submitted via the contact form on the website, it is essential that you provide a name or pseudonym, the hotel name and address, the financial accounting system and the number of vendor invoices per year as well as a valid email address. At the moment when you submit the message to us, the following data will also be processed:

- IP address
- date/time of registration

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR and Art. 6(1) Sentence 1(b) GDPR, if the contact is made with the intention of concluding a contract.

Processing the personal data from the form allows us alone to process the contact you make with us. Where you contact us by email, this also constitutes the necessary legitimate interest in the processing of the data. The other personal data processed during the submission process serves to prevent any misuse of the contact form and to ensure the security of our information technology systems.

The data will not be transmitted to third parties in this context. The data is only processed in order to process the conversation. As soon as processing is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data.

You have the possibility to object to the processing of your personal data for contact requests at any time. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In particular, you have a right of objection if processing is not necessary to fulfil a contract with you, which is described by us in the previous description of the functions. In such a case, it may not be possible to continue processing the request. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Processing and transmission of personal data for contractual purposes

We process your personal data if and to the extent necessary for the initiation, creation, execution and/or termination of a legal transaction with our company. The legal basis for this results from Art. 6(1) Sentence 1(b) GDPR.

Once the purpose has been achieved (e.g. contract processing), the personal data will be blocked for further processing or erased, unless we are entitled to retain the data for a longer period and process it as required in the respective context on the basis of a consent granted by you (e.g. consent to the processing of your email address for sending promotional emails), a contractual agreement, a statutory authorisation (e.g. authorisation to send direct advertising) or on the basis of justified interests (e.g. retention for asserting claims).

Your personal data will be passed on if

- it is necessary for the creation, execution or termination of legal transactions with our company (e.g. when transmitting data to a payment service provider/a shipping company to process a contract with you) (Art. 6(1) Sentence 1(b) GDPR), or
- a subcontractor or party we use to perform our obligations, which we use exclusively within the framework of providing the offers or services requested by you, needs this data (unless you are expressly informed otherwise, such auxiliary parties 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 official order (Art. 6(1) Sentence 1(c) GDPR) or
- there is an enforceable court order (Art. 6(1) Sentence 1(c) GDPR) or
- we are legally obliged to do so (Art. 6(1) Sentence 1(c) GDPR) or
- the processing is necessary in order to protect the vital interests of the data subject or another natural person (Art. 6(1) Sentence 1(d) GDPR) or
- we are authorised or even obliged to pursue overriding legitimate interests (Art. 6(1) Sentence 1(f) GDPR).

Your personal data will not be transmitted to other persons, companies or bodies unless you have effectively consented to such transmission. The legal basis of the processing is then Art. 6(1) Sentence 1(a) GDPR.

Email marketing

Advertising to existing customers

We reserve the right to process the email address provided by you when registering in accordance with the statutory provisions in order to send you the following content by email whilst or after processing the contract, unless you have already objected to this processing of your email address:

- other interesting offers from our portfolio,
- information about company events,
- technical information.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We perform this processing for customer care and to enhance our services. We delete your data when you cancel your newsletter subscription, but no later than two years after termination of the contract.

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We would like to point out that you can object to receiving direct advertising at any time without incurring any costs other than the transmission costs according to the basic rates. Here you have a general right of objection without giving reasons (Art. 21(2) GDPR). To do this, click on the unsubscribe link in the newsletter or send us your objection to the contact data provided under 'Responsible provider'.

Newsletter

You have the possibility to subscribe to our email newsletter on the website, which we use to inform you regularly about the following content:

- offers from our portfolio,
- information about company events,
- third-party offers (including events), provided you have consented to this,
- new articles/collections,
- special/time-limited offers.

In order to receive the newsletter, you need to give us the following personal data.

- recipient (name or pseudonym)
- valid email address

To subscribe to our email newsletter, please use the double opt-in process. Once you have entered the data marked as mandatory, we will send you an email to the email address you have provided, in which we ask you to expressly confirm your subscription to the newsletter (by clicking on a confirmation link). This is how we ensure that you really want to receive our email newsletter. If no confirmation takes place within 24 hours, we block the information transferred to us and delete it automatically after one month at the latest.

Furthermore, the following data is processed at the time of subscription:

- IP address
- date/time of registration for the newsletter
- time when you click on the confirmation 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 abuse of your personal data. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We process this data until two years after termination of the contract. If registration for the newsletter takes place and it is unrelated to the conclusion of a contract, we process this data until two years after termination of the usage. We delete this data when the newsletter subscription ends.

After your confirmation, we will process the email address and name/pseudonym of the recipient concerned for the purpose of sending our email newsletter. The legal basis of the processing is Art. 6(1) Sentence 1(a) GDPR. We delete this data when you unsubscribe from the newsletter.

You can withdraw your consent to the processing of your email address for receiving the newsletter at any time, either by sending us a message (see the contact details under 'Responsible provider') or by clicking directly on the unsubscribe link in the newsletter. This does not affect the lawfulness of processing that has occurred based on the consent up until the point of your withdrawal (Art. 13(2)(c) GDPR).

We would like to point out that we analyse your user behaviour in relation to the sending of our newsletter. For this analysis, the emails sent out contain so-called web beacons or tracking pixels, which display single-pixel image files that are embedded in our website. For analysis purposes, we link the data mentioned under 'Access data' and the web beacons with your email address and an individual ID. Links received in the newsletter also contain this ID.

We use the data collected in this way to create a user profile in order to tailor the newsletter to your individual interests. Here we record when you read our newsletters, which links you click on in them and draw conclusions about your personal interests. We link this data to actions you perform on our website. The information is processed for as long as you have subscribed to the newsletter. Once you unsubscribe, we process the data for purely statistical purposes and anonymously.

Our intention here is to analyse the use of and to optimise the email advertising we send you. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR.

You have a general right of objection to data processing for direct marketing purposes and are not required to give reasons (Art. 21(2) GDPR). You can object to this tracking at any time by clicking on the separate unsubscribe link provided in each newsletter or by informing us using the contact details provided under 'Responsible provider'.

You can also prevent tracking by disabling the display of images in your email client by default. This will mean that the newsletter will not be displayed completely and you may not be able to use all functions. If you choose to display the images manually, the above tracking will take place.

MailChimp email marketing service

We use the email marketing service MailChimp, provided by Rocket Science Group, LLC (675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA, web: <https://mailchimp.com/>; hereinafter referred to as "MailChimp").

If you have registered for the newsletter, the data provided during registration will be stored and processed on MailChimp's servers in the USA. MailChimp processes this information for sending and analysing the newsletters

on our behalf. MailChimp newsletters contain what are known as web beacons, which are pixel-sized files that are retrieved from the MailChimp server when the newsletter is opened. In the context of the retrieval, technical information, such as the browser used, time of the page retrieval and IP address, is collected. This information is processed to analyse and technically improve the services. Furthermore, it is analysed whether newsletters are opened, when they are opened and which links are clicked on by the reader. This information can theoretically be assigned to individual newsletter recipients. However, neither we nor MailChimp have any intention of monitoring individual recipients; the analysis of the information mentioned serves rather to recognise the reading habits of the recipients so as to better adapt and distribute our newsletter content accordingly. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how long MailChimp stores data and have no way of influencing this.

You have a general right of objection to data processing for direct marketing purposes and are not required to give reasons (Art. 21(2) GDPR). You can object to the processing in the future at any time by clicking on the unsubscribe link at the end of the newsletter.

This will simultaneously end the processing of data for you being sent the newsletter and for statistical analysis. It is not possible to object to the distribution via MailChimp or the statistical evaluation separately.

Alternatively, you can object at <http://www.aboutads.info/choices/> and <http://www.youronlinechoices.com/> (for the European Union area).

Furthermore, MailChimp has informed us that it may use the transferred data to optimise or improve its own services, e.g. to technically optimise the sending and presentation of newsletters. According to its own declarations, MailChimp neither processes the data in order to write to you with its own advertising nor transmits the data to third parties.

As the recipient of the newsletter, you may be redirected to the MailChimp website, for example if there are problems displaying the newsletter in your email client and you follow the link contained in the newsletter to retrieve the newsletter online. In this context, we would like to point out that further analysis services and cookies may be used on the MailChimp website, which may process your personal data on behalf of MailChimp. We have no influence on this processing.

MailChimp is certified under [Privacy Shield](#), the US-EU data protection agreement, and is thus committed to complying with the European Union's data protection regulations. Please refer to MailChimp's privacy policy for more information: <https://mailchimp.com/legal/privacy/>

Hosting

We use external hosting services for the provision of the following services: infrastructure and platform services, computing capacity, storage resources and database services, security and technical maintenance services. This involves processing all data necessary for the operation and use of our website.

We use external hosting services to run this website. By using external hosting services, we aim to make the provision of our website efficient and secure. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR.

The recording of data for the provision and use of the website and the processing of data using external web hosting services is an absolute necessity for the operation of the website. You may object to the processing. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Integration of third-party content

The website integrates third-party content such as videos, maps, RSS feeds and graphics from other websites. This integration always requires that the providers of this content ("third-party providers") perceive the IP addresses of users. This is because without the IP address they would not be able to send the content to the browser of the respective user. As such, the IP address is required to display this content.

We endeavour to only use content from third-party providers who process the IP address solely for delivering the content. We do however have no influence over whether the third-party providers process the IP addresses, e.g. for statistical purposes. If we are aware of such activity, we inform you of this in the following.

Some of the third parties may process data outside the European Union.

You can object by installing a JavaScript blocker such as the browser plug-in NoScript (www.noscript.net) or disabling JavaScript in your browser. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). This may however result in functional restrictions on the website.

Google Maps

This website also uses the Google Maps service from Google to display maps or sections of maps, thus enabling you to conveniently use the map function on the website.

By visiting the website, Google receives the information that you have retrieved the corresponding subpage of our website. In addition, the data mentioned under 'Access data' is transferred to Google. This occurs regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your data will be directly associated with your account. If you do not wish for this data to be associated with your Google profile, you must log out before activating the button.

Google stores your data as usage profiles and processes it for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long Google stores data and have no way of influencing this.

For more information about the purpose and scope of processing by the plug-in provider, please refer to the provider's privacy policy. There you will also find further information about your rights in this regard and settings options to protect your privacy: <http://www.google.de/intl/en/policies/privacy>. Google also processes your personal data in the USA and has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For more information about the Google Maps terms of use, please refer to https://www.google.com/intl/de_de/help/terms_maps.html.

You have the right to object to the processing, although you must contact Google to exercise this right. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). You can disable or restrict the transfer 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 disabled for our website, it may no longer be possible to use the full functionality of the website.

tawk.to

To allow us to better communicate with you and to answer questions about the online platform quickly, our website uses the chat function of tawk.to, provided by the company tawk.to, 187 East Warm Springs Rd, SB298, Las Vegas, Nevada, 89119, web: <https://www.tawk.to>, hereinafter referred to as "tawk.to".

If you have any questions about our products, our online shop, our website or our company, you can contact us via the tawk.to chat window which appears and send us a message. You will be told whether someone is currently online to answer you immediately. If this is not the case, you can still leave a message.

tawk.to uses cookies to let you personalise your online use of our service. For an explanation of what cookies are, we refer you to the 'Cookies' section of this privacy policy. The information generated by tawk.to cookies is processed outside the European Union. We have concluded 'standard contractual clauses' with tawk.to in order to obligate tawk.to to maintain an appropriate level of data protection.

The data is only processed in order to process the conversation. As soon as processing is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We perform this processing for customer care and to enhance our services. We have no knowledge of how long tawk.to stores data and have no way of influencing this. For further information about data protection, please refer to <https://www.tawk.to/privacy-policy/>.

You have the possibility to object to the processing of your personal data for contact requests at any time. You have a general right of objection to data processing for direct marketing purposes and are not required to give reasons (Art. 21(2) GDPR). In such a case, it may not be possible to continue processing the request.

You can disable or restrict the transfer 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 disabled for our website, it may no longer be possible to use the full functionality of the website.

Usage-based online advertising

Facebook Custom Audiences

The website also uses the Website Custom Audiences function by means of the so-called Facebook Pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as "Facebook").

This allows users of the website to see interest-based advertisements ("Facebook Ads") when visiting the social network Facebook or other websites that also use the process. Here we are pursuing the interest of showing you ads that are of interest to you in order to make our website more interesting for you.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Facebook server. We have no influence on the extent and further processing of the data collected by Facebook through the use of this tool and therefore inform you according to what we know: By integrating Facebook Custom Audiences, Facebook receives the information that you have retrieved the corresponding page on our website, or that you have clicked on one of our ads. If you are registered with a Facebook service, Facebook can associate the visit with your account. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The legal basis of the processing of your data is Art. 6(1) Sentence 1(f) GDPR. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

Logged-in users can disable the Facebook Custom Audiences function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

There are various ways in which you can block the Facebook Custom Audiences function and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

For more information about processing by Facebook, please refer to: <https://www.facebook.com/about/privacy>.

Facebook Analytics

To use Facebook Analytics we also use the so-called tracking pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as "Facebook") to track your user behaviour. The information obtained by the tracking pixel cookie serves us solely for statistical purposes, is transmitted to us anonymously by Facebook and does not provide any information

about the person of the user. Facebook will, however, connect the information to your Facebook account, store and use it for its own promotional purposes in accordance with Facebook's Privacy Policy, and may also transfer your data to Facebook's partners. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The processing of your data in this regard is in accordance with Art. 6(1)(f) GDPR. By using Facebook Analytics, we are pursuing the interest of being able to better evaluate our website and improve our range of services. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

Logged-in users can disable the Facebook Analytics function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR).

There are various ways in which you can block the Facebook Analytics function and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

For further information about Facebook's data protection provisions, please refer to the relevant privacy policy at <https://de-de.facebook.com/about/privacy/>.

Social network plug-ins

Social network plug-ins are integrated into our website. These are provided by the following providers:

- Facebook (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; <http://www.facebook.com/about/privacy/your-info-on-other#applications> and <http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>; hereinafter: "Facebook");
- Google (see 'Definitions', <https://www.google.com/policies/privacy/partners/?hl=en>. Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- Instagram (the provider is Instagram, Inc., 1601 Willow Road, Menlo Park, California 94025, USA, data protection information at: <https://help.instagram.com/155833707900388>);
- LinkedIn (the provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View CA 94043 (<http://www.linkedin.com/legal/privacy-policy>). LinkedIn has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- Pinterest (the provider is Pinterest, Inc., 635 High Street, Palo Alto, CA, 94301, USA, data protection information at: <https://policy.pinterest.com/en/privacy-policy>);
- Tumblr (the provider is Tumblr, Inc., 35 East 21st St, 10th Floor, New York, NY 10010, USA, data protection information at: <https://www.tumblr.com/privacy>);
- Twitter (the provider is Twitter, Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA, <https://twitter.com/privacy>. Twitter has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- XING (the provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany, data protection information at: <http://www.xing.com/privacy>);
- WhatsApp (the provider is WhatsApp Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, data protection information at: <https://www.whatsapp.com/legal/>).

The plug-ins can be recognised on our website by the aforementioned lettering or by small stylised symbols.

We offer you the possibility to communicate directly with the provider of the plug-in via the button. Only if you click on the marked field and thereby activate it does the plug-in provider receive the information that you have accessed the corresponding page of our website. In addition, the data mentioned under 'Access data' is submitted.

In the case of Facebook and XING, according to the respective providers' own information, IP addresses in Germany are anonymised immediately after their collection. By activating the plug-in, personal data about you is therefore transferred to the respective plug-in provider and processed there (in the USA in the case of US providers). Since the plug-in provider collects data via cookies in particular, we recommend that before clicking on the greyed-out box you delete all cookies using your browser's security settings.

We have no influence on the data collected and processing procedures, and nor are we aware of the full scope of data processing, the purposes of processing, or the storage periods. We also have no information about the erasure of the data collected by the plug-in provider.

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

The legal basis of the use of the plug-ins is Art. 6(1) Sentence 1(f) GDPR. Through the plug-ins we offer you the possibility to interact with social networks and other users, so that we can improve our website and make it more interesting for you as a user.

You have the right to object to the creation of these user profiles, although you must contact the respective plug-in provider to exercise this right. Your right of objection exists if you have reasons arising from your particular situation, unless we can prove compelling legitimate reasons for the processing which outweigh your interests, rights and freedoms or, moreover, the processing serves to establish and exercise or defend against legal claims (Art. 21(1) GDPR). There are also various ways in which you can prevent the creation of user profiles and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

The data is transferred regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in with the plug-in provider, the data about you collected by us will be directly assigned to your existing account with that plug-in provider. If you click or tap on the activated button and, for example, share a link to the page, the plug-in provider will also store this information in your user account and share it publicly with your contacts.

After using a social network, we recommend that you log out regularly, especially however before activating the button, as in this way you can avoid being assigned to your profile with the respective plug-in provider.

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