

websms Privacy Policy

1) Information on the Collection of Personal Data and Contact Details of the Controller

1.1 We are delighted that you are visiting our website and would like to thank you for your interest. In the following, we provide you with information about the handling of your personal data when using our website. Personal data in this context is all data by which you can be personally identified.

1.2 sms.at GmbH, Klosterwiesgasse 101b/Ge01, 8010 Graz, Austria, tel.: 0043316813380, email: office@websms.com is the controller of data processing on our website in line with the General Data Protection Regulation (GDPR). The controller is any natural or legal person, alone or together with others, who determines the purposes and means of the processing of personal data.

1.3 This website uses SSL and/or TLS encryption for security reasons and to protect the transfer of personal data and other confidential content (e.g. orders or enquiries to the controller). You can recognise an encrypted connection by the "https://" string and the lock symbol in your browser line.

2) Data Collection When Visiting our Website

If you only visit our website for informative purposes, i.e. if you do not register or otherwise transfer information to us, we will only collect that data which your browser transfers to our server (so-called "server log files"). When you access our website, we collect the following data, which is technically required by us in order to display the website to you:

- our website that was visited
- date and time of access
- amount of data sent in bytes
- source/link from which you accessed the website
- browser used
- operating system used
- IP address used (in anonymised form, if applicable)

Data is processed in accordance with point (f) of Art. 6(1) GDPR on the basis of our legitimate interest to improve the stability and functionality of our website. The data is not transferred nor used otherwise. However, we reserve the right to subsequently check the server log files should there be concrete indications of unlawful use.

3) Cookies

To make the visit to our website more attractive and to allow the use of specific functions, we use so-called cookies on various web pages. These are small text files that are saved on your end device. Some of the cookies that we use will be deleted again following the end of the browser session, i.e. after you close the browser (so-called session cookies). Other cookies stay on your end device and allow us or our partner companies (third-party cookies) to recognise your browser upon your next visit on our

website (persistent cookies). If cookies are placed, they collect and process certain user information, such as browser and location data and IP address, on an individual scale. Persistent cookies are automatically erased after a set period of time, which may differ depending on the cookie.

Insofar as personal data is processed by individual cookies which have been implemented by us, processing takes place in accordance with point (f) of Art. 6(1) GDPR to safeguard our legitimate interests in the best possible functionality of the website and in a customer-friendly and effective website design.

In some circumstances, we cooperate with advertising partners who help us make our website more interesting to you. Thus, cookies from partner companies are stored on your hard drive (third-party cookies) for this purpose when you visit our website. If we cooperate with the aforementioned advertising partners, you will be personally and separately informed about the use of such cookies and the scope of the information collected in the following paragraphs.

Please note that you can adjust your browser settings so that you are informed when cookies are being placed and so that you can decide individually for each cookie, for cookies for certain cases or in general, if you want to accept them or not. Each browser differs in how it manages the cookie settings. Every browser's help menu describes how you can change your cookie settings. This can be found for the respective browsers at the following links:

Internet Explorer: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Chrome: <https://support.google.com/chrome/answer/95647?hl=en&hlrm=en>

Safari: <https://support.apple.com/en-gb/guide/safari/sfri11471/mac>

Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

Please note that if you choose not to accept cookies, the functionality of our website may be limited.

4) Contacting Us

Personal data is collected within the framework of contacting us (e.g. using the contact form or by email). In the case of a contact form being used, the data which is collected is apparent on the respective contact form. This data is stored and used exclusively for the purpose of answering your request or for getting in touch and the technical administration which is associated with this. The legal basis for the processing of data is our legitimate interest in handling your enquiry in accordance with point (f) of Art. 6(1) GDPR. If your contact is aimed at concluding a contract, an additional legal basis for processing is point (b) of Art. 6(1) GDPR. Your data will be deleted after the handling of your enquiry is completed; this is the case if the circumstances show that the issue concerned has been conclusively clarified and if there are no statutory retention obligations to the contrary.

5) Registration via the Portal

You can register on our website by providing personal data. The personal data which is processed stems from the input mask used for registration. For registration we use the so-called double opt-in procedure, i.e. your registration is not concluded until you have confirmed registration by clicking the link in a confirmation email sent to you for this purpose. The provision of the aforementioned data is compulsory; you can use our portal to voluntarily provide all other information.

If you use our portal, we shall store data required to perform the contract with you, and any possible information about the method of payment until you finally delete your account. In addition, we store the voluntary data provided by you for the time you use the portal, if you do not delete it beforehand. You can manage and alter all information in the protected customer area. The legal basis is point (f) of Art. 6(1) GDPR.

Furthermore, we store all content published by you (such as public posts, wall posts, visitor log entries etc.) in order to operate the website. The provision of the website with the entire user generated content is our legitimate interest; the legal basis of which is point (f) of Art. 6(1) GDPR. If you delete your account, your public comments, especially in the forum, remain visible to all viewers, however your account can no longer be accessed. In this case, all other data will be erased.

6) Use of Single Sign On Procedure

6.1 Facebook Connect

If you have a Facebook profile, you can create a customer account and/or register on our website by using the social plug-in “Facebook Connect” provided by the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA (“Facebook”) within the framework of the so-called single sign on technique. You can recognise the social plug-ins of “Facebook Connect” on our website by the blue button with the Facebook logo and the inscription “Mit Facebook anmelden” and/or “Connect with Facebook” and/or “Log in with Facebook” and or “Sign in with Facebook”.

If you access a page on our website which contains a plug-in of this kind, your browser will establish a direct connection to the servers of Facebook. The contents of the plug-in will then be transferred directly to your browser by Facebook and embedded in the page. Through this embedding, Facebook receives the information that your browser has accessed the corresponding page of our website even if you do not have a Facebook account or are not currently logged in to Facebook. This information (including your IP address) is transmitted from your browser directly to a Facebook server in the USA and stored there. These data processing processes are carried out pursuant to point (f) of Art. 6(1) GDPR on the basis of the legitimate interest of Facebook in the embedding of personalised advertising based on your surfing behaviour.

By using the “Facebook Connect” button on our website, you also have the option of logging in and/or registering on our website using your Facebook user data. Only if you grant your explicit consent pursuant to point (a) of Art. 6(1) GDPR before registering on the basis of a corresponding reference to the exchange of data with Facebook, will we receive the general and publicly accessible information stored in your profile, depending on your personal data protection settings with Facebook, when Facebook’s “Facebook

Connect” button is used. This information includes the user ID, name, profile image, age and gender.

We wish to inform you that after changes to data protection conditions and Facebook’s terms of use, there may also be a transfer of your profile pictures, the user IDs of your friends and friends list if these were labelled “public” in your Facebook privacy settings. The data transferred by Facebook is stored and processed by us to create a user account with the necessary data, if this was released for this purpose by you on Facebook (address, first name, surname, address details, country, email address, date of birth). Conversely, based on your consent, data (e.g. information about your surfing behaviour) may be transferred by us to your Facebook profile.

The consent granted can be withdrawn at any time by messaging the controller referred to at the start of this declaration.

Facebook Inc. with its registered office in the USA, has been certified for the US/European data protection agreement “Privacy Shield” which ensures compliance with the data protection level applicable in the EU.

For further information on the purpose and the extent of the collection and processing of data by Facebook and on your associated rights and settings options for the protection of your privacy, please refer to the privacy policy of Facebook:
<http://www.facebook.com/policy.php>

You must log out of Facebook before your visit to our website if you do not wish Facebook to assign the data collected via our website to your Facebook profile. You can also completely prevent the Facebook plug-ins from loading by using add-ons for your browser, for example with the "Adblock Plus" (<https://adblockplus.org/en/>).

6.2 Google sign in

If you have a Google profile, you can create a customer account and/or register on our website by using the social plug-in “Google Sign In” provided by the social network Google, which is operated by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”) within the framework of the so-called single sign on technique. You can recognise the social plug-ins of “Google sign in” and/or “Mit Google registrieren” on our website by the red button with the Google logo and the inscription “Google sign in” and/or “Mit Google registrieren” and/or “Mit Google anmelden” and/or “Anmeldung mit G”.

If you access any page on our website which contains a plug-in of this kind, your browser will establish a direct connection to the servers of Google. The contents of the plug-in will then be transferred directly to your browser by Google and embedded in the web page. Through this embedding, Google receives the information that your browser has accessed the corresponding page of our website even if you do not have a Google profile or are not currently logged in to Google. This information (including your IP address) is transferred directly from your browser to a Google server and stored there; this may lead to this information being transferred to the servers of Google LLC in the USA. These data processing processes are carried out pursuant to point (f) of Art. 6(1) GDPR on the basis of the legitimate interest of Google in the insertion of personalised advertising based on your surfing behaviour.

By using this Google button on our website, you also have the option of logging in and/or registering on our website using your Google user data. Only if you grant your explicit consent pursuant to point (a) of Art. 6(1) GDPR before registering on the basis of a corresponding reference to the exchange of data with Google, will we receive the general and publicly accessible information stored in your profile, depending on your personal data protection settings with Google, when Google's button is used. This information includes the user ID, name, profile image, age and gender.

We wish to inform you that after changes to data protection conditions and Google's terms of use, there may also be a transfer of your profile pictures, the user IDs of your friends and friends list if these were labelled "public" in your Google privacy settings. The data transferred by Google is stored and processed by us to create a user account with the necessary data, if this was released for this purpose by you on Google (address, first name, surname, address details, country, email address, date of birth). Conversely, based on your consent, data (e.g. information about your surfing behaviour) may be transferred by us to your Google profile.

The consent granted can be withdrawn at any time by messaging the controller referred to at the start of this declaration.

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement "Privacy Shield" which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:
<https://www.privacyshield.gov/list>

For more information on the purpose and the extent of data collection and on the processing and use of the data by Google and on your related rights and settings to protect your privacy, please refer to the data protection information of Google at:
<https://policies.google.com/privacy?hl=en>

The terms of use for "Google sign in" and/or "register with Google" can be viewed here:
<https://www.google.de/intl/de/policies/terms/regional.html>

You must log out of Google before you visit our website if you do not wish Google to assign the data collected via our website directly to your Google profile. You can also completely prevent the Google plug-ins from loading by using add-ons for your browser, for example with "Adblock Plus" (<https://adblockplus.org/en/>).

6a) Use of websms import of contacts via Google

When you use our portal, you have the option of importing your Google contacts to websms. The following data fields can be imported: [first name], [surname], [nickname], [postal address (post code, city, address and country)], [telephone numbers (main, mobile, landline)], [fax number], [email address], [website], [birthday], [Skype], [professional information (company, job title, department)], [comments]. The imported data is not further processed or analysed in any form; websms solely has read-only access.

7) Use of your Data for Direct Marketing Purposes

7.1 Subscription to our email newsletter

If you subscribe to our email newsletter, we will regularly send you information about our offers. The only compulsory information required for us to send the newsletter is your email address. The provision of any additional data is voluntary and is used in order to address you personally. For subscription to the newsletter, we use the so-called double opt-in procedure. This means that we will only send you an email newsletter when you have explicitly confirmed to us that you consent to receipt of the newsletter. We will then send you a confirmation email requesting you to click a corresponding link to confirm that you wish to receive the newsletter in future.

By activating the confirmation link, you grant your consent to the use of your personal data pursuant to point (a) of Art. 6(1) GDPR. When you subscribe to the newsletter we store your IP address as registered by the internet service provider (ISP) as well as the date and time of subscription, in order to be able to track a potential misuse of your email address at a later date. The data collected by us when subscribing to the newsletter is exclusively used to approach you in a promotional manner by means of the newsletter. You can unsubscribe from the newsletter at any time using the link provided in the newsletter or by sending a corresponding message to the controller referred to at the beginning. After unsubscribing, your email address will immediately be erased from our newsletter distribution list, unless you have explicitly consented to the further use of your data or we reserve a use of the data which extends beyond this and which is legally permitted and of which we are informing you in this declaration.

7.2 Sending the newsletter via rapidmail

Our newsletter is sent via the technical service provider rapidmail GmbH, Augustinerplatz 2, 79098 Freiburg ("rapidmail") to whom we forward the data you provided when you subscribed to the newsletter. This transfer is carried out in accordance with point (f) of Art. 6(1) GDPR and serves our legitimate interest in the use of a promotionally effective, secure and user-friendly newsletter system. The data you provided when subscribing to the newsletter (e.g. email address) is stored on the servers of rapidmail in Germany.

rapidmail uses this information to send and statistically analyse the newsletter on our behalf. For analysis purposes, the emails sent include so-called web beacons and/or tracking pixels, which are one-pixel image files that are stored on our website. This makes it possible to ascertain whether a newsletter notification was opened and, if yes, which links were clicked on. With the aid of so-called conversion tracking, it is also possible to analyse, whether a pre-defined activity is carried out, after the link in the newsletter has been clicked. Moreover, technical information is gathered (e.g. time of access, IP address, browser type and operating system). The data will be exclusively collected in pseudonymised form and will not be assigned to your other personal data; it cannot be directly linked to a particular individual. This data exclusively serves to statistically analyse newsletter campaigns. The results of such analyses can be used to better tailor future newsletters to the recipients' interests.

If you wish to object to data analysis for the purpose of statistical analysis, you must unsubscribe to the newsletter.

We have concluded a Data Processing Agreement with rapidmail, under which we oblige rapidmail to protect our customers' data and to not disseminate it to third parties.

Additional information on rapidmail's data protection can be found in the privacy policy of rapidmail: <https://www.rapidmail.at/datenschutz>

8) Use of Social Media: Videos

Use of YouTube videos

This website uses the YouTube embedding feature to display and play videos of the provider "YouTube" which belongs to Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

In doing so, the extended data protection mode is used, which, according to the provider, only begins to save user information when a video is played. If an embedded YouTube video is started, the provider uses "YouTube" cookies to collect information about the user behaviour. According to "YouTube" information, these serve among other things to collect video statistics, improve user-friendliness and prevent abusive conduct. If you are logged into Google, your data will be assigned directly to your account if you click on a video. You must log out before activating the button if you do not want the data to be assigned to your YouTube profile. Google stores your data (even in the case of logged out users) as a user profile, and analyses it. Such an analysis takes place in particular pursuant to point (f) of Article 6(1) GDPR on the basis of Google's legitimate interest in displaying personalised advertisements, conducting market research, and/or designing its website to suit the purposes of the users. You have the right to object to the creation of such user profiles; if you intend to exercise this right, please contact YouTube. Within the framework of using YouTube, your personal data may also be transferred to the servers of Google LLC in the USA.

Regardless of whether an embedded video is played or not, a connection is made to the Google network any time this website is accessed, which can result in additional data processing processes on which we have no influence.

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement "Privacy Shield" which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:

<https://www.privacyshield.gov/list>

Further information on data protection at "YouTube" can be found in the provider's privacy policy at: <https://policies.google.com/privacy?hl=en>

9) Online Marketing

Use of Google Ads conversion tracking

This website uses the online advertising programme “Google Ads” and within the framework of Google Ads, conversion tracking provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”). We use the services of Google Ads and the help of advertising means (so-called Google AdWords) to draw attention to our attractive offers on external websites. We can determine how successful individual advertising measures are in relation to the data of the advertising campaigns. In doing so, we pursue our interest in displaying advertising that is of interest to you, in making our website more interesting to you and in achieving a fair calculation of advertising costs.

The conversion tracking cookie is placed if a user clicks on an Ads advertisement that has been placed by Google. Cookies are small text files that are stored on your computer. These cookies usually become invalid after 30 days and do not serve the purpose of personal identification. If the user visits certain sites of this website and the cookie has not yet expired, Google and we are able to see that the user clicked on the advertisement and was referred to this site. Every Google AdWords customer receives a different cookie. Cookies can therefore not be tracked via the websites of Google Ads customers. The information which was obtained with the help of the conversion cookie is used to create conversion statistics for Google Ads customers who have opted for conversion tracking. The customers receive information on the total number of users who clicked on their advert and were referred to a page with a conversion tracking tag. They do not, however, receive any information which can be used for the personal identification of users. If you do not want to participate in tracking, you can block this use at any time by deactivating the Google conversion tracking cookie in your internet browser under your user settings. This means that you will not be included in the conversion tracking statistics. We use Google Ads on the basis of our legitimate interest in targeted advertising pursuant to point (f) of Art. 6(1) GDPR. Within the framework of using Google Ads, personal data may also be transferred to a server of Google LLC in the USA.

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement “Privacy Shield” which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:
<https://www.privacyshield.gov/list>

Further information about Google’s data protection regulations can be found at the following link: <https://www.google.com/policies/privacy/>

You can permanently deactivate cookies for your ads preferences by adjusting your browser software accordingly or by downloading and installing the browser plug-in available at the following link:
<https://www.google.com/settings/ads/plugin?hl=en>

Please note that if you have deactivated the use of cookies, it may not be possible to use certain features of this website or use may only be limited.

10) Web Analysis Services

Google (Universal) Analytics

Google Universal Analytics with demographic features

This website uses Google Analytics, a web analysis service of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). Google Analytics uses so-called "cookies", text files stored on your computer and which enable an analysis of how you use the website. The information generated by the cookie about your use of this website (including the abbreviated IP address) is generally transferred to a Google server and stored there; this may be a server of Google LLC in the USA.

This website exclusively uses Google Analytics with the "_anonymizeIp()" extension, which guarantees the anonymisation of your IP address through shortening it, and which rules out the possibility of direct identification of an individual. As a result of this extension, your IP address will be abbreviated by Google within the European Union member states or other states which are part of the European Economic Area before being transmitted. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. In these exceptional cases, this processing takes place in accordance with point (f) of Art.6(1) GDPR on the basis of our legitimate interest in the statistical analysis of user behaviour for the purposes of optimisation and marketing.

Google will use this information, on our behalf, to analyse your use of the website, to compile reports on website activity and to provide further services connected to the use of this website and of the internet. The IP address transferred by your browser in the context of Google Analytics will not be combined with any other data from Google.

You can prevent cookies from being stored by setting your browser accordingly; however, please note that you may not have full access to all features of this website in this case. In addition, you may prevent any data created by the cookie and relating to website usage on your part (including your IP address) from being transmitted to and being processed by Google by downloading and installing the browser plug-in available at the link below:

<https://tools.google.com/dlpage/gaoptout?hl=en-GB>

As an alternative to the browser plug-in or within browsers on mobile devices, you can click on the following link to place an opt-out cookie which will prevent the future collection of data by Google Analytics on this website (this opt-out cookie only works in this browser and only for this domain; if you delete your cookies in this browser, you will need to click this link again): Deactivate Google Analytics

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement "Privacy Shield" which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:

<https://www.privacyshield.gov/list>

In addition, this website uses Google Analytics for an analysis of visitor flows across devices which is carried out via a user ID. The first time a site is accessed, the user is allocated a unique, permanent and anonymised ID which is set across devices. This enables interaction data from various devices and from different sessions to be assigned to an individual user. The user ID does not contain personal data, nor does it transfer any to Google.

Data collection and storage via the user ID can be objected to at any time, with effect for the future. To do so, you must deactivate Google Analytics on all systems you use, for example on another browser or on your mobile terminal device.

This website uses the "demographic features" function of Google Analytics. This allows for the compilation of reports that contain information relating to demographic data such as age, gender, and interests of the visitors to the web pages. This data originates

from interest-based advertising from Google, the Google display network as well as third-party visitor data. You can deactivate this function at any time using the display settings in your Google account, or you can generally prevent the collection of your data by Google Analytics as described in the following.

Deactivation can be carried out with the help of a Google browser plug-in (<https://tools.google.com/dlpage/gaoptout?hl=en>). As an alternative to the browser plug-in or within browsers on mobile devices, you can click on the following link to place an opt-out cookie which will prevent the future collection of data by Google Analytics on this website (this opt-out cookie only works in this browser and only for this domain; if you delete your cookies in this browser, you will need to click this link again): Deactivate Google Analytics

Further information on Google (Universal) Analytics can be found here:

https://support.google.com/analytics/answer/2838718?hl=en&ref_topic=6010376

11) Retargeting/ Remarketing/Recommendation Advertising

Bing Ads (Microsoft Corporation)

This website uses the conversion tracking technology “Bing Ads” of Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Microsoft Bing Ads places a cookie on your computer if you have reached our website via a Microsoft Bing advertisement. Cookies are small text files that are stored on your computer. These cookies become invalid after 180 days and do not serve the purpose of personal identification. If the user visits certain pages of this website and the cookie has not expired yet, Microsoft and we are able to see that the user clicked on the advertisement and was referred to this page (conversion page). If in the course of this personal data is processed, this is carried out in accordance with point (f) of Art. 6(1) GDPR on the basis of our legitimate interest in effective marketing.

The information gathered with the aid of the conversion cookie serves to compile conversion statistics, i.e. to record how many users reach a conversion page after clicking on an advertisement. This informs us of the total number of users who clicked on our advertisement and were forwarded to a web page with a conversion tracking tag. However, we do not receive any information which can be used for the personal identification of users.

Microsoft Corporation, having its registered office in the USA, has been certified for the US/European data protection agreement “Privacy Shield” which ensures compliance with the data protection level applicable in the EU.

If you do not want to participate in the tracking, you can object by simply deactivating the Bing Ads conversion tracking cookie in your internet browser under user settings. This means that you will not be included in the conversion tracking statistics.

Alternatively, you can use the deactivation page for EU consumers,

<http://www.youronlinechoices.com/de/prferenzmanagement/> to check whether Microsoft advertising cookies have been placed in your browser and to deactivate them. You can obtain additional information about the data protection regulations of Microsoft Bing Ads at the following internet address: <https://privacy.microsoft.com/en-us/privacystatement>

Google Analytics Remarketing

Our website uses the features of Google Ads remarketing to advertise for this website in Google search results as well as on third-party websites. The provider is Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland (“Google”). For this

purpose, Google places a cookie in the browser of your end device that automatically enables advertisements which are based on your interests, by means of a pseudonymised cookie ID and on the basis of the pages visited by you. Processing is carried out on the basis of our legitimate interest in the optimal marketing of our website pursuant to point (f) of Art. 6(1) GDPR.

Additional data processing only takes place if you have granted Google your consent to your internet and app browser history being linked to your Google account by Google and information from your Google account being used to personalise advertisements which you view on the internet. If in this case, you are logged in to Google while visiting our website, Google will use your data together with Google Analytics data in order to create and define target group lists for device-spanning remarketing. To do so, your personal data is temporarily linked to Google Analytics data by Google in order to create target groups. Within the framework of using Google Ads remarketing, your personal data may be transferred to the servers of Google LLC in the USA.

You can permanently deactivate the placing of cookies for advertising preferences by downloading and installing the browser plug-in available at the following link:

<https://www.google.com/settings/ads/onweb/>

Alternatively, information on the setting of cookies can be obtained from the Digital Advertising Alliance at www.aboutads.de and corresponding settings can be made.

Finally, you can adjust your browser settings so that you are informed when cookies are being placed and so that you can decide individually for each cookie whether to accept them or to prevent them in certain cases or in general. Refusing to accept cookies may limit the functionality of our website.

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement "Privacy Shield" which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:

<https://www.privacyshield.gov/list>

Further information and the data protection regulations with regard to advertising and Google can be viewed here:

<https://www.google.com/policies/technologies/ads/>

12) Tools and Miscellaneous

Google web fonts

This website uses so-called web fonts for a uniform presentation of fonts; these web fonts are provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). When accessing a website, your browser will load the necessary web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you use must establish a connection to the Google servers which may lead to a transfer of personal data to the servers of Google LLC in the USA. This informs Google that our website has been accessed via your IP address. Google web fonts are used to ensure a uniform and appealing presentation of our online offers. This is a legitimate interest in line with point (f) of Art. 6(1) GDPR. If your browser does not support web fonts, one of your computer's standard fonts will be used.

For the event of personal data being transferred to Google LLC with its registered office in the USA, Google LLC has been certified for the US/European data protection agreement “Privacy Shield” which ensures compliance with the data protection level applicable in the EU. A current certificate can be viewed here:
<https://www.privacyshield.gov/list>

For more information regarding Google Web Fonts, please refer to <https://developers.google.com/fonts/faq> and the Google data privacy policy: <https://www.google.com/policies/privacy/>

13) Rights of Data Subjects

13.1 The applicable data protection law grants you comprehensive rights as a data subject vis-à-vis the controller with regard to the processing of your personal data (information and intervention rights); we wish to inform you of these below:

Right to information pursuant to Art. 15, GDPR: You have, in particular, the right to information about your personal data processed by us, the purposes of processing, the categories of personal data processed, the recipients or categories of recipients, who your data was or is disclosed to, the envisaged storage period and/or the criteria for the determination of the storage period, the existence of a right to rectification, erasure, restriction of processing, objection to the processing, lodge a complaint with a supervisory authority, the origin of your data if it was not collected by us, the existence of automated decision-making including profiling and meaningful information about the logic involved and the implications of it for you and the envisaged consequences of such processing, as well as your right to be instructed on which safeguards exist pursuant to Art. 46 GDPR with regard to the transfer of your data to third countries;

Right to rectification pursuant to Art. 16 GDPR: You have the right to obtain without undue delay the rectification of inaccurate personal data relating to you and/or the completion of your incomplete data stored by us;

Right to erasure pursuant to Art. 17 GDPR: You have the right to request the erasure of your personal data if grounds exist under Art. 17(1) GDPR. However, this right does not apply, in particular where processing is required in order to exercise the right to freedom of expression and information, to comply with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;

Right to restriction of processing pursuant to Art 18, GDPR: You have the right to request the restriction of the processing of your personal data, as long as the contested accuracy of your data is being reviewed, if you oppose an erasure of your data due to unlawful data processing and request instead a restriction to the processing of your data, if you require your data for the establishment, exercise and defence of legal claims, after we no longer require this data after the processing purpose has been achieved or if you have filed an objection on the grounds of your specific situation pending determination whether our legitimate interests are overriding;

Right to notification regarding rectification or erasure of personal data or restriction of processing pursuant to Art. 19 GDPR: If you have asserted the right to rectification, erasure or restriction of processing vis-à-vis the controller, they are obligated to communicate such rectification or erasure of the data or restriction of processing to all recipients to whom the personal data concerning you has been disclosed, unless this proves impossible or involves disproportionate effort. You have the right to request notification regarding those recipients.

Right to data portability pursuant to Art. 20 GDPR: You have the right to receive the personal data which you have provided to us in a structured, commonly used and machine-readable format, or to request its transfer to another data controller if this is technically feasible;

Right to withdraw consent once given pursuant to Art. 7(3) GDPR: You have the right to withdraw your consent at any time to the processing of personal data with effect for the future. In the event of withdrawal, we shall immediately erase the affected data, if there is no legal basis for further processing without consent. The withdrawal of consent does not affect the lawfulness of processing undertaken on the basis of consent before it was withdrawn;

Right to lodge a complaint pursuant to Art. 77 GDPR: If you are of the opinion that the processing of personal data relating to you infringes GDPR, you have — without prejudice to any other administrative or judicial remedy — the right to lodge a complaint with a supervisory authority, in particular in the member state of your habitual residence, place of work or place of the alleged infringement.

13.2 RIGHT TO OBJECT

WHEN WE PROCESS YOUR PERSONAL DATA WITHIN THE FRAMEWORK OF A WEIGHING OF INTERESTS ON THE BASIS OF OUR OVERRIDING LEGITIMATE INTERESTS, YOU HAVE AT ALL TIMES THE RIGHT TO OBJECT TO SUCH PROCESSING WITH FUTURE EFFECT, FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION. SHOULD YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL CEASE PROCESSING THE DATA IN QUESTION. WE DO, HOWEVER, RESERVE THE RIGHT TO CONTINUE PROCESSING WHERE WE CAN DEMONSTRATE COMPELLING LEGITIMATE GROUNDS FOR THIS PROCESSING WHICH OVERRIDE YOUR INTERESTS, FUNDAMENTAL RIGHTS AND FUNDAMENTAL FREEDOMS, OR WHERE THE PROCESSING SERVES TO ESTABLISH, EXERCISE OR DEFEND LEGAL CLAIMS.

IF YOUR PERSONAL DATA IS PROCESSED BY US FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH ADVERTISING. YOU CAN EXERCISE YOUR RIGHT TO OBJECT AS DESCRIBED ABOVE.

SHOULD YOU EXERCISE YOUR RIGHT TO OBJECT, WE WILL CEASE TO PROCESS THE DATA IN QUESTION FOR DIRECT MARKETING PURPOSES.

14) Duration of the Storage of Personal Data

The duration of the storage of personal data is measured based on the corresponding statutory retention period (e.g. retention periods under commercial and tax law). After expiry of the period, the corresponding data will be routinely erased, unless it is still required for the fulfilment or initiation of a contract and/or no legitimate interest in the continued storage continues to exist on our part.