

## Data Protection Regulation

Thank you very much for your interest in our company. The management of JOINT ADVENTURES - Walter Heun is committed to data protection. The JOINT ADVENTURES - Walter Heun website can be used without any indication of personal data. However, if a person concerned wishes to make use of special services of our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned.

The processing of personal data, such as the name, address, e-mail address or telephone number of a person concerned, is always carried out in accordance with the Basic Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to JOINT ADVENTURES - Walter Heun. By means of this data protection declaration, our company wishes to inform the public about the type, scope and purpose of the personal data collected, used and processed by us. Furthermore, this data protection declaration will inform the persons concerned about their rights.

JOINT ADVENTURES - Walter Heun, as the data controller, has implemented numerous technical and organisational measures to ensure the most complete possible protection of the personal data processed via this website. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be guaranteed. For this reason, each person concerned is free to transmit personal data to us by alternative means, such as telephone.

### 1. Terms and Definitions

The privacy policy of JOINT ADVENTURES - Walter Heun is based on the terminology used by the European legislator in the adoption of the Data Protection Basic Regulation (DS-GVO). Our data protection declaration should be easy to read and understand for the public as well as for our customers and business partners. In order to guarantee this, we would like to explain the terms used in advance.

We use the following terms in this data protection declaration:

#### a) Personal data

Personal data is any information relating to an identified or identifiable individual (hereinafter "data subject"). A "identifiable person" means any natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an on-line identifier or one or more particular characteristics which express the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

#### (b) Data subject

Data subject means any identified or identifiable individual whose personal data are processed by the controller.

c) Processing

"Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which relates to personal data, such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or association, qualification, erasure or destruction.

(d) Limitation of processing

Limitation of processing is the marking of stored personal data with the aim of limiting their future processing.

e) Profiling

Profiling is any automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to the work performance, economic situation, health, personal preferences, interests, reliability, conduct, whereabouts or movement of that individual.

(f) Pseudonymisation

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 individual.

(g) Controller

The controller or data controller is the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are laid down by Union law or by the law of the Member States, the controller or controllers may be designated in accordance with Union law or with the law of the Member States on the basis of specific criteria.

(h) Processor

Processor is a individual or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

(i) Recipient

The recipient is a individual or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not that person is a third party. However, authorities which may receive personal data in the course of a specific investigation task under Union law or the law of the Member States shall not be considered as recipients.

(j) Third parties

Third party means any natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and the persons who, under the direct responsibility of the controller or processor, are empowered to process the personal data.

### (k) Consent

Consent shall mean any voluntary, informed and unambiguous expression by the data subject of his or her will in the particular case, in the form of a statement or other unequivocal confirmatory act, indicating that he or she consents to the processing of his or her personal data.

### 2. Name and Address of the data controller

The person responsible within the meaning of the Basic Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is the Data Protection Commissioner:

JOINT ADVENTURES - Walter Heun

Zielstattstr. 10 A

81379 Munich, Germany

Germany (German)

Phone: Phone +49 89 189 31 37 0

E-mail: [info@jointadventures.net](mailto:info@jointadventures.net)

Website: [www.jointadventures.net](http://www.jointadventures.net)

### 3. Cookies

The websites of JOINT ADVENTURES - Walter Heun use cookies. Cookies are text files which are stored on a computer system via an Internet browser. Numerous Internet pages and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This enables the visited Internet pages and servers to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A particular Internet browser can be recognized and identified by its unique cookie ID.

Through the use of cookies, JOINT ADVENTURES - Walter Heun can provide users of this website with more user-friendly services that would not be possible without the setting of cookies.

By means of a cookie, the information and offers on our website can be optimised in the interests of the user. As already mentioned, cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter his access data each time he visits the website because this is taken over by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping basket in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping basket via a cookie.

The person concerned can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the person concerned deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable under certain circumstances.

#### 4. Collection of General Data and Information

The website of JOINT ADVENTURES - Walter Heun collects a series of general data and information each time a person concerned or an automated system accesses the website. These general data and information are stored in the log files of the server. The (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-sites which are accessed via an accessing system on our website can be recorded, (5) the date and time of access to the website, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information used to avert dangers in the event of attacks on our information technology systems.

JOINT ADVENTURES - Walter Heun does not draw any conclusions about the person concerned when using this general data and information. This information is required to (1) correctly deliver the content of our website, (2) optimize the content of our website and the advertising for it, (3) ensure the long-term functionality of our information technology systems and the technology of our website and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack.

JOINT ADVENTURES - Walter Heun therefore evaluates this anonymously collected data and information both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data processed by us. The anonymous data of the server log files are stored separately from all personal data provided by the person concerned.

#### 5. Registration on our Website

The data subject shall have the possibility to register on the website of the controller by providing personal data. The personal data transmitted to the data controller in this process is determined by the respective input mask used for registration. The personal data entered by the data subject shall be collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be disclosed to one or more processors, such as a parcel service, who will also use the personal data solely for internal purposes attributable to the controller.

By registering on the controller's website, the IP address assigned to the data subject by the Internet service provider (ISP), the date and time of registration are also stored. This data is stored in order to prevent misuse of our services and, if necessary, to enable us to investigate criminal offences. In this respect, the storage of this data is necessary to safeguard the data controller. These data will not be passed on to third parties unless there is a legal obligation to do so or the data is used for criminal prosecution.

The registration of the data subject with voluntary disclosure of personal data serves the purpose of the data controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to modify the personal data provided during

registration at any time or to have them completely deleted from the database of the data controller.

The data controller shall provide any data subject with information on the personal data stored on the data subject at any time upon request. Furthermore, the data controller shall correct or delete personal data at the request or notice of the data subject, unless this is contrary to any legal obligation to retain such data. The entire staff of the data controller shall be available to the data subject as contact persons in this context.

## 6. Subscription to our Newsletter

On the website of JOINT ADVENTURES - Walter Heun, users are given the opportunity to subscribe to the newsletter of our company. The personal data transmitted to the data controller when ordering the newsletter is determined by the input mask used for this purpose.

JOINT ADVENTURES - Walter Heun informs its customers and business partners about the company's offers at regular intervals by means of a newsletter. The newsletter of our company can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers to receive the newsletter. For legal reasons, a confirmation e-mail in the double opt-in procedure will be sent to the e-mail address entered for the first time by the person concerned for the purpose of sending the newsletter. This confirmation e-mail is used to check whether the owner of the e-mail address as the person concerned has authorised receiving the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) to the computer system used by the person concerned at the time of registration as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later point in time and therefore serves to legally safeguard the data controller.

The personal data collected in the course of registering for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or registration in this respect, as might be the case in the event of changes to the newsletter offering or changes to the technical conditions. The personal data collected as part of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data, which the person concerned has given us for the newsletter dispatch, can be revoked at any time. For the purpose of the revocation of the consent an appropriate left is in each new type character. It is also possible at any time to unsubscribe from the newsletter dispatch directly on the website of the data controller or to inform the data controller of this in any other way.

## 7. Newsletter Tracking

The JOINT ADVENTURES - Walter Heun newsletters contain so-called tracking pixels. A pixel-code is a miniature graphic that is embedded in e-mails that are sent in HTML format to enable log file recording and analysis. This allows

statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded pixel-code, JOINT ADVENTURES - Walter Heun can recognize if and when an e-mail was opened by an affected person and which links in the e-mail were accessed by the affected person.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the data controller in order to optimise the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the person concerned. This personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent submitted via the double opt-in procedure. After a revocation these personal data will be deleted by the person responsible for the processing. JOINT ADVENTURES - Walter Heun automatically interprets a unsubscribe from the receipt of the newsletter as a withdrawal.

#### 8. Contact Possibility via the Website

The website of JOINT ADVENTURES - Walter Heun contains, due to legal regulations, information which enables us to contact our company quickly and electronically and to communicate directly with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the data controller by e-mail or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted voluntarily by a data subject to the data controller will be stored for the purposes of processing or contacting the data subject. This personal data will not be passed on to third parties.

#### 9. Routine Deletion and Blocking of Personal Data

The controller shall process and store the personal data of the data subject only for the period of time necessary to achieve the storage purpose or where provided for by the European Directive or Regulation Body or any other legislator in the laws or regulations to which the controller is subject.

If the storage purpose no longer applies or if a storage period prescribed by the European Directive and Regulation Body or another competent legislator expires, the personal data shall be blocked or deleted routinely and in accordance with the statutory provisions.

#### 10. Rights of the Data Subject

##### a) Right to confirmation

Every data subject shall have the right, granted by the European Directive and Regulation Authorities, to obtain from the controller statement as to whether personal data relating to him or her are being processed. If a data subject wishes to exercise this right of validation, he or she may at any time contact an employee of the controller.

##### b) Right of access

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation Body, to obtain at any time, free of charge, from the controller, information on the personal data relating to him

which have been stored and a copy of that information. Furthermore, the European Data Protection Supervisor has granted the data subject access to the following information:

- the purposes of the processing
- the categories of personal data processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular, in the case of recipients in third countries or international organisations, if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining that duration
- the existence of a right to the rectification or deletion of personal data concerning him or her or to the limitation of the processing carried out by the controller or of a right to object to such processing
- the existence of a right of appeal to a supervisory authority if the personal data are not collected from the data subject: All available information on the origin of the data
- the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) of the DS-GVO and, at least in these cases, meaningful information on the logic involved, the scope and the intended effects of such processing on the data subject

The data subject also has the right to know whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject shall also have the right to obtain information on the appropriate safeguards in connection with the transfer. If a data subject wishes to exercise this right of access, he or she may at any time contact a member of staff of the controller.

#### (c) Right to Rectification

Any person concerned by the processing of personal data has the right, granted by the European Directive and Regulation, to request the rectification without delay of inaccurate personal data concerning him or her. Furthermore, the data subject shall have the right, having regard to the purposes of the processing, to request the completion of incomplete personal data, including by means of a supplementary statement.

If a data subject wishes to exercise this right of rectification, he or she may at any time contact a member of staff of the controller.

#### d) Right to Deletion (right to be forgotten)

Any person data subject to the processing of personal data shall have the right, granted by the European Directive and Regulation, to obtain from the controller the erasure without delay of the personal data concerning him or her, if one of the following reasons applies and if the processing is not necessary:

- The personal data have been collected for such purposes or have been processed for the purposes of
- processed in any other way for which they are no longer necessary. The data subject withdraws his consent on which the processing was based pursuant to Art. 6 para. 1 letter a DS-GVO or Art. 9 para. 2 letter a DS-GVO and there is no other legal basis for the processing.
- The data subject objects to the processing under Article 21(1) DS-GVO and there are no overriding legitimate reasons for the processing or the data subject objects to the processing under Article 21(2) DS-GVO.

- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.
- The personal data were collected in relation to information society services offered pursuant to Art. 8 para. 1 DS-GVO.

If one of the above reasons applies and a data subject wishes to have personal data stored at JOINT ADVENTURES - Walter Heun deleted, he or she may at any time contact an employee of the data controller. The employee of JOINT ADVENTURES - Walter Heun will ensure that the request for deletion is complied with immediately.

If the personal data have been made public by JOINT ADVENTURES - Walter Heun and if our company is responsible in accordance with Art. 17 Par. 1 DS-GVO, JOINT ADVENTURES - Walter Heun, taking into account the available technology and implementation costs, shall take appropriate measures, including technical measures, to inform other persons responsible for data processing who process the published personal data that the person concerned has requested the deletion of all links to this personal data or copies or replications of this personal data from these other persons responsible for data processing, insofar as the processing is not necessary. The employee of JOINT ADVENTURES - Walter Heun will take the necessary steps in individual cases.

#### (e) Right to Limitation of Processing

Any person data subject to the processing of personal data has the right, granted by the European Directive and Regulation, to request the controller to limit the processing if one of the following conditions is met:

- The accuracy of the personal data shall be contested by the data subject for a period of time which allows the controller to verify the accuracy of the personal data.
- The processing is unlawful and the data subject refuses to erase the personal data and instead requests that the use of the personal data be restricted.
- The controller no longer needs the personal data for the purposes of processing, but the data subject needs them for the enforcement, execution or defence of legal claims.
- The data subject has lodged an objection to the processing pursuant to Art. 21 para. 1 DS-GVO and it is not yet clear whether the legitimate reasons of the data controller outweigh those of the data subject.

If one of the above-mentioned conditions is met and a data subject wishes to request the restriction of personal data stored at JOINT ADVENTURES - Walter Heun, he may at any time contact an employee of the data controller. The employee of JOINT ADVENTURES - Walter Heun will arrange for the processing to be restricted.

#### f) Right to Data Transferability

Any data subject involved in the processing of personal data has the right, granted by the European Directive and Regulation, to obtain the personal data concerning him or her provided by the data subject to a controller in a structured, common and machine-readable format. It also has the right to communicate these data to another controller without being hindered by the



controller to whom the personal data have been provided, as long as the processing is based on the consent pursuant to Art. 6 (1) a DS-GVO or Art. 9 (2a) DS-GVO or on a contract pursuant to Art. 6 para. 1 letter b DS-GVO and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task in the public interest or in the exercise of official authority assigned to the controller.

Furthermore, when exercising his right to data transferability pursuant to Art. 20 (1) DS-GVO, the data subject shall have the right to obtain that the personal data be transferred directly from one data controller to another data controller insofar as this is technically feasible and insofar as this does not impair the rights and freedoms of other persons.

In order to assert the right to data transfer, the person concerned can contact an employee of JOINT ADVENTURES - Walter Heun at any time.

#### (g) Right of Appeal

Any person data subject to the processing of personal data has the right, granted by the European directive and regulation maker, to object at any time, for reasons related to his/her particular situation, to the processing of personal data concerning him/her on the basis of Article 6(1)(e) or (f) of the DS-GVO. This also applies to profiling based on these provisions.

JOINT ADVENTURES - Walter Heun will no longer process personal data in the event of objection, unless we can prove compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the data subject, or the processing serves to assert, exercise or defend legal claims.

If JOINT ADVENTURES - Walter Heun processes personal data in order to carry out direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling as far as it is connected with such direct advertising. If the data subject objects to processing for direct advertising purposes by JOINT ADVENTURES - Walter Heun, JOINT ADVENTURES - Walter Heun will no longer process the personal data for these purposes.

In addition, the data subject has the right to object to the processing of personal data concerning him/her by JOINT ADVENTURES - Walter Heun for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 Para. 1 DS-GVO for reasons arising from his particular situation, unless such processing is necessary for the performance of a task in the public interest. In order to exercise the right to object, the data subject may contact any JOINT ADVENTURES - Walter Heun employee or another employee directly. The data subject is also free to exercise his right of objection in connection with the use of information society communications services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

#### (h) Automated Case-by-Case Decisions including Profiling

Any person data subject to the processing of personal data has the right under the European Directive and Regulation not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects upon him or her or significantly affects him or her in a similar manner, provided

that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the data controller, or (2) is authorised by Union or national law or by the Member States to which the data controller is subject and which provides for adequate measures to safeguard the rights and freedoms and the legitimate interests of the data subject, or (3) is taken with the express consent of the data subject.

If the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the data controller or (2) is taken with the express consent of the data subject, JOINT ADVENTURES - Walter Heun shall take appropriate measures to safeguard the rights, freedoms and legitimate interests of the data subject, including at least the right to have the data controller intervene, to present his or her point of view and to contest the decision.

If the data subject wishes to exercise rights relating to automated decisions, he or she may at any time do so by contacting an employee of the data controller.

i) Right to withdraw consent under Data Protection Law

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise his or her right to withdraw consent, he or she may at any time do so by contacting an employee of the controller.

## 11. Data Protection for Applications and in the Application Process

The data controller collects and processes the personal data of applicants for the purpose of processing the application procedure. Processing may also be carried out electronically. This is particularly the case if an applicant submits the relevant application documents electronically, for example by e-mail or via a web form on the website, to the data controller. If the data controller concludes an employment contract with an applicant, the data transmitted shall be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the controller does not conclude a contract of employment with the applicant, the application documents shall be automatically deleted two months after notification of the rejection decision, unless deletion conflicts with any other legitimate interests of the controller. Other legitimate interests in this sense include, for example, a duty to provide evidence in proceedings under the General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz - AGG).

## 12. Privacy Policy Regarding the Use of Facebook

The data controller has integrated Facebook components on this website. Facebook is a social network.

A social network is a social meeting point operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to provide personal or company-related information. Facebook enables users of the

social network to create private profiles, upload photos and network via friend requests.

The operating company of Facebook is Facebook, Inc. 1 Hacker Way, Menlo Park, CA 94025, USA. The person responsible for processing personal data is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland if a person concerned lives outside the USA or Canada.

Each time one of the individual pages of this website is accessed, operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE) As part of this technical process, Facebook obtains information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into Facebook at the same time, Facebook recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of the person's stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the person concerned. If the person concerned clicks one of the Facebook buttons integrated on our website, for example the "Like" button, or if the person concerned makes a comment, Facebook assigns this information to the personal Facebook user account of the person concerned and stores this personal data.

Facebook receives information through the Facebook component that the individual concerned has visited our website whenever the individual concerned is logged into Facebook at the same time as accessing our website, whether or not the individual clicks on the Facebook component. If the data subject does not want this information to be transferred to Facebook in this way, he or she can prevent the transfer by logging out of his or her Facebook account before accessing our website.

Facebook's published privacy policy, available at <https://de-de.facebook.com/about/privacy/>, discloses Facebook's collection, processing and use of personal information. It also explains what settings Facebook offers to protect the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

### 13. Privacy Policy regarding the Use and Application of Google+

The data controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is a social meeting point operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to provide personal or company-related information. Google+ enables users of the social network to create private profiles, upload photos and network via friendship requests.

Google+ is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

Each time one of the individual pages on this website is accessed by the data controller and a Google+ button has been integrated into it, the Internet browser on the data subject's information technology system is automatically prompted by the Google+ button to download a display of the Google+ button in question from Google. As part of this technical process, Google obtains information as to which specific subpage of our website is visited by the person concerned. More detailed information on Google+ can be found at <https://developers.google.com/+/>.

If the person concerned is logged into Google+ at the same time, Google recognizes which specific page of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's visit to our website. This information is collected by the Google+ button and assigned by Google to the respective Google+ account of the person concerned.

If the person concerned activates one of the Google+ buttons integrated on our website and thus makes a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the person concerned and saves this personal data. Google stores the data subject's Google+1 recommendation and makes it publicly available in accordance with the data subject's accepted terms and conditions. A Google+1 recommendation made by the data subject on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+1 account used by the data subject and the photo stored in this account, in other Google services, such as the search engine results of the Google search engine, the Google account of the data subject or elsewhere, for example on websites or in connection with advertisements. Google is also able to link a visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimising Google's various services.

Google receives information from the Google+ button that the data subject has visited our website whenever he or she is simultaneously logged in to Google+ when you visit our website; this happens whether or not the data subject clicks the Google+ button.

If the data subject does not want his or her personal data to be transferred to Google, he or she may prevent such transfer by logging out of his or her Google+ account before visiting our website.

Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/> Further information from Google about the Google+1 button can be found at <https://developers.google.com/+/web/buttons-policy>.

#### 14. Privacy Policy regarding the Use and Application of Instagram

The data controller has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform that

allows users to share photos and videos and also to distribute such data on other social networks. Instagram's services are operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

Each time one of the individual pages of this website is accessed by the data controller and an Instagram component (Insta button) has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by that Instagram component to download a representation of that Instagram component. As part of this technical process, Instagram is informed of which specific subpage of our website is visited by the person concerned.

If the person concerned is logged into Instagram at the same time, Instagram recognizes which specific page the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Instagram component and assigned by Instagram to the Instagram account of the person concerned. If the data subject clicks on one of the Instagram buttons integrated on our website, the data and information transmitted is assigned to the personal Instagram user account of the data subject and stored and processed by Instagram. Instagram receives information from the Instagram component that the person concerned has visited our site whenever they are logged into Instagram at the same time as they visit our site, regardless of whether or not they click on the Instagram component. If the data subject does not want Instagram to receive this information, they can prevent the transmission by logging out of their Instagram account before accessing our website.

For more information and to review Instagram's current privacy policies, please visit <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>

#### 15. Privacy Policy regarding the Use and Application of Matomo

The data controller has integrated the Matomo component on this website. Matomo is an open source software tool for web analysis. Web analysis is the collection, collection and evaluation of data about the behavior of visitors to Internet sites. A web analysis tool collects data on, among other things, from which website a person concerned came to a website (so-called referrer), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of Internet advertising.

The software is operated on the server of the data controller, the data protection sensitive log files are stored exclusively on this server.

The purpose of the Matomo component is to analyse the flow of visitors to our website. The data controller uses the data and information obtained, among other things, to evaluate the use of this website in order to compile online reports showing the activities on our website.

Matomo places a cookie on the data subject's information technology system. What cookies are has already been explained above. The use of cookies enables us to analyse the use of our website. Each time one of the individual pages of this website is accessed, the Matomo component automatically prompts the Internet browser on the data subject's information technology system to transmit data to our server for online analysis. As part of this technical process, we gain knowledge of personal data, such as the IP address of the person concerned, which we use, among other things, to track the origin of visitors and clicks. Personal information such as the access time, the location from which an access originated and the frequency of visits to our website are stored by means of cookies. Each time you visit our website, this personal data, including the IP address of the Internet connection used by the person concerned, is transferred to our server. This personal data is stored by us. We do not pass this personal data on to third parties.

The person concerned can prevent the setting of cookies by our Internet site, as already described above, at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Matomo from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Matomo can be deleted at any time via an Internet browser or other software programs.

Furthermore, the data subject may object to the collection of data generated by Matomo in connection with the use of this website and prevent such collection. For this purpose, the person concerned must set "Do Not Track" in your browser. With the setting of the opt-out cookie, however, it is possible that the Internet pages of the person responsible for processing may no longer be fully usable by the data subject.

Further information and the valid data protection regulations of Matomo can be found at <https://matomo.org/privacy/> .

#### 16. Payment Service Provider:

Within the framework of contractual and other legal relationships, on the basis of statutory obligations or otherwise on the basis of our legitimate interests, we offer the persons concerned efficient and secure payment options and use other payment service providers in addition to banks and credit institutions (together referred to as "payment service providers").

The data processed by the Payment Service Providers includes stock data, such as name and address, bank data, such as account or credit card numbers, passwords, TANs and checksums, as well as contract, sum and recipient details. The information is required to complete the transactions. However, the data entered will only be processed and stored by the payment service providers. This means that we do not receive any account- or credit card-related information, but only information with confirmation or negative information about the payment. Under certain circumstances, the data may be transmitted by the payment service provider to credit agencies. The purpose of this transmission is to check identity and creditworthiness. Please refer to the general terms and conditions and the data protection information of the payment service providers. For payment transactions, the terms and conditions and the data protection notices of the respective payment service providers apply, which can be accessed

within the respective websites or transaction applications. We also refer to these for the purpose of further information and assertion of revocation, information and other rights affected.

- Processed data types: inventory data (e.g. names, addresses), payment data (e.g. bank details, invoices, payment history), contract data (e.g. subject of contract, term, customer category), usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses).
- Data subjects: Customers, interested parties.
- Purposes of processing: Contractual services and service.
- Legal basis: Contract performance and pre-contractual enquiries (Art. 6 para. 1 sentence 1 lit. b. DSGVO), legitimate interests (Art. 6 para. 1 sentence 1 lit. f. DSGVO).
- Services used and service providers:
- Klarna / Sofortüberweisung: payment services; service providers: Klarna Bank AB (publ), Sveavägen 46, 111 34 Stockholm, Sweden; Website: <https://www.klarna.com/de>; Privacy policy: <https://www.klarna.com/de/datenschutz>.
- Stripe: payment services; service provider: Stripe, Inc. 510 Townsend Street, San Francisco, CA 94103, USA; Website: <https://stripe.com/de>; Privacy Policy: <https://stripe.com/de/privacy>.

## 17. Legal Basis for the Processing

Art. 6 I lit. a DS-GVO serves our company as a legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b DS-GVO. The same shall apply to such processing operations which are necessary for the implementation of pre-contractual measures, for example in cases of inquiries regarding our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our site were injured and his name, age, health insurance information or other vital information would have to be disclosed to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO. Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the data subject do not predominate. Such processing operations are permitted to us in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the data controller (recital 47 sentence 2 DS-GVO).

#### 18. Legitimate Interests in the Processing pursued by the Controller or by a Third Party

If the processing of personal data is based on Article 6 I lit. f DS-GVO, our legitimate interest is the conduct of our business for the benefit of all our employees and shareholders.

#### 19. Duration for which the Personal Data are Stored

The criterion for the duration of the storage of personal data is the respective legal retention period. After this period has expired, the corresponding data will be routinely deleted unless they are no longer required for the fulfilment or initiation of the contract.

#### 20. Legal or other contractual Requirements relating to the submission of personal data; the need to conclude a contract; the obligation of the data subject to submit the personal data; the possible consequences of not submitting the data

We will inform you that the submission of personal data is partly required by law (e.g. tax regulations) or may result from contractual regulations (e.g. information on the contractual partner). Sometimes it may be necessary for a contract to be concluded that a person concerned makes personal data available to us which must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with him or her. Failure to provide personal data would mean that the contract could not be concluded with the data subject. The data subject must contact one of our employees before providing personal data. Our employee will inform the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of a contract, whether there is an obligation to provide the personal data and the consequences of not providing the personal data.

#### 21. Existence of automated decision making

As a responsible company, we refrain from automatic decision-making or profiling.

This data protection declaration was created by the data protection declaration generator of the DGD Deutsche Gesellschaft für Datenschutz GmbH, which acts as the external data protection officer for Düsseldorf, in cooperation with the Cologne data protection lawyer Christian Solmecke.