

## **Privacy**

### **Data Privacy Policy**

Our website may be used without entering personal information. Different rules may apply to certain services on our site, however, and are explained separately below. We collect personal information from you (e.g. name, address, email address, telephone number, etc.) in accordance with the provisions of German data protection statutes. Information is considered personal if it can be associated exclusively to a specific natural person. The legal framework for data protection may be found in the German Federal Data Protection Act (BDSG) and the Telemedia Act (TMG). The provisions below serve to provide information as to the manner, extent and purpose for collecting, using and processing personal information by the provider.

*[Provider's name and address] [Provider's telephone number] [Provider's email address]*

Please be aware that data transfer via the internet is subject to security risks and, therefore, complete protection against third-party access to transferred data cannot be ensured.

### **Cookies**

Our website makes use of so-called cookies in order to recognize repeat use of our website by the same user/internet connection subscriber. Cookies are small text files that your internet browser downloads and stores on your computer. They are used to improve our website and services. In most cases these are so-called "session cookies" that are deleted once you leave our website.

To an extent, however, these cookies also pass along information used to automatically recognize you. Recognition occurs through an IP address saved to the cookies. The information thereby obtained is used to improve our services and to expedite your access to the website.

You can prevent cookies from being installed by adjusting the settings on your browser software accordingly. You should be aware, however, that by doing so you may not be able to make full use of all the functions of our website.

### **Server Data**

For technical reasons, data such as the following, which your internet browser transmits to us or to our web space provider (so called server log files), is collected: - type and version of the browser you use - operating system - websites that linked you to our site (referrer URL) - websites that you visit - date and time of your visit - your Internet Protocol (IP) address. This anonymous data is stored separately from any personal information you may have provided, thereby making it impossible to connect it to any particular person. The data is used for statistical purposes in order to improve our website and services.

### **Purpose of Registering**

We offer you the opportunity to sign up for our website. The information entered when signing up, as shown in the registration form

*[PLEASE ENTER: NAME, EMAILADDRESS ETC.]*

is collected and stored solely for use by our website. When signing up for our website, we also store your IP address and the date and time you registered. This serves to protect us in the event a third party improperly and without your knowledge makes use of your data to sign up for our site. None of this information is transferred to third parties. Nor is any of this information matched to any information that may be collected by other components of our website.

### **Newsletter**

Our website offers you the opportunity to subscribe to our newsletter. The newsletter provides you periodically with information about our services. To receive our newsletter, we require a valid email address. We will review the email address you provide for the purpose of determining whether you are in fact the owner of the email address provided or whether the actual owner of said address is authorized to receive the newsletter. When subscribing to our newsletter, we will store your IP address as well as the date and time you subscribed. This serves to protect us in the event a third party improperly and without your knowledge makes use of your email address to subscribe to our newsletter. We will not collect any other data. The data thereby collected is used solely for the purpose of receiving our newsletter. No data is transferred to third parties. Nor is any of this information matched to any information that other components of our website may collect. You may cancel your subscription to the newsletter at any time. You will find additional details in the email confirming your subscription as well as in each newsletter.

### **Contacting Us**

On our website we offer you the opportunity to contact us, either by email and/or by using a contact form. In such event, information provided by the user is stored for the purpose of facilitating communications with the user. No data is transferred to third parties. Nor is any of this information matched to any information that may be collected by other components of our website.

### **Posting Comments**

On our website we offer you the opportunity to post comments about individual articles. For this purpose, the IP address of the user/internet connection subscriber is stored. This information is stored for our security in the event the author through his/her comments infringes against third party rights and/or unlawful content is entered. Consequently, we have a direct interest in the author's stored data, particularly since we may be potentially liable for such violations. No data is transferred to third parties. Nor is any of this information matched to any information that may be collected by other components of our website.

### **Subscribing to Comments**

On our website we offer you the opportunity to subscribe to subsequent comments about an article which you intend to comment on. When you choose this option, you will receive a confirmation email which is used to determine if you are actually the owner of the email address entered. You may at any time revoke your decision to subscribe to such follow-on comments. You will find additional details in the confirmation email. No data hereby obtained is transferred to third parties. Nor is any of this information matched to any information that

may be collected by other components of our website.

### **Use of Google Analytics with anonymization**

Our website uses Google Analytics, a web analysis service from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter referred to as “Google“. Google Analytics employs so-called “cookies“, text files that are stored to your computer in order to facilitate an analysis of your use of the site. The information generated by these cookies, such as time, place and frequency of your visits to our site, including your IP address, is transmitted to Google’s location in the US and stored there. In using Google Analytics our website employs the extension, “\_gat.\_anonymizeIp“. In doing so, Google abbreviates and thereby anonymizes your IP address before transferring it from member states of the European Union or signatory states to the Agreement on the European Economic Area. Google uses this information to analyze your use of our site, to compile reports for us on internet activity and to provide other services relating to website and internet use. Google may also transfer this information to third parties where required to do so by law or where such third parties process this data on Google’s behalf. Google states that it will in never associate your IP address with other data held by Google. You can prevent cookies from being installed by adjusting the settings on your browser software accordingly. You should be aware, however, that by doing so you may not be able to make full use of all the functions of our website. Furthermore, Google offers a deactivation add-on for most current browsers that provides you with more control over what data Google can collect on websites you access. The add-on tells the JavaScript (ga.js) used by Google Analytics not to transmit any information about website visits to Google Analytics. However, the browser deactivation add-on offered by Google Analytics does not prevent information from being transmitted to us or to other web analysis services we may engage. You can find additional information on how to install the browser add-on at the following link:<https://tools.google.com/dlpage/gaoptout?hl=de>

### **Use of Google+ recommendation components**

Our website employs the “+1“-button from Google+ belonging to Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter referred to as “Google“. Each time our website receives an access request equipped with a “+1“ component, the component prompts your browser to download an image of this component from Google. Through this process, Google is informed precisely which page of our website is being visited. As specified by Google, your visit undergoes additional analysis in the event you are not logged into your Google account. If you access our site while logged into Google and press the “+1“ button, Google can collect information about your Google account, websites you recommend as well as your IP address, along with other browser-related information. This allows your “+1“ recommendation to be stored and publicized. Your Google “+1“ recommendation can then appear as a reference in other Google services, such as search results, your Google account or other places, such as on websites and ads in the internet, , together with your account name and, if applicable, a picture you provided to Google. Furthermore, Google can link your visit to our site with data stored by Google. Google also records this information for the purpose of further improving Google services. If you wish to minimize the collection of information by Google as previously described, you must log out of your Google account before visiting our website.

You can access Google’s data protection policies relating to the “+1“ button together with all relevant information on the collection, transfer and use of data by Google, your rights in this

regard as well as your profile settings options at the following link:  
<https://developers.google.com/+/web/buttons-policy>

### **Use of Facebook components**

Our website employs components provided by facebook.com. Facebook is a service of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA.

Each time our website receives an access request equipped with a Facebook component, the component prompts your browser to download an image of this Facebook component. Through this process, Facebook is informed precisely which page of our website is being visited.

When you access our site while logged into Facebook, Facebook uses information gathered by this component to identify the precise page you are viewing and associates this information to your personal account on Facebook. Whenever you click on the “Like“ button, for example, or enter a comment, this information is transmitted to your personal account on Facebook and stored there. In addition, Facebook is informed of your visit to our website. This occurs regardless of whether you click on a component or not.

If you wish to prevent the transfer to and storage of data by Facebook about you and your interaction with our website, you must first log out of Facebook before visiting our website. The data protection policies of Facebook provide additional information, in particular about the collection and use of data by Facebook, your rights in this regard as well as the options available to you for protecting your privacy: <de-de.facebook.com/about/privacy/>

In addition, tools are freely available on the market that can be used to block Facebook social plug-ins with add-ons from being added to all commonly used browsers:  
<http://webgraph.com/resources/facebookblocker/>

You can find an overview of Facebook plugins at  
<https://developers.facebook.com/docs/plugins/>

### **Use of Twitter recommendation components**

Our website employs components provided by Twitter. Twitter is a service of Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA.

Each time our website receives an access request equipped with a Twitter component, the component prompts your browser to download an image of this component from Twitter. Through this process, Twitter is informed precisely which page of our website is being visited. We have no control over the data that Twitter collects in the process, or over the extent of the data that Twitter collects. To the best of our knowledge, Twitter collects the URL of each website accessed as well as the IP address of the user, but does so solely for the purpose of displaying Twitter components. Additional information may be obtained from the Twitter data privacy policy, at: <https://twitter.com/privacy?lang=en>

You may change your data privacy settings in your account settings, at  
<http://twitter.com/account/settings>.

### **Use of Xing recommendation components**

Our website employs components provided by the network XING.com. These components are a service of XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Each time our website receives an access request equipped with a XING component, the component prompts your browser to download an image of this component from XING.

To the best of our knowledge, XING does not store any personal information from the user obtained through accessing our website. XING also does not store IP addresses. In addition, no analysis of user activity occurs through the use of cookies in connection with the “XING Share-Button”. Additional information may be found in the data privacy provisions relating to the XING Share-Button, at: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

### **Use of LinkedIn recommendation components**

Our website employs components provided by the network LinkedIn. LinkedIn is a service of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time our website receives an access request equipped with a LinkedIn component, the component prompts your browser to download an image of this component from LinkedIn. Through this process, LinkedIn is informed exactly which page of our website is being accessed. By clicking the LinkedIn “recommend button“ while logged into your LinkedIn account, you can link content from our website to your LinkedIn profile. This allows LinkedIn to associate your visit to our site with your LinkedIn account.

We have no control over the data that LinkedIn collects thereby, nor over the extent of the data that LinkedIn collects. Nor do we have any knowledge of the content of data transferred to LinkedIn. Details on data collection by LinkedIn as well as your rights in this regard and your browser setting options may be obtained from the LinkedIn data privacy policy, which may be accessed at: <http://www.linkedin.com/legal/privacy-policy>

### **Use of YouTube components with enhanced data protection mode**

On our website we use components (videos) of YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA, a company belonging to Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA.

To this end, we use the “ - enhanced data protection mode - ” option provided by YouTube.

When you display a page that has an embedded video, a connection will be made to the YouTube server and the content will appear on the website via a communication to your browser.

According to the information provided by YouTube, in “ - enhanced data protection mode -”, data is only transferred to the YouTube server, in particular which of our websites you have visited, if you watch the video. If you are logged onto YouTube at the same time, this information will be matched to your YouTube member account. You can prevent this from happening by logging out of your member account before visiting our website.

Further information about data protection by YouTube is provided by Google under the following link:<https://www.google.de/intl/de/policies/privacy/>

### **Information/Cancellation/Deletion**

On the basis of the Federal Data Protection Act, you may contact us at no cost if you have questions relating to the collection, processing or use of your personal information, if you wish to request the correction, blocking or deletion of the same, or if you wish to cancel explicitly granted consent. Please note that you have the right to have incorrect data corrected or to have personal data deleted, where such claim is not barred by any legal obligation to retain this data.