

DATA PRIVACY POLICY

Sect. 1 General

We will process your personal data (e.g. title, name, address, e-mail address, phone number) solely in accordance with the provisions of the German data protection law and the data protection law of the European Union (EU). The following provisions will inform you, besides the information about the processing purposes, recipients, legal bases and storage periods, also about your rights and the controller for your data processing. This privacy policy applies only to our websites. If you are directed to other sites via links on our pages, please familiarise yourself with the respective use of your data there.

Sect. 2 Contact us

(1) Purpose of data processing

Your personal data you provide us by e-mail, contact form etc., will be processed to answer your inquiries. You are not obliged to provide us with your personal data but we would not be able to answer your inquiries sent by e-mail without your e-mail address.

(2) Legal basis

a) If your explicit consent is given for the processing of your data, the legal ground for this processing is set out in Art. 6 (1) (a) of the GDPR.

b) If your personal data is processed for the purpose of contract performance, the legal ground for this processing is set out in Art. 6 (1) (b) of the GDPR.

c) The legal ground for all other cases (especially when using a contact form) is set out in Art. 6 (1) (f) of the GDPR.

You have the right to object at any time to the processing of data which was performed according to Article 6 (1)(f) of GDPR and which does not serve direct marketing for reasons arising from your particular situation.

In the case of direct marketing, however, you may object to the processing at any time without stating any reasons.

(3) Legitimate interest

Our legitimate interest in data processing is to communicate with you in a timely manner and to answer your queries cost-effectively. If you provide us with your address, we reserve the right to use it for direct postal marketing. You can protect your interest in data protection by transferring of data efficiently (e.g. using a pseudonym).

(4) Recipient categories

Provider of hosting, service provider for direct marketing

(5) Duration of storage

Your data will be deleted if it can be inferred from the circumstances that your queries or questions have been completely clarified.

However, if a contract is concluded, the data required by commercial and tax law will be retained by us for the periods as required by law, i.g. generally for ten years (cf. § 257 HGB, § 147 AO).

(6) Right of revocation

You have the right to revoke your consent for processing at any time in compliance with your consent.

Sect. 3 Web Analysis with Google Analytics

(1) Purpose of data processing

This website uses Google Analytics, a web analysis service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). Google Analytics uses so-called "cookies", small text files, which are placed on your computer to analyze how you use the website. The information generated by the cookie about your use of this website will be transmitted and saved on server in the United States by Google. If the anonymizeIP function is activated on this website, Google will shorten your IP address in advance within the member states of the European Union or in other states which are parties to the Agreement on the European Economic Area. Only in exceptional cases Google will transmit the full IP address on server in the United States and will shorten there. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activities and providing other services related to website and internet usage for the website operators.

(2) Legal basis

The legal basis for such processing is set out in Article 6 (1) (f) of the GDPR.

(3) Legitimate interest

Our legitimate interest is the statistical analysis of user behavior for optimization and marketing purposes. For your interest in data protection, this website uses Google Analytics with the extension "anonymizeIP()", so that the IP addresses are only processed in an abridged form in order to exclude direct personal reference.

(4) Recipient categories

Google and its partners.

(5) Transfer to a third country

Google Ireland Limited is an affiliate of Google LLC. Google LLC is based in the USA (1600 Amphitheatre Parkway, Mountain View, CA 94043) and is certified for the EU-US Data Protection Agreement "Privacy Shield", which guarantees compliance with the data protection rates applicable in the EU.

(6) Duration of Storage

38 months

(7) Right of objection

You can prevent the installation of the cookies in your browser settings. If you choose to change your settings you may not be able to use the full functionality of this website. You

can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: [optout](#)

You may also generate blocking by setting an opt-out cookie. If you want to prevent the future collection of your data when you visit this website, please click here: [Disable Google Analytics](#)

Sect. 4 Your rights as a data subject

If your personal data is being processed, you are the 'data subject' in terms of GDPR and you have the following rights towards us, the controller:

1. Right to information

You may request us to provide information about your personal data processed by us under Article 15 of the GDPR.

2. Right to rectification

If your personal data provided to us is not up to date or not accurate you have the right to ask for modifications to your personal data under Article 16 of the GDPR. You also have the right to request us to complete an incomplete data.

3. Right to erasure

You have the right to have your personal data erased and ask for deletion of your data under Article 17 of the GDPR.

4. Right to restriction of processing

You have the right to restrict the processing your personal data under Article 18 of the GDPR.

5. Right to data portability

You have the right referred to in Article 20 of the GDPR to receive your personal data provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller.

6. Right to revoke the consent given under data protection law

You have the right referred to in paragraph 3 of Article 7 to withdraw your given consent based on the data protection provisions at any time. This does not affect the lawfulness of the processing based on consent before its withdrawal.

7. Right to lodge a complaint with a supervisory authority

If you consider that the processing of personal data relating to you infringes the GDPR, you have the right referring to in Article 77 of the GDPR to complain to the supervisory authority against the processing of your personal data (in particular in the Member State of your habitual residence, place of work or place of the alleged infringement).

Please also note your right of objection under Article 21 GDPR:

a) In general: reasoned objection required

If the processing of personal data concerning you takes place in order

- to perform our overriding legitimate interest (legal basis: Article 6 (1f) GDPR)

or

- to safeguard the public interest (legal basis: Article 6 (1e) GDPR),

you are entitled to object to the processing at any time for reasons arising from your particular situation; this also applies to profiling based on the provisions of the GDPR.

In the event of objection, we will no longer process the personal data concerning you unless we can prove compelling grounds for processing which override your interests, rights and freedoms, or the processing is necessary for the establishment, exercise or defence of legal claims;

b) Special case of direct marketing: simple objection is sufficient

If the personal data concerning you are processed for the purpose of direct marketing, you have the right to object at any time to the processing and without stating reasons; this includes profiling to the extent that it is related to such direct marketing.

If you object to the processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

Responsible for data processing:

CYRES Consulting Services GmbH

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Contact details of our data protection officer:

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Document produced and updated by [janolaw AG](#).