

Privacy policy

Introduction and overview

We have written this privacy statement (version 06/27/2023-112527862) to explain to you, in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#) and applicable national laws, which personal data (data for short) we as the controller - and the processors (e.g. providers) commissioned by us - process, will process in the future and what lawful options you have. The terms used are to be understood as gender-neutral.

In short, we provide you with comprehensive information about data we process about you.

Privacy statements usually sound very technical and use legal terminology. This privacy statement, on the other hand, is intended to describe the most important things to you as simply and transparently as possible. To the extent that it is conducive to transparency, technical **terms are explained in a reader-friendly manner**, links to further information are provided and **graphics are used**. In this way, we inform you in clear and simple language that we only process personal data in the course of our business activities if there is a corresponding legal basis. This is certainly not possible by providing the most concise, unclear and legalistic explanations possible, as is often standard practice on the Internet when it comes to data protection. I hope you find the following explanations interesting and informative and perhaps there is one or the other piece of information that you did not know yet.

If you still have questions, we would like to ask you to contact the responsible office mentioned below or in the imprint, to follow the existing links and to look at further information on third party sites. Our contact details can of course also be found in the imprint.

Scope

This data protection declaration applies to all personal data processed by us in the company and to all personal data processed by companies commissioned by us (order processors). By personal data, we mean information within the meaning of Art. 4 No. 1 DSGVO, such as a person's name, e-mail address and postal address. The processing of personal data ensures that we can offer and invoice our services and products, whether online or offline. The scope of this privacy policy includes:

- All online presences (websites, online stores) that we operate
- Social media presences and e-mail communication
- mobile apps for smartphones and other devices

In short, the data protection declaration applies to all areas in which personal data is processed in a structured manner within the company via the aforementioned channels. Should we process outside

of these channels enter into legal relations with you, we will inform you separately, if necessary.

Legal basis

In the following privacy statement, we provide you with transparent information on the legal principles and regulations, i.e. the legal basis of the Basic Data Protection Regulation, which enable us to process personal data.

As far as EU law is concerned, we refer to REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016. You can, of course, read this EU data protection basic regulation online on EUR-Lex, the access to EU law, at <https://eur-lex.europa.eu/legal-content/DE/ALL/?uri=celex%3A32016R0679>.

We only process your data if at least one of the following conditions applies:

1. **Consent** (Article 6(1) lit. a DSGVO): You have given us your consent to process data for a specific purpose. An example would be the storage of your entered data of a contact form.
2. **contract** (Article 6(1)(b) DSGVO): In order to fulfill a contract or pre-contractual obligations with you, we process your data. For example, if we conclude a purchase contract with you, we need personal information in advance.
3. **Legal obligation** (Article 6(1)(c) DSGVO): If we are subject to a legal obligation, we process your data. For example, we are legally obliged to keep invoices for accounting purposes. These usually contain personal data.
4. **Legitimate interests** (Article 6(1)(f) DSGVO): In the case of legitimate interests that do not restrict your fundamental rights, we reserve the right to process personal data. For example, we need to process certain data in order to operate our website in a secure and economically efficient manner. This processing is therefore a legitimate interest.

Further conditions such as the performance of recordings in the public interest and the exercise of official authority as well as the protection of vital interests do not generally occur with us. If such a legal basis should be relevant, it will be indicated at the appropriate place.

In addition to the EU regulation, national laws also apply:

- In **Austria**, this is the Federal Act on the Protection of Individuals with regard to the Processing of Personal Data (**Data Protection Act**), or **DSG for** short.
- In **Germany**, the **Federal Data Protection Act**, or **BDSG for** short, applies.

If other regional or national laws apply, we will inform you about them in the following sections.

Contact details of the responsible person

If you have any questions about data protection or the processing of personal data, you will find the contact details of the responsible person or office below:

Oliver Stohlmann

E-mail: info@stretch-group.com Phone:

[+43 670 555 1511](tel:+436705551511)

Imprint: <https://www.stretch-coaching.com/impressum/>

Storage duration

The fact that we only store personal data for as long as is absolutely necessary for the provision of our services and products applies as a general criterion at our company. This means that we delete personal data as soon as the reason for processing the data no longer exists. In some cases, we are required by law to store certain data even after the original purpose has ceased to exist, for example for accounting purposes.

Should you wish your data to be deleted or revoke your consent to data processing, the data will be deleted as soon as possible and insofar as there is no obligation to store it.

We will inform you about the specific duration of the respective data processing below, provided that we have further information on this.

Rights under the General Data Protection Regulation

In accordance with Articles 13, 14 of the GDPR, we inform you about the following rights you have to ensure that data processing is fair and transparent:

- According to Article 15 of the GDPR, you have the right to know whether we are processing data about you. If this is the case, you have the right to receive a copy of the data and the following information:
 - the purpose for which we carry out the processing;
 - the categories, i.e. the types of data that are processed;
 - who receives this data and, if the data is transferred to third countries, how security can be guaranteed;
 - how long the data will be stored;
 - the existence of the right to rectification, erasure or restriction of processing and the right to object to processing;
 - that you can complain to a supervisory authority (links to these authorities can be found below);
 - the origin of the data if we have not collected it from you;
 - whether profiling is carried out, i.e. whether data is automatically evaluated to arrive at a personal profile of you.

- You have a right to rectify data according to Article 16 of the GDPR, which means that we must correct data if you find errors.
- According to Article 17 of the GDPR, you have the right to erasure ("right to be forgotten"), which specifically means that you may request the deletion of your data.
- According to Article 18 of the GDPR, you have the right to restriction of processing, which means that we may only store the data but not use it any further.
- According to Article 20 DSGVO, you have the right to data portability, which means that we will provide you with your data in a common format upon request.
- According to Article 21 of the GDPR, you have a right to object, which, once enforced, entails a change in processing.
 - If the processing of your data is based on Article 6(1)(e) (public interest, exercise of official authority) or Article 6(1)(f) (legitimate interest), you may object to the processing. We will then check as soon as possible whether we can legally comply with this objection.
 - If data is used to conduct direct marketing, you may object to this type of data processing at any time. We may not use your data for direct marketing thereafter.
 - If data is used to perform profiling, you can object to this type of data processing at any time. We may not use your data for profiling thereafter.
- According to Article 22 of the GDPR, you may have the right not to be subject to a decision based solely on automated processing (for example, profiling).
- According to Article 77 of the GDPR, you have the right to lodge a complaint. This means that you can complain to the data protection authority at any time if you believe that the data processing of personal data violates the GDPR.

In short, you have rights - do not hesitate to contact the responsible party listed above with us!

If you believe that the processing of your data violates data protection law or that your data protection rights have been violated in any other way, you can complain to the supervisory authority. For Austria, this is the data protection authority, whose website can be found at <https://www.dsb.gv.at/>. In Germany, there is a data protection officer for each federal state. For more information, you can contact the [Federal Commissioner for Data Protection and Freedom of Information \(BfDI\)](#). The following local data protection authority is responsible for our company:

Austria data protection authority

Head: Mag. Dr. Andrea Jelinek

Address: Barichgasse 40-42, 1030 Vienna

Phone number: +43 1 52 152-0

E-mail address: dsb@dsb.gv.at

Website: <https://www.dsb.gv.at/>

Data processing security

To protect personal data, we have implemented both technical and organizational measures. Where possible, we encrypt or pseudonymize personal data. In this way, we make it as difficult as possible for third parties to infer personal information from our data.


Article 25 of the GDPR speaks here of "data protection through technical design and through data protection-friendly default settings" and thus means that both software (e.g., forms) and hardware (e.g., access to the server room) should always be designed with security in mind and that appropriate measures should be taken. If necessary, we will go into more detail on specific measures below.

TLS encryption with https

TLS, encryption and https sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transfer protocol") to transfer data over the Internet in a tap-proof way.

This means that the complete transmission of all data from your browser to our web server is secured - no one can "listen in".





In this way, we have introduced an additional layer of security and comply with data protection by design of technology ([Article 25\(1\) DSGVO](#)). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data.

You can recognize the use of this data transmission protection by the small lock symbol  at the top left of the browser, to the left of the Internet address (e.g. examplepage.de) and the use of the scheme https (instead of http) as part of our Internet address.

If you want to know more about encryption, we recommend doing a Google search for "Hypertext Transfer Protocol Secure wiki" to get good links to more information.

Communication

Communication summary

 Data subjects: All those who communicate with us by telephone, e-mail or online form Data processed: e.g. telephone number, name, e-mail address, entered Form data. You can find more details on this in the respective contact type used Purpose:  Handling of communication with customers, business partners, etc.  Storage period: Duration of the business case and legal regulations Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit. b DSGVO  (Contract), Art. 6 para. 1 lit. f DSGVO (Legitimate Interests)

When you contact us and communicate by phone, e-mail or online form, personal data may be processed.

The data will be processed for the handling and processing of your question and the related business transaction. The data is stored for as long as it is required by law.

Persons concerned

All those who seek contact with us via the communication channels provided by us are affected by the aforementioned processes.

Phone

When you call us, the call data is stored pseudonymously on the respective terminal device and with the telecommunications provider used. In addition, data such as name and telephone number may subsequently be sent by e-mail and stored for the purpose of responding to inquiries. The data is deleted as soon as the business case has been terminated and legal requirements permit.

E-mail

If you communicate with us by e-mail, data may be stored on the respective end device (computer, laptop, smartphone,...) and data is stored on the e-mail server. The data is deleted as soon as the business case has been terminated and legal requirements allow it.

Online forms

If you communicate with us using an online form, data is stored on our web server and, if necessary, forwarded to an e-mail address of ours. The data is deleted as soon as the business case has been terminated and legal requirements permit.

Legal basis

The processing of the data is based on the following legal bases:

- Art. 6 para. 1 lit. a DSGVO (consent): You give us your consent to store your data and to further use it for purposes related to the business case;
- Art. 6 para. 1 lit. b DSGVO (contract): There is a need for the performance of a contract with you or a processor such as the telephone provider or we need to process the data for pre-contractual activities, such as the preparation of an offer;
- Art. 6 para. 1 lit. f DSGVO (Legitimate Interests): We want to operate customer inquiries and business communication in a professional framework. For this purpose, certain technical facilities such as e-mail programs, exchange servers and mobile network operators are necessary in order to be able to operate the communication efficiently.

Order processing agreement (AVV)

In this section, we would like to explain to you what a processing order is and why it is needed. Because the word "order processing contract" is quite a mouthful, we will also use only the acronym AVV more often here in the text. Like most companies, we do not work alone, but also use the services of other companies or individuals ourselves. Through the involvement of various companies or service providers, it may be that we pass on personal data for processing. These partners then act as processors with whom we conclude a contract, the so-called order processing agreement (AVV). The most important thing for you to know is that the processing of your personal data takes place exclusively according to our instructions and must be regulated by the GCU.

Who are processors?

As a company and website owner, we are responsible for all data that we process from you. In addition to the responsible parties, there may also be so-called processors. This includes any company or person who processes personal data on our behalf. More precisely and according to the GDPR definition: any natural or legal person, authority, institution or other body that processes personal data on our behalf is considered a processor. Consequently, processors can be service providers such as hosting or cloud providers, payment or newsletter providers, or large companies such as Google or Microsoft, for example.

For a better understanding of the terminology, here is an overview of the three roles in the GDPR:

Data subject (you as customer or interested party) → **Responsible party** (we as company and client) → **Processor** (service provider such as web hoster or cloud provider)

Content of a contract for the processing of orders

As already mentioned above, we have concluded an AVV with our partners who act as processors. This states first and foremost that the processor will process the data to be processed exclusively in accordance with the GDPR. The contract must be concluded in writing, although in this context the electronic conclusion of the contract is also considered "in writing". Only on the basis of the contract will the processing of personal data take place. The contract must contain the following:

- Binding to us as controller Obligations and
- rights of the controller Categories of data
- subjects
- Type of personal data Type and
- purpose of data processing
- Subject and duration of the data processing Place of
- implementation of the data processing

Furthermore, the contract contains all the obligations of the processor. The most important obligations are:


- Ensure data security measures
- take possible technical and organizational measures to protect the rights of the data subject
- keep a data processing register
- cooperate with the data protection supervisory authority at its request
- carry out a risk analysis in relation to the personal data received sub-processors may only
- be engaged with the written consent of the controller


You can see what such an AVV looks like in concrete terms, for example, at <https://www.wko.at/service/wirtschaftsrecht-gewerberecht/eu-dsgvo-mustervertrag-auftragsverarbeitung.html>. A sample contract is presented here.


Cookies


Cookies summary

 Data subjects: Visitors to the website

 Purpose: depending on the cookie. You can find more details below or from the manufacturer of the software that sets the cookie.

 Data processed: Depending on the cookie used in each case. More details can be found below or from the manufacturer of the software that sets the cookie.

 Storage duration: depending on the cookie, can vary from hours to years

 Legal basis: Art. 6 para. 1 lit. a DSGVO (Consent), Art. 6 para. 1 lit.f DSGVO (Legitimate Interests)

What are cookies?

Our website uses HTTP cookies to store user-specific data.

In the following, we explain what cookies are and why they are used so that you can better understand the following privacy policy.

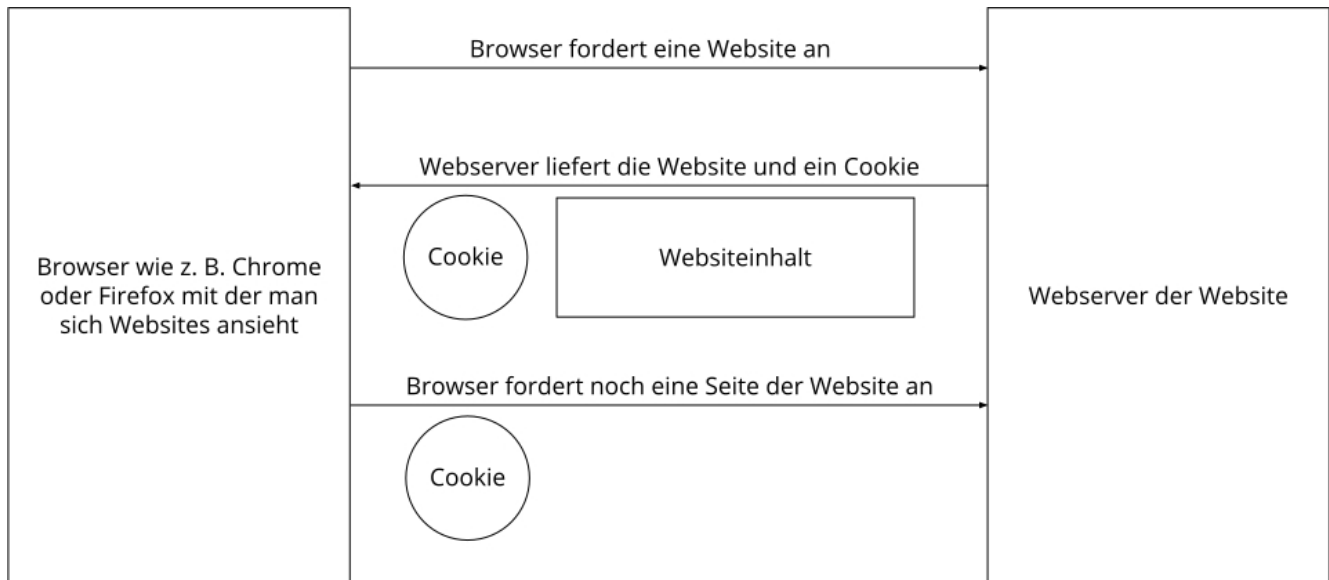
Whenever you browse the Internet, you use a browser. Popular browsers include Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are other cookies for other applications. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically placed in the cookie folder, effectively the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data from you, such as language or personal

Page settings. When you call up our page again, your browser transmits the "user-related" information back to our site. Thanks to cookies, our site knows who you are and offers you the setting you are used to. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

The following graphic shows a possible interaction between a web browser such as Chrome and the web server. Here, the web browser requests a website and receives a cookie back from the server, which the browser uses again as soon as another page is requested.



There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. Also, the expiration time of a cookie varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other "pests".

Cookies also cannot access information from your PC.

For example, cookie data can look like this:

Name: _ga

Wert: GA1.2.1326744211.152112527862-9

Intended use: differentiation of website visitors

Expiration date: after 2 years

A browser should be able to support these minimum sizes: At least

- 4096 bytes per cookie
- At least 50 cookies per domain At least 3000
- cookies in total

What are the types of cookies?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point, we would like to briefly discuss the different types of HTTP cookies.

We can distinguish 4 types of cookies:

Essential cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed when a user adds a product to the shopping cart, then continues surfing on other pages and later goes to the checkout. Through these cookies, the shopping cart is not deleted even if the user closes his browser window.

Purpose cookies

These cookies collect information about user behavior and whether the user receives any error messages. In addition, these cookies are also used to measure the loading time and the behavior of the website with different browsers.

Targeting cookies

These cookies provide a better user experience. For example, entered locations, font sizes or form data are stored.

Advertising cookies

These cookies are also called targeting cookies. They are used to deliver customized advertising to the user. This can be very convenient, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these cookie types you want to allow. And, of course, this decision is also stored in a cookie.

If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://datatracker.ietf.org/doc/html/rfc6265>, the Internet Engineering Task Force (IETF) Request for Comments called "HTTP State Management Mechanism".

Purpose of processing via cookies

The purpose ultimately depends on the cookie in question. You can find more details about this below or from the manufacturer of the software that sets the cookie.

What data is processed?

Cookies are small helpers for many different tasks. Unfortunately, it is not possible to generalize what data is stored in cookies, but we will inform you about the processed or stored data in the following privacy policy.

Cookies storage duration

The storage period depends on the particular cookie and is specified further below. Some cookies are deleted after less than an hour, others can remain stored on a computer for several years.

You can also influence the storage period yourself. You can manually delete all cookies at any time via your browser (see also "Right of objection" below). Furthermore, cookies that are based on consent will be deleted at the latest after revocation of your consent, whereby the legality of the storage remains unaffected until then.

Right to object - how can I delete cookies?

How and whether you want to use cookies, you decide. Regardless of which service or website the cookies come from, you always have the option to delete, disable or only partially allow cookies. For example, you can block third-party cookies, but allow all other cookies.

If you want to determine which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

[Chrome: Delete, enable and manage cookies in Chrome Safari:](#)

[Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer Internet](#)

[Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies in principle, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. It is best to search for the instructions in Google using the search term "delete cookies Chrome" or "disable cookies Chrome" in the case of a Chrome browser.

Legal basis

The so-called "Cookie Guidelines" have been in place since 2009. These state that the storage of cookies requires your **consent** (Article 6 (1) a DSGVO). Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG). In Germany, the Cookie Directives were not implemented as national law. Instead, this directive was largely implemented in Section 15 (3) of the Telemedia Act (TMG).

For absolutely necessary cookies, even if there is no consent, there are **justified**

interests (Article 6(1)(f) DSGVO), which in most cases are of an economic nature. We want to provide visitors to the website with a pleasant user experience and for this, certain cookies are often absolutely necessary.


If cookies are used that are not absolutely necessary, this only happens in the case of your consent. The legal basis in this respect is Art. 6 para. 1 lit. a DSGVO.


In the following sections, you will be informed in more detail about the use of cookies, if used software uses cookies.


Web hosting introduction

Web hosting summary

 Data subjects: Visitors to the website

 Purpose: professional hosting of the website and securing its operation

 Processed data: IP address, time of website visit, browser used and other data. More details can be found below or at the respective web hosting provider used.

 Storage period: depends on the respective provider, but usually 2 weeks Legal basis: Art. 6 para. 1 lit.f DSGVO (Legitimate Interests)



What is web hosting?

When you visit websites nowadays, certain information - including personal data - is automatically created and stored, including on this website. This data should be processed as sparingly as possible and only with justification. By the way, by website we mean the entirety of all web pages on a domain, i.e. everything from the home page (homepage) to the very last subpage (like this one). By domain, we mean, for example, example.de or sampleexample.com.

When you want to view a website on a computer, tablet, or smartphone, you use a program called a web browser to do so. You probably know some web browsers by name: Google Chrome, Microsoft Edge, Mozilla Firefox, and Apple Safari. We say browser or web browser for short.

To display the website, the browser must connect to another computer where the website's code is stored: the web server. Operating a web server is a complicated and costly task, which is why this is usually done by professional providers, the providers. These offer web hosting and thus ensure reliable and error-free storage of website data. A whole lot of technical terms, but please stay tuned, it gets better!

When the browser on your computer (desktop, laptop, tablet or smartphone) connects and during data transfer to and from the web server, personal data may be processed. On the one hand, your computer stores data; on the other hand, the web server must also store data for a time in order to provide a proper

operation.

A picture is worth a thousand words, so the following graphic illustrates the interaction between the browser, the Internet and the hosting provider.



Why do we process personal data?

The purposes of data processing are:

1. Professional hosting of the website and securing its operation
2. to maintain operational and IT security
3. Anonymous evaluation of access behavior for the improvement of our offer and, if necessary, for criminal prosecution or the pursuit of claims

What data is processed?

Even while you are visiting our website right now, our web server, which is the computer on which this website is stored, usually automatically stores data such as

- The complete Internet address (URL) of the accessed web page
- Browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.g. <https://www.beispielquellseite.de/vondabinichgekommen/>)
- the hostname and IP address of the device being accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- Date and time
- in files, the so-called web server log files

How long is data stored?

As a rule, the above data is stored for two weeks and then automatically deleted. We do not pass on this data, but we cannot rule out the possibility that this data may be viewed by authorities in the event of unlawful conduct.

In short, your visit is logged by our provider (company that runs our website on special computers (servers)), but we do not share your information without consent!


Legal basis

The lawfulness of the processing of personal data in the context of web hosting results from Art. 6 para. 1 lit. f DSGVO (protection of legitimate interests), because the use of professional hosting with a provider is necessary to present the company on the Internet in a secure and user-friendly manner and to be able to pursue attacks and claims from this if necessary.

As a rule, there is a contract between us and the hosting provider for commissioned processing pursuant to Art. 28 f. DSGVO, which ensures compliance with data protection and guarantees data security.


Cookie Consent Management Platform Introduction


Cookie Consent Management Platform Summary

 Concerned: Website visitors

 Purpose: to obtain and manage consent to certain cookies and thus the use of certain tools.

Processed data: Data used to manage the set cookie settings such as IP- address, time consent, type of consent, individual consents. More details can be found at the respective tool used.

Storage duration: Depends on the tool used, you have to be prepared for periods of  several years

Legal basis: Art. 6 para. 1 lit. a DSGVO (consent), Art. 6 para. 1 lit.f DSGVO (legitimate  interests).

What is a Cookie Consent Management Platform?

We use a Consent Management Platform (CMP) software on our website, which helps us and you to handle used scripts and cookies correctly and safely. The software automatically creates a cookie popup, scans and controls all scripts and cookies, provides cookie consent for you as required by data protection laws, and helps us and you keep track of all cookies. With most cookie consent management tools, all existing cookies are identified and categorized. You as a website visitor then decide for yourself whether and which scripts and cookies you allow or disallow. The following graphic illustrates the relationship between browser, web server and CMP.



Why do we use a cookie management tool?

Our goal is to offer you the best possible transparency in the area of data protection. In addition, we are also legally obligated to do so. We want to inform you as well as possible about all tools and all cookies that can store and process data from you. It is also your right to decide for yourself which cookies you accept and which you do not. In order to give you this right, we first need to know exactly which cookies ended up on our website in the first place. Thanks to a cookie management tool that regularly scans the website for all existing cookies, we know about all cookies and can provide you with DSGVO-compliant information about them. You can then accept or reject cookies via the consent system.

What data is processed?

Within the framework of our cookie management tool, you can manage each individual cookie yourself and have complete control over the storage and processing of your data. The declaration of your consent is stored so that we do not have to query you each time you visit our website again and we can also prove your consent if required by law. This is stored either in an opt-in cookie or on a server. Depending on the provider of the cookie management tool, the storage period of your cookie consent varies. In most cases, this data (e.g. pseudonymous user ID, time of consent, details of cookie categories or tools, browser, device information) is stored for up to two years.

Duration of data processing

We will inform you about the duration of data processing below, provided we have further information on this. In general, we process personal data only as long as it is absolutely necessary for the provision of our services and products. Data that is stored in cookies is stored for different lengths of time. Some cookies are already deleted after leaving the website, others can be stored for several years in your

browser will be stored. The exact duration of data processing depends on the tool used; in most cases, you should be prepared for a storage period of several years. In the respective privacy statements of the individual providers, you will usually receive precise information about the duration of data processing.

Right of objection

You also have the right and the possibility to revoke your consent to the use of cookies at any time. This works either via our cookie management tool or via other opt-out functions. For example, you can also prevent data collection through cookies by managing, disabling or deleting cookies in your browser.

Information on specific cookie management tools, if any, can be found in the following sections.

Legal basis

If you consent to cookies, personal data about you will be processed and stored via these cookies. If we are allowed to use cookies through your **consent** (Article 6 (1) lit. a DSGVO), this consent is also the legal basis for the use of cookies or the processing of your data. In order to be able to manage the consent to cookies and to enable you to give your consent, cookie consent management platform software is used. The use of this software enables us to operate the website in an efficient manner in compliance with the law, which constitutes a **legitimate interest** (Article 6 (1) (f) DSGVO).

BorlabsCookie Privacy Policy

We use BorlabsCookie on our website, which is, among other things, a tool for storing your cookie consent. The service provider is the German company Borlabs - Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg, Germany. You can learn more about the data processed through the use of BorlabsCookie in the Privacy Policy at <https://de.borlabs.io/datenschutz/>.

Explanation of used terms

We always try to write our privacy policy as clear and understandable as possible. However, this is not always easy, especially when it comes to technical and legal topics. It often makes sense to use legal terms (such as personal data) or certain technical terms (such as cookies, IP address). However, we do not want to use these without explanation. Below you will now find an alphabetical list of important terms used that we may not have sufficiently addressed in the previous privacy policy. If these terms are taken from the GDPR and are definitions, we will also cite the GDPR texts here and add our own explanations if necessary.

Processor

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"Processor" means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the Controller;

Explanation: As a company and website owner, we are responsible for all data that we process from you. In addition to the responsible parties, there may also be so-called processors. This includes any company or person that processes personal data on our behalf. Processors can therefore, in addition to service providers such as tax advisors, also be hosting or cloud providers, payment or newsletter providers or large companies such as Google or Microsoft.

Consent

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"Consent" of the data subject means any freely given specific, informed and unambiguous indication of his or her wishes in the form of a statement or other unambiguous affirmative act by which the data subject signifies his or her agreement to the processing of personal data relating to him or her;

Explanation: As a rule, websites provide such consent via a cookie consent tool. You are probably familiar with this. Whenever you visit a website for the first time, you are usually asked via a banner whether you agree or consent to data processing. In most cases, you can also make individual settings and thus decide for yourself which data processing you allow and which you do not. If you do not consent, no personal data of yours may be processed. In principle, consent can of course also be given in writing, i.e. not via a tool.

Personal data

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"personal data" means any information that relates to an identified or

identifiable natural person (hereinafter "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

Explanation: Personal data is therefore all data that can identify you as a person. This is usually data such as:

- Name
- Address
- E-mail address
- Postal address
- Phone number
- Date of birth
- Identification numbers such as social security number, tax identification number, identity card number or matriculation number
- Bank data such as account number, credit information, account balances, and more.

According to the European Court of Justice (ECJ), your **IP address is also personal data**. IT experts can use your IP address to determine at least the approximate location of your device and subsequently you as the connection owner. Therefore, the storage of an IP address also requires a legal basis within the meaning of the GDPR. There are also still so-called "**special categories**" of personal data that also require special protection. These include:

- racial and ethnic origin political opinions
- religious or ideological convictions the trade union
- affiliation
- Genetic data, such as data taken from blood or saliva samples
- biometric data (this is information on mental, physical or behavioral characteristics that can identify a person).
Health data
- Data on sexual orientation or sexual life

Profiling

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"profiling" means any automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or change of location;

Explanation: Profiling involves gathering various pieces of information about a person in order to learn more about that person. In the web sector, profiling is often used for advertising purposes or for credit checks. Web or

For example, advertising analysis programs collect data about your behavior and interests on a website. This results in a special user profile, which can be used to play advertising to a specific target group.

Responsible

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"controller" means 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 determined by Union or Member State law, the controller or the specific criteria for its designation may be provided for by Union or Member State law;

Explanation: In our case, we are responsible for the processing of your personal data and consequently the "controller". If we pass on collected data to other service providers for processing, they are "processors". This requires the signing of a "processing order contract (AVV)".

Processing

Definition according to Article 4 of the GDPR

For the purposes of this Regulation, the term:

"processing" means any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as the

collection, recording, organization, arrangement, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

Note: When we talk about processing in our privacy statement, we mean any kind of data processing. This includes, as mentioned above in the original GDPR statement, not only the collection but also the storage and processing of data.

Closing words

Congratulations! If you are reading these lines, you have really "fought" your way through our entire privacy policy, or at least scrolled this far. As you can see from the scope of our privacy policy, we take the protection of your personal data, anything but lightly.

It is important to us to inform you to the best of our knowledge and belief about the processing of personal data. However, we do not only want to tell you what data is processed, but also to explain the reasons for using various software programs. As a rule, privacy statements sound very technical and legalistic. However, since most of you are not web developers or lawyers, we also wanted to take a different approach linguistically and explain the facts in simple and clear language. Of course, this is not always possible due to the subject matter. Therefore, the most important terms are explained in more detail at the end of the privacy policy.

If you have any questions regarding data protection on our website, please do not hesitate to contact us or the responsible office. We wish you a nice time and hope to welcome you on our website again soon.

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