

1. Data protection at a glance

General information:

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data is any data that can be used to identify you personally. For detailed information on the subject of data protection, please refer to our privacy policy listed below this text.

Data collection on our website

Who is responsible for data collection on this website?

Data processing on this website is carried out by the website operator. You can find the operator's contact details in the legal notice of this website.

How do we collect your data?

On the one hand, your data is collected when you provide it to us. This may, for example, be data that you enter in a contact form.

Other data is automatically collected by our IT systems when you visit the website. This is primarily technical data (e.g. internet browser, operating system or time of page view). This data is collected automatically as soon as you enter our website.

What do we use your data for?

Some of the data is collected to ensure that the website is provided without errors. Other data can be used to analyse your user behaviour.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have further questions on the subject of data protection. You also have the right to lodge a complaint with the competent supervisory authority.

Analysis tools and tools from third-party providers

When you visit our website, your surfing behaviour may be statistically evaluated. This is mainly done using cookies and so-called analysis programmes. The analysis of your surfing behaviour is usually anonymous; the surfing behaviour cannot be traced back to you. You can object to this analysis or prevent it by not using certain tools. You can find detailed information on this in the following privacy policy.

You can object to this analysis. We will inform you about the objection options in this privacy policy.

2. General notes and mandatory information

Data protection:

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

When you use this website, various personal data is collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission over the Internet (e.g. when communicating by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

Note on the responsible body

The controller responsible for data processing on this website is

MOOG Cleaning Systems AG
Neufeldstrasse 11
CH-3076 Worb

Phone: +41 31 838 19 19

E-mail: info@moog.ch

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

Revocation of your consent to data processing:

Many data processing operations are only possible with your express consent. You can revoke any consent you have already given at any time. All you need to do is send us an informal email. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right to data portability:

You have the right to have data that we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a commonly used, machine-readable format. If you request the direct transfer of the data to another controller, this will only take place if it is technically feasible.

SSL or TLS encryption:

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or enquiries that you send to us as the site operator. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website:

If there is an obligation to provide us with your payment data (e.g. account number for direct debit authorisation) after the conclusion of a chargeable contract, this data is required for payment processing.

Payment transactions via the usual means of payment (Visa/MasterCard, direct debit) are made exclusively via an encrypted SSL or TLS connection. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, the payment data you transmit to us cannot be read by third parties.

Information, blocking, deletion:

Within the framework of the applicable legal provisions, you have the right at any time to free information about your stored personal data, its origin and recipient and the purpose of the data processing and, if necessary, a right to correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have further questions on the subject of personal data.

Objection to advertising emails:

We hereby object to the use of contact data published within the scope of the imprint obligation to send unsolicited advertising and information material. The operators of this website expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

3. Data Protection Officer

Data protection officer required by law

We have appointed a data protection officer for our company.

MOOG Cleaning Systems AG
Andreas Suter, Chairman of the Board of Directors
Neufeldstrasse 11
CH-3076 Worb

Phone: +41318381919

E-mail: info@moog.ch

4. Data collection on our website

Cookies:

Some of the Internet pages use so-called cookies. Cookies do not damage your computer and do not contain viruses. Cookies are used to make our website more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your end device until you delete them. These cookies enable us to recognise your browser on your next visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you have requested (e.g. shopping basket function) are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of its services. Insofar as other cookies (e.g. cookies for analysing your surfing behaviour) are stored, these are treated separately in this privacy policy.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are

Browser type and browser version

Operating system used Referrer

URL

Host name of the accessing computer

Time of the server enquiry

IP address

This data is not merged with other data sources.

The basis for data processing is Art. 6 para. 1 lit. f GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

Contact form

If you send us enquiries via the contact form, your details from the enquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We will not pass on this data without your consent.

The data entered in the contact form is therefore processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time. All you need to do is send us an informal email. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Mandatory statutory provisions - in particular retention periods - remain unaffected.

Registration on this website

You can register on our website in order to use additional functions on the site. We will only use the data you enter for the purpose of using the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise we will refuse your registration.

In the event of important changes, for example to the scope of the offer or technically necessary changes, we will use the e-mail address provided during registration to inform you in this way.

The data entered during registration is processed on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can withdraw your consent at any time. All you need to do is send us an informal email. The legality of the data processing that has already taken place remains unaffected by the cancellation.

The data collected during registration will be stored by us for as long as you are registered on our website and will then be deleted. Statutory retention periods remain unaffected.

Registration with Facebook Connect

Instead of registering directly on our website, you can register with Facebook Connect. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

If you decide to register with Facebook Connect and click on the "Login with Facebook" / "Connect with Facebook" button, you will be automatically redirected to the Facebook platform. There you can log in with your user data. This will link your Facebook profile with our website or our services. This link gives us access to your data stored on Facebook. This is primarily:

- Facebook name
- Facebook profile and cover picture
- Facebook cover picture
- E-mail address stored with Facebook
- Facebook ID
- Facebook friends lists
- Facebook Likes ("Like" information) Birthday
- Gender
- Country
- Language

This data is used to set up, provide and personalise your account.

Further information can be found in the Facebook terms of use and the Facebook privacy policy. You can find these at: <https://de-de.facebook.com/about/privacy/> and <https://www.facebook.com/legal/terms/>.

Comment function on this website:

For the comment function on this page, in addition to your comment, information about the time the comment was created, your e-mail address and, if you are not posting anonymously, the user name you have chosen will be saved.

Storage of the IP address:

Our comment function stores the IP addresses of users who post comments. As we do not check comments on our site before they are activated, we need this data in order to be able to take action against the author in the event of legal violations such as insults or propaganda.

Subscribe to comments:

As a user of the site, you can subscribe to comments after registering. You will receive a confirmation e-mail to check whether you are the owner of the e-mail address provided. You can unsubscribe from this function at any time via a link in the info mails. In this case, the data entered when subscribing to comments will be deleted; however, if you have transmitted this data to us for other purposes and elsewhere (e.g. newsletter order), it will remain with us.

Storage duration of the comments:

The comments and the associated data (e.g. IP address) are stored and remain on our website until the commented content has been completely deleted or the comments must be deleted for legal reasons (e.g. offensive comments).

Legal basis:

The comments are stored on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time. All you need to do is send us an informal email. The legality of the data processing operations that have already taken place remains unaffected by the cancellation.

Processing of data (customer and contract data):

We collect, process and use personal data only to the extent necessary to establish, organise or change the legal relationship (inventory data).

This is done on the basis of Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures. We collect, process and use personal data about the use of our website (usage data) only to the extent necessary to enable or charge the user for the use of the service.

The customer data collected will be deleted after completion of the order or termination of the business relationship. Statutory retention periods remain unaffected.

Data transmission upon conclusion of a contract for online shops, retailers and dispatch of goods
We only transfer personal data to third parties if this is necessary in the context of contract processing, for example to the companies entrusted with the delivery of the goods or the credit institution commissioned with payment processing. Any further transmission of data will not take place or will only take place if you have expressly consented to the transmission. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

Data transmission upon conclusion of a contract for services and digital content

We only transfer personal data to third parties if this is necessary in the context of contract processing, for example to the credit institution responsible for processing payments.

Further transmission of the data will not take place or will only take place if you have expressly consented to the transmission. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

5. Social media:

Share content via plugins (Facebook, Google+1, Twitter & Co.):

The content on our pages can be shared on social networks such as Facebook, Twitter or Google+ in compliance with data protection regulations. This page uses the eRecht24 Safe Sharing Tool for this purpose. This

tool only establishes direct contact between the networks and users when the user actively clicks on one of these buttons.

This tool does not automatically transfer user data to the operators of these platforms. If the user is logged in to one of the social networks, an information window appears when using the social buttons of Facebook, Google+1, Twitter & Co. in which the user can confirm the text before sending it.

Our users can share the content of this site on social networks in compliance with data protection regulations without complete surfing profiles being created by the network operators.

Facebook plugins (Like & Share button)

Plugins of the social network Facebook, provider Facebook Inc, 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our pages. You can recognise the Facebook plugins by the Facebook logo or the "Like" button on our site. You can find an overview of the Facebook plugins here: <https://developers.facebook.com/docs/plugins/>.

When you visit our pages, a direct connection is established between your browser and the Facebook server via the plugin. Facebook receives the information that you have visited our site with your IP address. If you click on the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages to your Facebook profile. This allows Facebook to associate your visit to our pages with your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by Facebook. Further information on this can be found in Facebook's privacy policy at: <https://de-de.facebook.com/policy.php>.

If you do not want Facebook to be able to associate your visit to our pages with your Facebook user account, please log out of your Facebook user account.

Twitter Plugin:

Functions of the Twitter service are integrated on our pages. These functions are offered by Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to other users. Data is also transmitted to Twitter in the process. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by Twitter. Further information on this can be found in Twitter's privacy policy at: <https://twitter.com/privacy>.

You can change your data protection settings on Twitter in the account settings at <https://twitter.com/account/settings>.

Google+ Plugin:

Our pages use functions of Google+. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Collecting and sharing information: You can use the Google+ button to publish information worldwide. You and other users receive personalised content from Google and our partners via the Google+ button. Google stores both the information that you have given +1 for content and information about the page that you viewed when you clicked +1. Your +1s can be displayed as references together with your profile name and your photo in Google services, such as in search results or in your Google profile, or in other places on websites and adverts on the Internet.

Google records information about your +1 activities in order to improve Google services for you and others. To be able to use the Google+ button, you need a globally visible, public Google profile that must contain at least the name chosen for the profile. This name is used in all Google services. In some cases, this name can also replace another name that you have used when sharing content via your Google account. The identity of your Google profile can be displayed to users who know your e-mail address or have other identifying information about you.

Use of the information collected: In addition to the uses described above, the information you provide will be used in accordance with the applicable Google privacy policy. Google may publish summarised statistics about the +1 activities of users or pass these on to users and partners, such as publishers, advertisers or associated websites.

Instagram Plugin:

Functions of the Instagram service are integrated on our pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA.

If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate your visit to our pages with your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by Instagram.

Further information on this can be found in Instagram's privacy policy: <https://instagram.com/about/legal/privacy/>.

LinkedIn Plugin:

Our website uses functions of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

Each time one of our pages containing LinkedIn functions is accessed, a connection to LinkedIn servers is established. LinkedIn is informed that you have visited our website with your IP address. If you click on the LinkedIn "Recommend" button and are logged into your LinkedIn account, LinkedIn is able to associate your visit to our website with you and your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by LinkedIn.

Further information on this can be found in LinkedIn's privacy policy at: <https://www.linkedin.com/legal/privacy-policy>.

XING Plugin:

Our website uses functions of the XING network. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

Each time one of our pages containing XING functions is accessed, a connection to XING servers is established. To the best of our knowledge, no personal data is stored in the process. In particular, no IP addresses are stored and usage behaviour is not evaluated.

Further information on data protection and the XING Share button can be found in XING's privacy policy at: https://www.xing.com/app/share?op=data_protection.

6. Analysis tools and advertising

Google Analytics:

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable your use of the website to be analysed. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

Google Analytics cookies are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

IP anonymisation:

We have activated the IP anonymisation function on this website. This means that your IP address will be truncated by Google within member states of the European Union or in other signatory states to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google will use this information on behalf of the operator of this website to analyse your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser Plugin:

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this 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 at the following link:
<https://tools.google.com/dlpage/gaoptout?hl=de>.

Objection to data collection:

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this website:
Deactivate Google Analytics.

You can find more information on how Google Analytics handles user data in Google's privacy policy:
<https://support.google.com/analytics/answer/6004245?hl=de>.

Order data processing:

We have concluded a contract with Google for commissioned data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics in Google Analytics:

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be created that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google and from visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as described in the section "Objection to data collection".

WordPress Stats:

This website uses the WordPress tool Stats to statistically analyse visitor access. The provider is Automattic Inc, 60 29th Street #343, San Francisco, CA 94110-4929, USA.

WordPress Stats uses cookies, which are stored on your computer and allow an analysis of the use of the website. The information generated by the cookies about the use of our website is stored on servers in the USA. Your IP address is anonymised after processing and before storage.

"WordPress-Stats" cookies remain on your device until you delete them.

The storage of "WordPress Stats" cookies is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the anonymised analysis of user behaviour in order to optimise both its website and its advertising.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of our website may be restricted.

You can object to the collection and use of your data for the future by clicking on this link to set an opt-out cookie in your browser: <https://www.quant-cast.com/opt-out/>.

If you delete the cookies on your computer, you must set the opt-out cookie again. Google AdSense:

This website uses Google AdSense, a service for integrating adverts from Google Inc ("Google"). The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google AdSense uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. Google AdSense also uses so-called web beacons (invisible graphics). These web beacons can be used to analyse information such as visitor traffic on these pages.

The information generated by cookies and web beacons about the use of this website (including your IP address) and the delivery of advertising formats is transmitted to a Google server in the USA and stored there. This information may be passed on by Google to Google's contractual partners. However, Google will not merge your IP address with other data stored by you.

AdSense cookies are stored on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Google Analytics Remarketing:

Our websites use the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalised advertising messages that have been adapted to you depending on your previous usage and surfing behaviour on one end device (e.g. mobile phone) can also be displayed on another of your end devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browsing history to your Google account for this purpose. In this way, the same personalised advertising messages can be displayed on every device on which you sign in with your Google account.

To support this function, Google Analytics collects Google-authenticated user IDs that are temporarily linked to our Google Analytics data in order to define and create target groups for cross-device advertising.

You can permanently object to cross-device remarketing/targeting by deactivating personalised advertising in your Google account by following this link: <https://www.google.com/settings/ads/onweb/>.

The aggregation of the data collected in your Google Account is based exclusively on your consent, which you can give or withdraw from Google (Art. 6 para. 1 lit. a GDPR). For data collection processes that are not merged in your Google account (e.g. because you do not have a Google account or have objected to the merging), the collection of data is based on Art. 6 para. 1 lit. f GDPR. The legitimate interest arises from the fact that the website operator has an interest in the anonymised analysis of website visitors for advertising purposes.

Further information and the data protection provisions can be found in Google's privacy policy at: <https://www.google.com/policies/technologies/ads/>.

Google AdWords and Google Conversion Tracking:

This website uses Google AdWords. AdWords is an online advertising programme of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

As part of Google AdWords, we use what is known as conversion tracking. When you click on an advert placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the Internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used for

personal identification of the user. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognise that the user has clicked on the ad and has been redirected to this page.

Each Google AdWords customer receives a different cookie. The cookies cannot be tracked via the websites of AdWords customers. The information collected using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. Customers find out the total number of users who clicked on their advert and were redirected to a page with a conversion tracking tag. However, they do not receive any information with which users can be personally identified. If you do not wish to participate in tracking, you can object to this use by easily deactivating the Google conversion tracking cookie via your Internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

You can find more information about Google AdWords and Google Conversion Tracking in Google's privacy policy: <https://www.google.de/policies/privacy/>.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be restricted.

Google reCAPTCHA:

We use "Google reCAPTCHA" (hereinafter referred to as "reCAPTCHA") on our websites. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

The purpose of reCAPTCHA is to check whether data is entered on our websites (e.g. in a contact form) by a human or by an automated programme. For this purpose, reCAPTCHA analyses the behaviour of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, time spent on the website by the website visitor or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run completely in the background. Website visitors are not informed that an analysis is taking place.

Data processing is carried out on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its website from abusive automated spying and SPAM.

Further information on Google reCAPTCHA and Google's privacy policy can be found at the following links: <https://www.google.com/intl/de/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

Facebook Pixel:

Our website uses the visitor action pixel from Facebook, Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") to measure conversions.

This allows the behaviour of site visitors to be tracked after they have been redirected to the provider's website by clicking on a Facebook ad. This allows the effectiveness of Facebook ads to be evaluated for statistical and market research purposes and future advertising measures to be optimised.

The data collected is anonymous for us as the operator of this website; we cannot draw any conclusions about the identity of the user. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook Data Usage Policy. This enables Facebook to place adverts on Facebook pages and outside of Facebook. This use of the data cannot be influenced by us as the site operator.

You can find further information on protecting your privacy in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

You can also deactivate the remarketing function "Custom Audiences" in the settings for adverts at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You must be logged in to Facebook to do this.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.com/en/preference-management/>.

7. Newsletter

Newsletter data:

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information that allows us to verify that you are the owner of the e-mail address provided and that you agree to receive the newsletter.

Further data is not collected or is only collected on a voluntary basis. We only use this data to send the requested information and do not pass it on to third parties.

The data entered in the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent to the storage of the data, the e-mail address and its use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the cancellation.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

MailChimp:

This website uses the services of MailChimp to send newsletters. The provider is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA.

MailChimp is a service that can be used to organise and analyse the sending of newsletters, among other things. If you enter data for the purpose of subscribing to the newsletter (e.g. email address), this data is stored on MailChimp's servers in the USA.

MailChimp is certified in accordance with the "EU-US Privacy Shield". The "Privacy Shield" is an agreement between the European Union (EU) and the USA that is intended to ensure compliance with European data protection standards in the USA.

With the help of MailChimp, we can analyse our newsletter campaigns. When you open an email sent with MailChimp, a file contained in the email (known as a web beacon) connects to MailChimp's servers in the USA. This makes it possible to determine whether a newsletter message has been opened and which links, if any, have been clicked on. Technical information is also collected (e.g. time of access, IP address, browser type and operating system). This information cannot be assigned to the respective newsletter recipient. They are only used to statistically analyse newsletter campaigns. The results of these analyses can be used to better adapt future newsletters to the interests of the recipients.

If you do not wish to be analysed by MailChimp, you must unsubscribe from the newsletter. We provide a corresponding link for this purpose in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

The data processing takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the cancellation.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted from both our servers and the MailChimp servers after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

For more information, please refer to MailChimp's privacy policy at: <https://mailchimp.com/legal/terms/>.

Conclusion of a data processing agreement:

We have concluded a so-called "Data Processing Agreement" with MailChimp, in which we oblige MailChimp to protect our customers' data and not to pass it on to third parties. This agreement can be viewed at the following link: <https://mailchimp.com/legal/forms/data-processing-agreement/sample-agreement/>.

CleverReach:

This website uses CleverReach to send newsletters. The provider is CleverReach GmbH & Co KG, Mühlenstr. 43, 26180 Rastede, Germany. CleverReach is a service that can be used to organise and analyse the sending of newsletters. The data you enter for the purpose of receiving the newsletter (e.g. e-mail address) is stored on CleverReach's servers in Germany or Ireland.

Our newsletters sent with CleverReach enable us to analyse the behaviour of newsletter recipients. Among other things, we can analyse how many recipients have opened the newsletter message and how often which link in the newsletter was clicked on. With the help of so-called conversion tracking, we can also analyse whether a predefined action (e.g. purchase of a product on our website) has taken place after clicking on the link in the newsletter.

Further information on data analysis by CleverReach newsletters can be found at: <https://www.cleverreach.com/de/funktionen/reporting-und-tracking/>.

The data processing takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the cancellation.

If you do not wish to be analysed by CleverReach, you must unsubscribe from the newsletter. We provide a link for this purpose in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted from both our servers and the CleverReach servers after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

For more information, please refer to CleverReach's privacy policy at: <https://www.cleverreach.com/en/privacy/>.

Conclusion of a contract for commissioned data processing:

We have concluded a contract with CleverReach for commissioned data processing and fully implement the strict requirements of the German data protection authorities when using CleverReach.

Newsletter2Go:

This website uses Newsletter2Go to send newsletters. The provider is Newsletter2Go GmbH, Nürnberger Straße 8, 10787 Berlin, Germany.

Newsletter2Go is a service that can be used to organise and analyse the sending of newsletters, among other things. The data you enter for the purpose of subscribing to the newsletter is stored on Newsletter2Go's servers in Germany.

If you do not wish to be analysed by Newsletter2Go, you must unsubscribe from the newsletter. We provide a corresponding link for this purpose in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

Data analysis by Newsletter2Go:

With the help of Newsletter2Go, we are able to analyse our newsletter campaigns. For example, we can see whether a newsletter message has been opened and which links have been clicked on. In this way, we can determine which links have been clicked on particularly often.

We can also recognise whether certain previously defined actions were carried out after opening/clicking (conversion rate). For example, we can recognise whether you have made a purchase after clicking on the newsletter.

Newsletter2Go also enables us to subdivide ("cluster") the newsletter recipients according to various categories. Newsletter recipients can be categorised by age, gender or place of residence, for example. In this way, the newsletters can be better customised to the respective target groups.

Detailed information on the functions of Newsletter2Go can be found at the following link: <https://www.newsletter2go.de/features/newsletter-software/>.

Legal basis:

The data processing takes place on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke this consent at any time. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

Storage duration:

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the servers of Newsletter2Go after you unsubscribe from the newsletter. Data stored by us for other purposes (e.g. e-mail addresses for the member area) remain unaffected by this.

For more information, please refer to the Newsletter2Go privacy policy at:
<https://www.newsletter2go.de/features/datenschutz-2/>.

Conclusion of a contract for commissioned data processing:

We have concluded a contract with Newsletter2Go in which we oblige Newsletter2Go to protect our customers' data and not to pass it on to third parties. This contract can be viewed at the following link:
https://www.newsletter2go.de/docs/datenschutz/ADV_Muster_Newsletter2Go_GmbH_latest_Form.pdf?x48278.

8. Plugins and tools

YouTube:

Our website uses plugins from the YouTube site operated by Google. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

When you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established. The YouTube server is informed which of our pages you have visited.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

Further information on the handling of user data can be found in YouTube's privacy policy at:
<https://www.google.de/intl/de/policies/privacy>.

Google Web Fonts:

This site uses so-called web fonts provided by Google for the standardised display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. This informs Google that our website has been accessed via your IP address. The use of Google Web Fonts is done in the interest of a standardised and

appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

Google Maps:

This site uses the Google Maps map service via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to save your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of an appealing presentation of our online offers and to make it easy to find the places we have indicated on the website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

You can find more information on the handling of user data in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

9. Payment provider

PayPal:

We offer payment via PayPal on our website. The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal").

If you select payment via PayPal, the payment data you enter will be transmitted to PayPal.

The transmission of your data to PayPal is based on Art. 6 para. 1 lit. a GDPR (consent) and Art. 6 para. 1 lit. b GDPR (processing for the fulfilment of a contract). You have the option of withdrawing your consent to data processing at any time. A revocation does not affect the effectiveness of data processing operations in the past.