

Privacy notice

Version June 2025

Please note that this English version of our Privacy Policy is provided for your convenience only. The original German text is the authoritative and legally binding version. While we have made efforts to accurately translate the content, there may be discrepancies or inaccuracies. In case of any inconsistency between the German and English versions, the German version (Link auf Deutsche Version) shall prevail.

IPH Marketing- und Betriebsgesellschaft mbH is committed to protect your personal data and to respect your privacy. This privacy statement explains the reason for the processing of your personal data, the way we collect, handle and ensure protection of all personal data provided, how that information is used and what rights you have in relation to your personal data.

Data controller

The data controller according to Article 4(7) of the EU General Data Protection Regulation (GDPR) is:

IPH Marketing- und Betriebsgesellschaft mbH

Marcus Eggers

Address: Brienner Straße 45, 80333 Munich

Phone: +49 89 55118-145

E-Mail: info@iph-gruppe.de

Data Protection Officer

You can contact our data protection officer at:

Gesellschaft für Personaldienstleistungen mbH

Pestalozzistrasse 27

34119 Kassel

Phone: +49 561 220774-30

E-mail: datenschutz@gfp24.de

Diese von der Gesellschaft für Personaldienstleistungen mbH (GfP) auf Grundlage Ihrer Informationen erstellten Datenschutzhinweise erheben keinen Anspruch auf Vollständigkeit und entbinden den Unternehmer nicht seiner Verpflichtung zur regelmäßigen Überprüfung und Anpassung dieser Datenschutzhinweise gemäß der Datenschutz-Grundverordnung (DSGVO) und dem Bundesdatenschutzgesetz (BDSG neu) nachzukommen.

Die durch die GfP in deutscher Sprache erstellten Datenschutzhinweise wurden in Teilen mittels künstlicher Intelligenz (ChatGPT) auf Englisch übersetzt und das Ergebnis anschließend geprüft. Im Falle von Unklarheiten oder Unstimmigkeiten ist das deutsche Original maßgebend. Die abschließende inhaltliche Prüfung auch der englischen Version vor Veröffentlichung sowie die regelmäßige Kontrolle und Anpassung obliegt der verantwortlichen Stelle.

General information on the collection of personal data

The following notices provide you with transparent information about the type and scope of personal data processing that is collected during:

- your visit to our website,
- the use of our online services,
- online presences on social media platforms
- business relationships with customers and service providers

be collected.

The legal basis for our data protection practices are primarily the provisions of the GDPR, the Federal Data Protection Act (BDSG) and the Telecommunications Digital Services Data Protection Act (TDDDG).

Legal bases for processing personal data

In cases where we obtain your consent for processing personal data, Article 6(1)(a) GDPR serves as the legal basis.

When processing personal data necessary for the performance of a contract between you and us, Article 6(1)(b) GDPR serves as the legal basis. This also applies to processing operations required to carry out pre-contractual measures.

If the processing of personal data is necessary to fulfill a legal obligation to which we are subject, Article 6(1)(c) GDPR serves as the legal basis.

In cases where vital interests of the data subject or another natural person make the processing of personal data necessary, Article 6(1)(d) GDPR serves as the legal basis.

If the processing of personal data is necessary to protect a legitimate interest of our company or a third party, and if your interests, fundamental rights, and freedoms do not override this interest, then Article 6(1)(f) GDPR serves as the legal basis for processing.

According to § 25 (1) TDDDG, storage of information in the end-user's terminal equipment or access to information already stored in the terminal equipment shall only be permitted if the end-user has consented on the basis of clear and comprehensive information.

According to § 25(2) no. 2 TDDDG no consent is required, where the storage of information in the end-user's terminal equipment or the access to information already stored in the end-user's terminal equipment is strictly necessary to enable the provider of a telemedia service to provide a telemedia service explicitly requested by the user.

Disclosure of Personal Data

If we transmit or disclose your personal data to other entities as part of our processing activities, this is done solely based on one of the mentioned legal bases. Recipients of such

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data may include, for example, payment service providers for the fulfillment of contracts. In cases where we are legally or by court order obliged to do so, we must transmit your data to authorized entities.

If external service providers support us in processing your data (e.g., data analysis, newsletter dispatch), this is done within the framework of a data processing agreement according to Article 28 GDPR. We only enter into agreements with service providers who offer sufficient guarantees that appropriate technical and organizational measures will ensure the protection of your data.

Transfer of personal data to Third Countries

Data transfer to third countries (outside the European Union or the European Economic Area) only occurs if it is in accordance with legal requirements. Subject to explicit consent or legally required transfer, we process or allow data to be processed only in third countries with an acknowledged level of data protection (e.g., adequacy decision by the European Commission pursuant to Article 45(1)(3) GDPR for the EU-US Data Privacy Framework https://commission.europa.eu/document/fa09cbad-dd7d-4684-ae60-be03fcb0fddf_en or based on appropriate safeguards under Articles 44 ff. GDPR, such as contractual obligations through so-called standard data protection clauses of the EU Commission (EU Commission information page: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection_en).

Duration of storage

Unless expressly stated in this privacy policy, the data stored by us will be deleted as soon as they are no longer required for their intended purpose and no legal obligations to retain data conflict with the deletion. If the data are not deleted because they are required for other and legally permissible purposes, their processing is restricted, i.e. the data are blocked and not processed for other purposes. This applies, for example, to data that must be retained for commercial or tax law reasons.

Definitions

Our privacy notice is based on the terms used in the GDPR and defined therein. To ensure that our privacy policy is easy to read and understand, we would like to explain the key terms in advance.

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Personal Data

"Personal data" means any information relating to an identified or identifiable natural person ("data subject"). An identifiable natural person is one who can be identified, directly or indirectly, particularly 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.

Processing

"Processing" means any operation or set of operations that is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

Controller

"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 processing 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 nomination may be provided for by Union or Member State law.

Pseudonymization

"Pseudonymization" means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

Processor

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

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Recipient

"Recipient" means a natural or legal person, public authority, agency, or another body, to which personal data are disclosed, whether a third party or not. However, public authorities that may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients.

Third Party

"Third Party" means a natural or legal person, public authority, agency, or body other than the data subject, controller, processor, and persons who, under the direct authority of the controller or processor, are authorized to process personal data.

Consent

"Consent" of the data subject means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

Profiling

"Profiling" means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, particularly to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

Rights of the data subject

As a natural person affected by the processing of personal data, you have certain rights that you can exercise at any time in relation to us. These rights include:

- Right to withdraw consent for data processing under Article 7(3) GDPR.
- Right of access to your personal data stored by us, in accordance with Article 15 GDPR.
- Right to rectification of inaccurate or incomplete data, pursuant to Article 16 GDPR.
- Right to erasure of your data stored with us, under Article 17 GDPR.
- Right to restriction of processing of your data, in accordance with Article 18 GDPR.
- Right to data portability under Article 20 GDPR.
- Right to object to processing under Article 21 GDPR.

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- Right not to be subject to automated decision-making, including profiling, under Article 22 GDPR.

Right of access by the data subjects

You have the right to know whether we are processing your personal data and, if so, to request copies of your personal data. Please note that your right of access may be restricted under certain circumstances in accordance with legal provisions.

Right to rectification

If your information is incorrect or incomplete, you have the right to request the correction of inaccurate personal data concerning you and, if necessary, the completion of incomplete personal data without undue delay.

Right to erasure

You have the right, under the applicable legal requirements, to request that your data be deleted without undue delay, for example, if the data is no longer needed for the purposes pursued, and if there are no statutory retention and archiving requirements that would prevent deletion.

Right to restriction of processing

You have the right, under the conditions of Article 18 GDPR, to request the restriction of processing of your data, for example, if you have objected to the processing for the duration of the examination as to whether your objection can be upheld.

Right to data portability

You have the right to receive the data you have provided to us in a common, machine-readable format, and to request the transmission of these data to a third party. If you request the direct transfer of the data to another controller, this will only be done if it is technically feasible.

Right to withdraw consent

If the processing of your personal data is based on your consent, you have the right to withdraw this consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of the consent up until the withdrawal.

Please send your withdrawal to IPH Marketing- und Betriebsgesellschaft mbH, Brienner Straße 45, 80333 Munich (info@iph-gruppe.de). Please note that your objection may also occur in

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other processes or may need to occur due to technical reasons. Further information can be found in the described services.

Right to object

Under the conditions of Article 21(1) GDPR, you may object to the processing of your personal data based on Article 6(1)(e) or (f) GDPR, for reasons arising from your particular situation. This also applies to profiling based on these provisions. If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms, or the processing is for the establishment, exercise, or defense of legal claims.

Please send your objection to IPH Marketing- und Betriebsgesellschaft mbH, Brienner Straße 45, 80333 Munich (info@iph-gruppe.de). Please note that your objection may also occur in other processes or may need to occur due to technical reasons. Further information can be found in the described services.

Right to lodge a complaint with a supervisory authority

Under Article 77 GDPR, you have the right to lodge a complaint with a supervisory authority if you believe that the processing of your personal data is not lawful. The address of the supervisory authority responsible for our company is:

Bavarian State Office for Data Protection Supervision

Postal address:

Postfach 1349

91504 Ansbach

Phone: +49 (0) 981 180093-0

Fax: +49 (0) 981 180093-800

E-Mail: poststelle@lda.bayern.de

Automated individual decision-making, including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, that has legal effects on you or similarly significantly affects you.

Use of Online Services

The following information explains when and in what context data is processed during the use of our online services.

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Data processing on our website

If you use our website purely for informational purposes, i.e., without registering or otherwise transmitting information to us, we only collect the personal data that your browser transmits to our server. When you view our website, we collect the following data, which is technically necessary to display our website to you and to ensure stability and security. The legal basis for storing information in the form of cookies or server log files on your device or for accessing such information is § 25(2) no. 2 TDDDGD. The corresponding data processing is based on Article 6(1)(f) GDPR:

- IP address
- Date and time of the request
- Time zone difference to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status / HTTP status code
- Amount of data transferred
- Website from which the request originated
- Browser
- Operating system and its interface

This data is temporarily stored in the log files of our system for a maximum of **seven** days. A longer storage period is possible, but in this case, the IP addresses will be partially deleted or altered so that an association with the client making the request is no longer possible.

Use of Cookies

In addition to the aforementioned data, cookies are stored on your device (e.g., PC, laptop, smartphone) when you use our website. Cookies are small text files that are stored on your device and assigned to the browser you are using. They allow us to receive certain information. Cookies cannot run programs or transmit malware to your devices. They help to make our offer more user-friendly, more effective and safer. This website uses the following types of cookies, the scope and functionality of which are explained below:

- **Transient Cookies:** Transient cookies are automatically deleted when you close your browser. These include session cookies, which store a session ID that allows various requests from your browser to be assigned to the same session. This enables your computer to be recognized when you return to our website. The session cookies are deleted when you log out or close your browser.

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- **Persistent Cookies:** Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. You can delete cookies at any time in your browser's security settings.

We use cookies on our website that are generated by us as the website operator and that are necessary for the full functionality and display of our website. The legal basis for storing information in the form of cookies on your device or accessing this information is § 25(2) no. 2 TDDDG. We use these cookies based on our legitimate interest under Article 6(1)(f) GDPR to ensure our online services.

In addition to the cookies set by us as the controller, cookies from third parties are also used. We process these cookies based on your consent under Article 6(1)(a) GDPR and § 25(1) TDDDG (storage of cookies or access to information on a device, e.g., via device fingerprinting). Further information on the use of cookies and cooperation with external service providers can be found in the data protection information for the respective online services.

You can configure your browser settings according to your preferences, for example, to reject cookies from third-party providers or all cookies. However, please note that you may not be able to use all the functions of this website if you do so. If you have consented to the use of cookies and wish to withdraw your consent for the future, you can delete the stored cookies in your browser settings.

Cookie Settings in web browsers

Web browsers can be configured to notify you when cookies are set or to generally reject or disable cookies. By disabling and deleting all cookies, you can also revoke a previously given consent. If you disable or restrict cookies via your browser, some functions on our website may not be available to you. You can delete cookies stored by your web browser at any time, even automatically.

Here are links to information on how to manage cookies in the most commonly used browsers:

- Mozilla Firefox: <https://support.mozilla.org/en-US/kb/cookies-information-websites-store-on-your-computer>
- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=en>
- Apple Safari: <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>
- Microsoft Internet Explorer: <https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>
- Microsoft Edge: <https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>
- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>

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If no restrictions on cookie settings have been made, cookies that are necessary to enable and ensure the required technical functions will remain on your device until you close the browser; other cookies may remain on your device for longer.

SSL/TLS Encryption

Our website uses TLS encryption (formerly SSL) for security reasons and to protect the transmission of confidential content. Orders or contact inquiries that you send to us are transmitted via transport encryption. Depending on the browser type, you can recognize this either by the lock symbol and/or the https protocol in the address bar.

External Hosting

This website is hosted by an external service provider (host). The personal data collected on this website is stored on the servers of the hosting provider(s). This may include all information relating to users of our online services that is generated during usage and communication, such as content data (e.g., entries in online forms); usage data (e.g., visited websites, access times); meta/communication data (e.g., device information, IP addresses).

We collect this data to ensure the secure, fast, and efficient provision of our online offerings. The legal basis for storing information in the form of cookies on your end device or accessing such information § 25 (2) no. 2 TDDDg. The associated processing of your data is carried out based on our legitimate interest in ensuring the proper display and functionality of our website according to Art. 6 (1) (f) GDPR.

We use the following hosting provider:

Amazon Web Services (AWS) EMEA SARL, 38 Avenue John F. Kennedy, L-1855 Luxembourg. Further information on data protection can be found at: https://d1.awsstatic.com/legal/privacypolicy/AWS_Privacy_Notice_10.28.24_DE-DE.pdf

We have also concluded a contract for commissioned data processing (DPA). This contract regulates the scope, type and purpose of the access options of the above-mentioned provider to the data. The access options are limited only to necessary accesses that are required to fulfill the hosting services and in compliance with the GDPR.

Contact us

Contact form

When you contact us via a contact form, the data you provide (your email address, your name, phone number, and the content of your message) will be stored by us to respond to your

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inquiry. The processing of data entered into the contact form is based on your consent in accordance with Art. 6(1)(a) GDPR. If your inquiry is related to the fulfillment of a contract or the implementation of pre-contractual measures, we process your data based on Art. 6(1)(b) GDPR. The data collected in this context will be deleted once the storage is no longer necessary or we will restrict the processing if legal retention obligations exist. You can revoke your consent at any time. The lawfulness of the data processing carried out before the revocation remains unaffected by the revocation.

Inquiries via Email, Telephone, or Fax

When you contact us by email, phone, or fax, the personal data you provide (your email address, your name, phone number, and the content of your message) will be stored by us in order to handle your inquiry. We do not share this data without your consent.

The data processing is based on Art. 6(1)(b) GDPR if your inquiry is related to the fulfillment of a contract or is required to take steps prior to entering into a contract. In all other cases, we process your data based on your consent pursuant to Art. 6(1)(a) GDPR and/or our legitimate interests in accordance with Art. 6(1)(f) GDPR. Our legitimate interest lies in the effective handling of your request.

The data you send to us via contact requests will remain with us until you request its deletion, revoke your consent to store it, or the purpose for storing the data no longer applies (e.g., after we have completed processing your request). Mandatory legal provisions – especially legal retention periods – remain unaffected.

Customer Account / Registration

You have the option to create a customer account voluntarily, allowing us to store your data for future purchases. When you set up an account, the information you provide will be stored, and you can revoke this storage at any time. Additionally, we store your IP address, along with the date and time of your registration. This data will not be shared with third parties.

The legal basis for processing your data is your consent under Art. 6(1)(a) GDPR. If the registration is required for the fulfillment of a contract to which you are a party or for the implementation of pre-contractual measures, Art. 6(1)(b) GDPR provides an additional legal basis.

In addition to the data requested during a purchase, you must choose a password to create a customer account. This password, along with your email address, will be used to access your account. Please keep your personal login details confidential and do not share them with unauthorized third parties.

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Die durch die GfP in deutscher Sprache erstellten Datenschutzhinweise wurden in Teilen mittels künstlicher Intelligenz (ChatGPT) auf Englisch übersetzt und das Ergebnis anschließend geprüft. Im Falle von Unklarheiten oder Unstimmigkeiten ist das deutsche Original maßgebend. Die abschließende inhaltliche Prüfung auch der englischen Version vor Veröffentlichung sowie die regelmäßige Kontrolle und Anpassung obliegt der verantwortlichen Stelle.

Your data will be used only for as long as is necessary for the existing customer relationship. You can also view and update your stored data at any time through your account. You have the option to delete your account at any time, in which case your data will be erased unless we are legally required to retain it due to commercial or tax obligations.

Payment methods/ Credit Check / Fraud Prevention

In our online shop, you can choose between different payment methods. The relevant payment data is collected for processing your order and handling the payment. Contract and user data may also be stored. Most payment providers also collect your IP address and information about your device.

Depending on the payment method selected, certain mandatory personal data necessary to fulfill the contract is transmitted to our payment service providers. For identity and credit checks, payment providers may transfer data to the appropriate credit bureaus. You can obtain more detailed information from the respective payment providers.

Credit Card Payment

If you pay by credit card, the necessary data will be forwarded to the respective credit card company. You can pay with the following debit/credit cards: VISA and MasterCard. Your credit card information will be checked and authorized as is standard practice for credit card transactions.

SEPA Direct Debit

For SEPA direct debit payments, your account details (IBAN, account holder) are collected to debit the corresponding amount from your bank account.

Stripe

We process payments via the payment service provider Stripe Payments Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland. In this context, we transmit relevant data to Stripe as necessary for contract performance. This primarily includes transaction data (credit card details, transaction date and time, bank account, transaction amount). Additional data such as name, address, email address, and IP address may also be transmitted to Stripe.

Stripe uses cookies to collect data. Stripe acts both as a data controller and data processor. As a data controller, Stripe uses the data you provide to comply with regulatory obligations, based on Stripe's legitimate interest (Art. 6(1)(f) GDPR) and contract performance (Art. 6(1)(b) GDPR). We have no influence on this process. The use of Stripe may also rely on your consent under Article 6(1)(a) GDPR and § 25(1) TDDDG if cookie usage requires permission.

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As a data processor, Stripe facilitates payment network transactions. We have entered into a data processing agreement with Stripe under Article 28 GDPR, obligating Stripe to comply with data protection regulations.

Stripe processes personal data outside the EU. Stripe is bound by the EU Standard Contractual Clauses (SCCs), ensuring compliance with GDPR-level data protection standards. Stripe is also certified under the “EU-US Data Privacy Framework” (DPF). For further information, see: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000TQOUAA4&status=Active>. Additionally, Stripe has implemented compliance measures for international data transfers, applying to all activities involving EU-based personal data processing.

For more information on Stripe’s data protection practices, visit: <https://stripe.com/de/privacy>.

Data Processing for Marketing Purposes

Direct Marketing

If your personal data is processed for direct marketing purposes, you have the right under Article 21(2) GDPR to object at any time to the processing of your personal data for such marketing purposes, including any related profiling. If you object, your personal data will no longer be used for direct marketing

Postal Marketing

If you have entered into a contract with us, we consider you a current customer. Based on our legitimate interest in personalized direct marketing, we reserve the right to store your first and last name, postal address, and—where applicable and provided in the course of the contractual relationship your title, academic degree, birth year, and your professional, industry, or business designation. This data is used to send you information and offers about our products via postal mail. The processing of current customer data for our own marketing purposes or for third-party marketing purposes is carried out in accordance with Article 6(1)(f) GDPR (legitimate interest).

You can object to this data processing for marketing purposes at any time, free of charge, and with future effect.

If you object, your data will be blocked from further advertising-related processing. Please note that in some cases, it is possible that you may still receive promotional material for a short time after your objection is received. This is due to the technical lead time required for selection processes and does not indicate that we have not implemented your objection.

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Die durch die GfP in deutscher Sprache erstellten Datenschutzhinweise wurden in Teilen mittels künstlicher Intelligenz (ChatGPT) auf Englisch übersetzt und das Ergebnis anschließend geprüft. Im Falle von Unklarheiten oder Unstimmigkeiten ist das deutsche Original maßgebend. Die abschließende inhaltliche Prüfung auch der englischen Version vor Veröffentlichung sowie die regelmäßige Kontrolle und Anpassung obliegt der verantwortlichen Stelle.

Email Marketing – Product Recommendations

As a customer of our company, you will receive product recommendations via email, regardless of whether you have subscribed to our newsletter. We strictly adhere to legal requirements. Without explicit consent, we use the email address provided during a purchase in accordance with Section 7(3) of the German Act Against Unfair Competition (UWG) solely to recommend our own products that are similar to those you have already purchased from us. The legal basis for this is Article 6(1)(f) GDPR, as we have a legitimate interest in direct marketing to introduce additional products from our range.

You may object to these product recommendations at any time, free of charge, by using the unsubscribe link provided at the end of every product recommendation email. If you object to this marketing measure, your data will be removed from the relevant (email) distribution lists.

Newsletter

For newsletter registration, we use the so-called double opt-in procedure. This means that after signing up, we will send you an email to the provided address to confirm that you wish to receive the newsletter. If you do not confirm your registration within 7 days your information will be blocked and automatically deleted after one month. Additionally, we store your IP address and the times of registration and confirmation to prove your consent and to clarify any potential misuse of your personal data.

The only mandatory information required for receiving the newsletter is your email address. Providing any additional data, which will be marked accordingly, is voluntary and is used to personalize the newsletter. After confirmation, we will store your email address solely for the purpose of sending the newsletter. The legal basis is Article 6(1)(a) GDPR (consent).

You can withdraw your consent to receive the newsletter at any time and unsubscribe by clicking the unsubscribe link provided in every newsletter email.

We cooperate with the following email marketing provider:

Spacewise, Dufourstrasse 49, 8008 Zurich, Switzerland. Further information can be found at www.spacewise.net

Conclusion of a Data Processing Agreement

We have entered into a data processing agreement with the provider. This agreement obliges the provider to protect the data of our customers and ensures that it is not shared with third parties.

Please note that we may analyze your user behavior when sending out the newsletter. The emails sent contain so-called web beacons or tracking pixels, which are one-pixel image files stored on our website. This technology allows us to track whether you have opened the newsletter and which links you have clicked on.

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For this analysis, we link the web beacons and tracking pixels to your email address and an individual ID. The links included in the newsletter also contain this ID. This enables us to monitor when you open the newsletter and which content particularly interests you. The legal basis for storing cookies or similar technologies (like web beacons) on your device and for accessing this information is § 25 (1) TDDDG. The processing of the data collected in this way is based on Art. 6 (1) lit. a GDPR (consent).

We may use the data collected to create a personalized user profile. This allows us to tailor the newsletter to your individual interests. We track when you read our newsletters, which links you click on, and deduce your personal preferences from this information. We also link this data to actions you take on our website, allowing us to present you with more relevant content and offers.

You can object to this tracking at any time by clicking on the unsubscribe link provided in every newsletter email. Your data will no longer be used for tracking purposes. If you unsubscribe from the newsletter, we will only store the collected data in an anonymous and statistical form.

The tracking described above is also not possible if you have disabled the automatic display of images in your email program by default. In this case, the newsletter will not be displayed in full, and certain functions may not be available to you. If you manually choose to display the images, the tracking mentioned above will be activated.

Analysis tools

Google Analytics 4

This website uses Google Analytics 4, a web analysis service of Google LLC. The responsible entity for users in the EU, EEA, and Switzerland is Google Ireland Limited, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google").

Google Analytics uses cookies that allow the analysis of your use of our websites. The information collected by the cookies about your use of this website is usually transmitted to and stored on a Google server in the USA.

In Google Analytics 4, IP address anonymization is enabled by default. Because of IP anonymization, your IP address is truncated by Google within EU member states or other contracting states of the European Economic Area Agreement. Only in exceptional cases will the full IP address be sent to a Google server in the USA and truncated there.

During your website visit, your user behavior is recorded in the form of "events". Events can include:

- Page views, first visit to the website, start of the session

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- Visited pages, your "click path", interaction with the website
- Scrolls (when a user scrolls down to 90% of the page)
- Clicks on external links, internal search queries, interaction with videos
- File downloads, seen/clicked ads, language settings

In addition, the following data is collected:

- Your approximate location (region), date, and time of the visit
- Your IP address (in truncated form), your Internet provider
- Technical information about your browser and the devices you use (e.g., language settings, screen resolution)
- The referrer URL (the website or advertisement that brought you to this site)

We use the User-ID function. Using the User-ID, we can assign one or more sessions (and the activities within those sessions) to a unique, permanent ID and analyze user behavior across devices.

Google uses this information to evaluate your use of the website and to compile reports on website activity. The reports provided by Google Analytics are used to analyze the performance of our website and the success of our marketing campaigns.

Storage Duration

The data we send and link with cookies will be automatically deleted after a maximum of 2 years. The deletion of data whose retention period has expired occurs automatically once a month.

Legal Basis

The legal basis for this data processing is your consent in accordance with Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG. You can revoke your consent at any time with future effect.

Transfer to Third Countries

The company is certified under the "EU-US Data Privacy Framework" (DPF). More information on this can be found at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>.

Information on the EU Standard Contractual Clauses can be found at <https://privacy.google.com/businesses/controllerterms/mccs/>.

You can prevent the storage of cookies from the outset by adjusting your browser settings accordingly. If you configure your browser to reject all cookies, it may limit the functionality of this and other websites. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) by Google and the processing of this data by Google by:

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- a. Not giving consent for the setting of cookies, or
- b. Downloading and installing the browser add-on to disable Google Analytics [HERE](#).

Further information on Google Analytics' terms of use and data privacy can be found at <https://marketingplatform.google.com/about/analytics/terms/en/> and at <https://policies.google.com/?hl=en>.

Hotjar

This website uses the web analysis service Hotjar, which is provided by Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe.

With Hotjar it is possible to measure and evaluate user behavior (clicks, mouse movements, scroll heights, etc.) on our website. Hotjar uses this information to create so-called heat maps, which can be used to determine which areas of the website are viewed most frequently by website visitors. The tool can also be used to obtain feedback directly from website users. In this way, we obtain valuable information to make our websites even faster and more customer-friendly.

Hotjar uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g. cookies or the use of device fingerprinting).

The legal basis for this data processing is your consent in accordance with Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG.

The information will not be used by Hotjar or by us to identify individual users or merged with other data about individual users; your data will be deleted after 1 year at the latest.

If you wish to deactivate data collection by Hotjar, click on the following link and follow the instructions there: <https://www.hotjar.com/opt-out>

Please note that Hotjar must be deactivated separately for each browser or end device.

For more information about Hotjar, please refer to Hotjar's privacy policy at the following link: <https://www.hotjar.com/privacy>

We have concluded an order processing contract with Hotjar in order to implement the strict European data protection regulations.

Segment

This website uses the analytics service Segment from Twilio Inc ("Segment") to analyze data. With the help of the service, we can collect and analyze technical usage data when you visit our website and thus optimize our website. The usage data collected is only processed in pseudonymized form. IP addresses are shortened accordingly after they are collected and the

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data is not used to create usage profiles with your personal data. The information about the use of our website is generally transmitted to Segment's servers in the USA and stored there.

The legal basis for this data processing is your consent in accordance with Art. 6 (1) lit. a GDPR and § 25 (1) TDDDG.

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). More information on this can be found at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt00000000TNLbAAO&status=Active>.

Information from the third-party provider: Twilio Ireland Limited, 3 Dublin Landings, North Wall Quay, Dublin 1, Ireland.

You can object to the collection of data for these purposes by preventing the storage of cookies via a browser setting.

For more information about Segment.io's privacy policy, please visit Segment.io's website: <https://www.twilio.com/en-us/legal/privacy>.

Marketing tools

Google Tag Manager

This website uses "Google Tag Manager," a service provided by Google Ireland Limited. Google Tag Manager allows website tags to be managed via an interface. The Google Tag Manager tool, which implements the tags, is a cookie-less domain. However, Google Tag Manager captures your IP address, which may also be transmitted to Google's parent company in the USA.

Google Tag Manager triggers other tags that may, in turn, collect data. Google Tag Manager does not access this data. If a deactivation has been carried out at the domain or cookie level, it remains in place for all tracking tags implemented with Google Tag Manager.

The legal basis for the processing of your data is Article 6(1)(a) of the GDPR (consent) and § 25(1) of the TDDDG.

The company is certified under the "EU-US Data Privacy Framework" (DPF). For more information, please visit <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>.

Information on the conclusion of EU Standard Contractual Clauses can be found at <https://privacy.google.com/businesses/controllerterms/mccs/>.

Google Tag Manager FAQ: <https://www.google.com/intl/de/tagmanager/faq.html>

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Google Tag Manager Terms of Service: <https://www.google.com/intl/de/tagmanager/use-policy.html>

Facebook Custom Audiences

This website uses "Facebook Custom Audiences," a remarketing tool provided by Meta Platforms, Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter referred to as "Facebook"). Facebook Custom Audiences enables the display of interest-based ads, known as "Facebook Ads," when visiting this website, the social network Facebook, or other websites that also use Facebook Custom Audiences. By using Facebook Custom Audiences, your web browser automatically establishes a direct connection to the Facebook server. If you have a Facebook account and are registered, Facebook may associate your visit with your user account. Even if you are not registered or logged into Facebook, Facebook may still collect your IP address and possibly other identifiers. We have no control over the extent and further use of data collected by Facebook using Facebook Custom Audiences.

We use Facebook Custom Audiences for marketing and optimization purposes, especially to display relevant and customized content to visitors and to improve and make our offerings more interesting for users. The legal basis is Article 6(1)(a) of the GDPR (consent) and § 25(1) of the TDDDG.

Logged-in users can deactivate Facebook Custom Audiences at <https://www.facebook.com/settings/?tab=ads#>. You can also adjust cookie settings in your browser.

You can opt out of tracking by disabling interest-based ads via the following links. An opt-out cookie will be set through the self-regulation campaigns. However, this setting will be deleted if you clear your cookies.

- <http://optout.networkadvertising.org/>
- <http://optout.aboutads.info>
- <http://www.youronlinechoices.com/uk/your-ad-choices/>

The company is certified under the "EU-US Data Privacy Framework" (DPF). For more information, please visit <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>.

Information on data processing based on Standard Contractual Clauses can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum.

Service provider information: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. More information from the third-party provider about data protection can be found on Facebook's website: <https://www.facebook.com/about/privacy>.

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Meta-Pixel

This website uses "Meta-Pixel" (formerly "Facebook Pixel"), a service provided by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter referred to as "Facebook"). Meta-Pixel allows Facebook to show our ads on Facebook ("Facebook Ads") only to those Facebook users who have visited our website, especially those who have shown interest in our offerings or specific topics or products. Meta-Pixel also helps to track whether a user was redirected to our website after clicking on one of our Facebook Ads. Additionally, Meta-Pixel tracks "events," such as adding an item to a shopping cart or completing a purchase, providing insight into how to improve Facebook ad performance and measurement.

Meta-Pixel uses cookies, which are stored locally in the cache of your web browser on your device. If you are logged into Facebook with your user account, your visit to our online offering will be noted in your account. The data collected about you is anonymous for us and does not allow us to identify you. However, this data may be associated with your Facebook account. We have no control over the extent and further use of data collected by Facebook using Meta-Pixel. Even if you are not registered or logged into Facebook, Facebook may still collect your IP address and other identifiers.

We use Meta-Pixel for marketing and optimization purposes, particularly to display relevant and interesting ads on Facebook and to improve our offerings, make them more interesting to users, and avoid annoying ads. The legal basis is Article 6(1)(a) of the GDPR (consent) and § 25(1) of the TDDDG.

You can revoke your consent to the processing of personal data by Meta-Pixel and the use of your data for displaying Facebook Ads at any time with effect for the future. You can adjust the settings regarding what types of ads are shown to you on Facebook directly on the Facebook website: <https://www.facebook.com/settings?tab=ads>. Please note that this setting will be deleted if you clear your cookies in the browser.

You can also opt out of tracking by disabling interest-based ads via the following links. An opt-out cookie will be set through the self-regulation campaigns. However, this setting will be deleted if you clear your cookies.

- <http://optout.networkadvertising.org/>
- <http://www.aboutads.info/choices>
- <http://www.youronlinechoices.com/uk/your-ad-choices/>

The company is certified under the "EU-US Data Privacy Framework" (DPF). For more information, please visit <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>.

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Information on data processing based on Standard Contractual Clauses can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum.

Third-party provider information: Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. More information from the third-party provider about data protection can be found on Facebook's website: <https://www.facebook.com/about/privacy>.

Information on Meta-Pixel can be found here <https://www.facebook.com/business/help/651294705016616>

Google Ads

This website uses "Google Ads" (formerly Google AdWords), a service provided by Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland (hereinafter referred to as "Google"). Google Ads offers the opportunity to draw attention to attractive offers on websites already visited with the help of advertising material on external websites. This is used to determine how successful individual advertising measures are. These advertising materials are delivered by Google via so-called "AdServers". For this purpose, so-called AdServer cookies are used, through which certain parameters for measuring success, such as the display of ads or clicks by users, can be measured. If you access our website via a Google ad, Google Ads will store a cookie on your end device. These cookies generally lose their validity after 30 days. Cookies are not used to identify you personally. This cookie is generally used to store the following information as analysis values: unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions), opt-out information (marking that the user no longer wishes to be addressed). These cookies enable Google to recognize your web browser. If a user visits certain content or pages of a Google Ads customer's website and the cookie stored on their computer has not yet expired, Google and the customer can recognize that the user clicked on the ad and was redirected to this page. A different cookie is assigned to each Google Ads customer. Cookies can therefore not be tracked via the website of Google Ads customers. We ourselves do not collect and process any personal data in the aforementioned advertising measures. We only receive anonymized, statistical evaluations from Google. We can use these evaluations to recognize the effectiveness of the advertising measures used. We do not receive any further data from the use of the advertising material; in particular, we cannot identify users on the basis of this information. Due to the marketing tools used, your browser automatically establishes a direct connection with Google servers. We have no influence on the scope and further use of the data collected by Google through the use of Google Ads. To the best of our knowledge, Google receives the information that you have accessed the relevant part of our website or clicked on one of our ads. If you have a user account with Google and are registered, Google can assign the visit to your user account. Even if you are not registered with Google or are not logged in, it is possible that Google will find out your IP address, store it and process it for other purposes.

We use Google Ads for marketing and optimization purposes, in particular to provide you with relevant and interesting advertisements, to improve campaign performance evaluations and to

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Die durch die GfP in deutscher Sprache erstellten Datenschutzhinweise wurden in Teilen mittels künstlicher Intelligenz (ChatGPT) auf Englisch übersetzt und das Ergebnis anschließend geprüft. Im Falle von Unklarheiten oder Unstimmigkeiten ist das deutsche Original maßgebend. Die abschließende inhaltliche Prüfung auch der englischen Version vor Veröffentlichung sowie die regelmäßige Kontrolle und Anpassung obliegt der verantwortlichen Stelle.

achieve a fair calculation of advertising costs. The legal basis is Article 6(1)(a) of the GDPR (consent) and § 25(1) of the TDDDG.

You can prevent the function of cookies by deleting existing cookies and deactivating the storage of new cookies in the settings of your web browser. We would like to point out that in this case you may not be able to use all the functions of our website to their full extent. You can also prevent the storage of cookies by setting your web browser at <https://www.google.de/settings/ads> to block cookies from the domain www.googleadservices.com. Please note that this setting will be deleted when you delete your cookies. You can also deactivate interest-based ads via the link <https://optout.aboutads.info>. Please note that this setting will also be deleted if you delete your cookies in the web browser.

Information from the third-party provider: Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland

The company is certified in accordance with the "EU-US Data Privacy Framework" (DPF). Further information on this can be found at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>

Information on the conclusion of EU standard contractual clauses can be found at <https://privacy.google.com/businesses/controllerterms/mccs/>.

Further information on the use of data by Google, on setting and objection options and on data protection can be found on the following Google websites:

Privacy policy: <https://policies.google.com/privacy?hl=de&gl=de>

Google website statistics: <https://services.google.com/sitestats/de.html>

Customer.io

We use the service Customer.io, offered by Peaberry Software, Inc, 9450 SW Gemini Dr, Suite 43920, Beaverton, Oregon 97008, to carry out automated e-mail communication and personalized customer contact based on user behavior.

Customer.io is used to send emails and messages, e.g. welcome messages, reminders, product information or transaction information. Data such as email address, user activity and other behavioral information is processed in order to tailor content to the individual recipient.

The processing is based on our legitimate interest in effective customer communication in accordance with Art. 6 para. 1 lit. f GDPR. If consent is required, the legal basis is Article 6(1)(a) of the GDPR (consent) and § 25(1) of the TDDDG.

Customer.io also processes data in the USA. The company is certified in accordance with the EU-U.S. Data Privacy Framework and thus offers an adequate level of data protection within the meaning of the GDPR.

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The data will be deleted as soon as it is no longer required for the purpose of its collection or a corresponding revocation or objection is made, provided that there are no legal storage obligations to the contrary.

You can object to the processing of your data or withdraw your consent at any time. To do so, use the unsubscribe option in every e-mail or contact us directly.

You can find more information on data protection at Customer.io at <https://customer.io/legal/privacy-policy/>

Third-Party Content

Google Maps

On this website, we use the Google Maps service. This allows us to display interactive maps directly on the website and provides you with the convenient use of the map function.

When you visit the website, Google receives information that you have accessed the corresponding subpage of our website. Metadata, which may include personal data, is transmitted to the service provider. Additionally, Google obtains your IP address. This occurs regardless of whether Google provides a user account that you are logged into or if no user account exists. If you are logged into Google, your data will be directly associated with your account. If you do not wish for the data to be associated with your Google profile, please log out before activating the function. The information collected by Google is also transmitted to servers of Google Inc. in the USA. Google stores your data as usage profiles and uses it for purposes such as advertising, market research, and/or the needs-based design of its website. This evaluation is particularly conducted (even for users who are not logged in) to provide targeted advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of these user profiles, and you should preferably contact Google to exercise this right.

The function is activated only when the service is activated, and data is transmitted to the service provider. The legal basis for processing your data is Art. 6(1)(a) GDPR (consent) and § 25(1) TDDDG.

Information about the third party: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. The company is certified under the “EU-US Data Privacy Framework” (DPF). Further information can be found at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000001L5AAI&status=Active>. Information about the conclusion of EU Standard Contractual Clauses can be found at <https://privacy.google.com/businesses/controllerterms/mccs/>. For further information on the purpose and scope of data collection and processing by the plug-in provider, please refer to

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the provider's privacy policy. There you will also find additional information on your rights and privacy protection options: <https://policies.google.com/privacy?hl=en>.

YouTube

We have integrated YouTube videos into our online offering, which are stored on <https://www.youtube.com/> and can be played directly from our website. These videos are all embedded in "enhanced privacy mode," meaning that no data about you as a user is transmitted to YouTube unless you play the videos. According to YouTube, data is only transmitted once you start playing the videos. We have no control over this data transmission.

By visiting the website, YouTube receives the information that you have accessed the corresponding subpage of our website. Additionally, metadata, which may potentially be personal data, is transmitted to the service provider. This occurs regardless of whether YouTube provides a user account through which you are logged in or whether no user account exists. If you are logged into Google, your data will be directly associated with your account. If you do not wish for this association with your YouTube profile, log out before activating the feature. YouTube stores your data as usage profiles and uses it for advertising, market research, and/or the customized design of its website. Such an analysis is carried out, in particular, to deliver targeted advertising and to inform other users of the social network about your activities on our website, even for users who are not logged in. You have the right to object to the creation of these usage profiles, and to exercise this right, you should preferably contact YouTube directly.

The function and the data transmission to the service provider will only be activated once you consent. The legal basis for processing your data is Art. 6(1)(a) GDPR (consent) and § 25(1) TDDDG. You can revoke your consent at any time in the future.

The company is certified under the "EU-US Data Privacy Framework" (DPF). For more information, please visit: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>.

For information regarding the conclusion of EU Standard Contractual Clauses, visit: <https://privacy.google.com/businesses/controllerterms/mccs/>.

Third-party information: Google Ireland Limited, Google Building Gordon House, Barrow St, Dublin 4, Ireland.

Further information on data protection can be found on Google's privacy page: <https://policies.google.com/privacy?hl=en>.

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Google Fonts

We use "Google Fonts" on our website, a service provided by Google Ireland Limited (hereinafter referred to as "Google"). This service allows us to use external fonts, known as Google Fonts. When you visit our website, the required Google Font is loaded into your browser's cache. This is necessary to ensure an improved visual presentation of our text content. If your browser does not support this function, a default font from your computer will be used for display.

The integration of these web fonts involves a server request, usually to a Google server in the USA. This means that the server receives information about which of our web pages you have visited. Additionally, the IP address of the browser on your device is stored by Google. We have no control over the extent and further use of the data collected and processed by Google using Google Web Fonts.

We use Google Web Fonts for optimization purposes, particularly to enhance your experience of our website and improve its user-friendly design. The legal basis for this is your consent in accordance with Article 6(1)(a) GDPR and § 25(1) TDDDG.

The company is certified under the "EU-US Data Privacy Framework" (DPF). For more information, visit <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>.

Information on the conclusion of EU Standard Contractual Clauses can be found at <https://privacy.google.com/businesses/controllerterms/mccs/>.

For more information on data protection, please refer to Google's privacy policy: <https://policies.google.com/privacy?hl=en>.

Further details about Google Web Fonts can be found at <https://fonts.google.com/>, <https://developers.google.com/fonts/faq?hl=en>, and <https://www.google.com/fonts#AboutPlace>.

Social media presences

Information on social media

We operate publicly accessible profiles on social networks to draw attention to our services and products. There we would like to get in touch with you as a visitor and user of these pages as well as our website.

User data may be processed outside the European Union. This may result in risks for you as a user, and it may make it more difficult to enforce your rights. When selecting the social media

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platforms we use, we make sure that the operators commit to complying with EU data protection standards.

If you visit one of our social media sites, we, IPH Marketing- und Betriebsgesellschaft mbH, Brienner Straße 45, 80333 Munich (info@iph-gruppe.de) are jointly responsible with the operator of the respective social media platform within the meaning of the GDPR and other data protection regulations.

Data processing on social media platforms

We have no influence on the processing of personal data by the respective platform operator. For example, social networks such as Facebook use your data for market research and advertising purposes. Among other things, user behavior can be analyzed, and a user profile can be created from the resulting interests of the user. Social media operators use cookies to store and further process this information. These are text files that are stored on the user's various terminals. If you have a profile on the respective social media platform and are logged in to it, the storage and analysis is even carried out across devices. In this way, interest-based advertising can be displayed to you inside and outside the respective social media presence. People who are not registered as users with the respective social media platform may also be affected by the data processing.

Statistical data of different categories can be accessed by us via social media platforms. These statistics are generated and provided by the social media operator. As the operator of the fan page, we have no influence on the generation and presentation. We use this data available in aggregated form (total number of page views, "likes", page activities, post interactions, reach, video views, post reach, comments, shared content, answers, proportion of men and women, origin in terms of country and city, language, views and clicks in the shop, clicks on route planners, clicks on telephone numbers) to make our posts and activities on our fan page more attractive to users. Due to the constant development of social media platforms, the availability and processing of data is changing, so we refer to the privacy policies of the platforms for further details.

Legal basis

The operation of these fan pages, including the processing of users' personal data, is based on our legitimate interests in a contemporary and supportive information and interaction option for and with our users and visitors in accordance with Article 6(1)(f) GDPR. Under certain circumstances, you may also have given a platform operator your consent to data processing, in which case Article 6(1)(a) GDPR is the legal basis.

For a comprehensive description of the respective data processing and the possibilities of objection (opt-out), we refer to the data protection declarations and information of the corresponding platform operator.

Storage period

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The data collected directly by us via social media presences will be deleted from our systems as soon as the purpose for which it was stored no longer applies, you request us to delete it or revoke your consent to its storage. Stored cookies remain on your device until they are deleted by you. Mandatory legal provisions – esp. Retention periods – remain unaffected.

We have no influence on the storage period of your data, which is stored by social network providers for their own purposes. You can find more information on this directly from the operator of the social network (e.g. in their privacy policy, see below).

Assertion of rights

In principle, you can assert your rights (information, correction, deletion, restriction of processing, data portability and complaint) both against us and against the operator of the respective portal (e.g. Facebook).

Despite joint responsibility, we would like to point out that we do not have complete access to your personal data. For this reason, you should contact the providers of the social media platforms directly for requests for information and the assertion of data subject rights. This is because only the providers have access to user data and can take direct action and provide information. If you need help with this, please contact us: IPH Marketing- und Betriebsgesellschaft mbH, Brienner Straße 45, 80333 Munich (info@iph-gruppe.de Our social networks

Facebook:

Provider: Meta Platforms, Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Agreement on joint processing of personal data on Facebook pages: https://www.facebook.com/legal/terms/page_controller_addendum

Certification in accordance with the "EU-US Data Privacy Framework" (DPF) at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>.

Privacy policy: <https://www.facebook.com/about/privacy>

Option to object (opt-out): <https://www.facebook.com/settings?tab=ads>

Instagram:

Provider: Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland Privacy Policy: <http://instagram.com/about/legal/privacy>

Option to object (opt-out): <http://instagram.com/about/legal/privacy>

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Certification in accordance with the "EU-US Data Privacy Framework" (DPF) at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>.

LinkedIn:

Provider: LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland

Privacy policy: <https://www.linkedin.com/legal/privacy-policy>

Option to object (opt-out): <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Pinterest:

Provider: Provider: Pinterest Europe Ltd, WeWork, 2 Dublin Landings, N Wall Quay, Dublin 1, D01 V4A3

Privacy policy: <https://policy.pinterest.com/en/privacy-policy>

Option to object (opt-out): <https://help.pinterest.com/en/article/personalization-and-data>

X:

Provider: Twitter International Unlimited Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland

Privacy policy: <https://twitter.com/de/privacy>

Option to object (opt-out): <https://twitter.com/personalization>

Vimeo:

Provider: Vimeo Inc, Legal Department, 555 West 18th Street New York, New York 10011, USA

Privacy policy: <https://vimeo.com/privacy>

Possibility of objection (opt-out): We would like to point out that Vimeo may use Google Analytics and refer you to the privacy policy <https://policies.google.com/privacy> and the opt-out options for Google Analytics <http://tools.google.com/dlpage/gaoptout?hl=de> or Google's settings for data use for marketing purposes <https://adssettings.google.com/>.

TikTok

Provider: TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland

Privacy policy: <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>

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Option to object (opt-out): <https://www.tiktok.com/legal/privacy-policy-eea?lang=de>

Agreement on joint processing of personal data pursuant to Art. 26 GDPR available at <https://ads.tiktok.com/i18n/official/policy/jurisdiction-specific-terms>.

Xing:

Provider: New Work SE, Am Strandkai 1, 20457 Hamburg, Germany

Privacy policy: <https://privacy.xing.com/de/datenschutzerklaerung>

Option to object (opt-out): <https://privacy.xing.com/de/datenschutzerklaerung>

YouTube:

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Privacy policy: <https://policies.google.com/privacy>

Option to object (opt-out): <https://adssettings.google.com/authenticated>

Certification in accordance with the "EU-US Data Privacy Framework" (DPF) at <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>.

Business relationships

The following information shows you how we handle your data when you contact us, when contract negotiations take place with us and/or when contractual agreements exist with us.

Processing purposes and legal basis

The data processing is carried out for the purpose of contract processing. The processing of your data is required in accordance with Article 6(1)(b) GDPR for the initiation and fulfillment of contracts.

Furthermore, the processing of your personal data may be carried out on the basis of Art. 6 para. 1 lit. f GDPR may be necessary to protect our legitimate interests. Our legitimate interests consist in the avoidance of economic disadvantages through credit checks, invitations to events, assertion of legal claims and avoidance of legal disadvantages (e.g. in the event of insolvencies), defence against dangers and liability claims and avoidance of legal risks, e-mails, prevention of criminal offences.

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Data category and data origin

We process the following categories of data: Master and contact data: title, name (first and last name), Company address, e-mail, telephone, fax, contract data, billing data.

The data were transmitted directly to us by our customers and interested parties.

Recipients

We do not pass on your personal data to third parties. Excluded from this are our service partners if this is necessary for the fulfillment of the contract, such as parcel and letter deliverers, banks for the collection of direct debits, tax authorities.

Duration of storage

The data stored about you will be deleted after fulfillment of the contract, provided that there are no further legal obligations to retain it. These include, for example, commercial and financial law data. These will be deleted after ten years in accordance with the legal regulations, unless longer retention periods are prescribed or necessary for legitimate reasons. If you revoke your consent to the use of your data, it will be deleted immediately, unless the above reasons speak against it.

Right to object

You have the right to object to the processing. You can object to the use of your data at any time in the future.

Provision of data

The provision of personal data is contractually required or necessary for the conclusion of a contract. If the required personal data is not provided, we will not be able to enter into a business relationship with you.

Diese von der Gesellschaft für Personaldienstleistungen mbH (GfP) auf Grundlage Ihrer Informationen erstellten Datenschutzhinweise erheben keinen Anspruch auf Vollständigkeit und entbinden den Unternehmer nicht seiner Verpflichtung zur regelmäßigen Überprüfung und Anpassung dieser Datenschutzhinweise gemäß der Datenschutz-Grundverordnung (DSGVO) und dem Bundesdatenschutzgesetz (BDSG neu) nachzukommen.

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