

Privacy policy of MetricsCosmetics GmbH (Ave & Edam)

as amended March 2019. The original version in German is legally binding. This is a convenience translation.

1. Scope of application

The MetricsCosmetics GmbH ("Ave & Edam" or "we") is the protection of your privacy and personal data a particular concern. With this data protection declaration we would like to inform you comprehensively about how we handle your personal data.

This data protection declaration applies to the handling of your personal data when you visit our website at www.aveandedam.com or www.aveandedam.de, when you contact us by E-Mail, Instagram, Facebook, youtube or any other available platform post or telephone and when we subsequently provide you with services.

2. Who is responsible and who can I contact?

MetricsCosmetics GmbH, Fasanenstrasse 47, 10719 Berlin is responsible for the processing of personal data described in this data protection declaration.

You can contact the following address with regard to all enquiries regarding data protection issues:

MetricsCosmetics GmbH
Fasanenstraße 47
10719 Berlin
E-Mail: info@aveandedam.com

3. Which data do we process from you?

We would like to provide the best service and on detail analysis of your skin for you and constantly improve these services. Depending on the specific processing situation, we ask for and process various personal data. Below you will find a list of the data relating to the respective processing situation:

3.1 Which data do we process when visiting our website?

Visits to our website can generally be made without disclosing your identity. However, for technical reasons we process your data among other things:

- Data on the use of the Internet pages provided (e.g. browser used, operating system used, referrer url, time of server request, content accessed, duration of use, type of use);
- IP address; and
- other technical data comparable with the previous ones.

We process this data in accordance with Art. 6 para. 1 lit. f DSGVO on the basis of our legitimate interests.

This page is accessed via the "Heroku" service of the hosting provider Salesforce.com, Inc. (The Landmark @ One Market, Suite 300, San Francisco, California 94105, USA). Salesforce.com, Inc. is certified under the EU-US Privacy Shield Agreement. The privacy policy can be found here: <https://www.salesforce.com/company/privacy>.

In addition, your browser connects to a server of our service provider "Netlify" (Netlify, Inc., 610 22nd Street, Suite 315, San Francisco, CA 94107, USA) when you visit our Web site. Some information about the connection is stored in a log file to increase the security of your use of our website. We do not have access to these log files. For more information about how Netlify processes your information, please see Netlify's privacy policy at <https://www.netlify.com/privacy/>

3.2 What information do we process when you contact us?

Depending on your concerns, you can contact us by e-mail or in writing via our website. When contacting us by e-mail or post, we regularly store and process only your e-mail address, telephone number, address and the information you have provided to us in the course of contacting us.

In this case, we process your data in accordance with Art. 6 Para. 1 lit. b DSGVO on the basis of contractual or quasi-contractual obligations or to establish a contract with you.

3.3 What data do we process when you register on our website?

You can register voluntarily on our website. In this case, we only process the data provided during the registration process.

In this case, we process your data in accordance with Art. 6 Para. 1 lit. b DSGVO on the basis of contractual or quasi-contractual obligations or to establish a contract with you.

3.4 What data do we collect when you subscribe to our newsletter?

You can receive our newsletter. For this purpose, your e-mail address is required. In this case we will use your e-mail address exclusively for sending our newsletter. In order to check your ownership of the e-mail address you provide, we carry out the so-called "double opt-in procedure". After registering for the newsletter, we will first send you a confirmation email. Only after clicking on the contained link do we include your e-mail address in the newsletter distribution list.

The newsletter is sent via "MailChimp", a newsletter distribution platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. The e-mail addresses of our newsletter recipients, as well as their further data described in the context of these notes, are stored on the servers of MailChimp in the USA. MailChimp uses this information to send and evaluate newsletters on our behalf. Furthermore, according to its own information, MailChimp may use this data to optimise or improve its own services, e.g. for the technical optimisation of the dispatch and presentation of the newsletter or for economic purposes in order to determine from which countries the recipients come. However, MailChimp does not use the data of our newsletter recipients to write to them or pass them on to third parties. MailChimp's privacy policy can be found here: <https://mailchimp.com/legal/privacy>

The newsletters contain a so-called "web-beacon", i.e. a pixel-sized file that is retrieved from the MailChimp server when the newsletter is opened. Within the scope of this retrieval, technical information such as information about the browser and your system, as well as your IP address and time of retrieval are first collected. This information is used to technically improve the services on the basis of the technical data or the target groups and their reading behaviour on the basis of their retrieval locations (which can be determined with the help of the IP address) or access times. The statistical surveys also include determining whether the newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. The evaluations help us to recognise the reading habits of the newsletter recipients and to adapt our content to them. In this case, we process your data in accordance with Art. 6 Para. 1 lit. a DSGVO on the basis of your consent.

If you purchase products via our online shop and enter your e-mail address, we may use this data to inform you of similar products in a newsletter. Legal basis for this data processing is § 7 Abs. 3 of the law against unfair competition (UWG).

You can object to receiving the newsletter at any time by sending an E-Mail to info@aveandedam.com or via the link contained in the newsletter.

3.5 What data do we process when we personalize your cosmetics?

If you decide to create cosmetics on our website with the help of our special algorithm and simply do our skin test, you can provide us with various information, such as your skin type, nutritional habits and work habits. At your request, you can also provide a selfie (photo) for this purpose, which we then use to individualize the cosmetics. We also use this data to further develop our algorithms for product personalization. If you have provided a Selfie, we will also use it for the aforementioned purposes and will only store it for comparison with your previous responses in order to improve product personalization results. The selfie will not be stored longer than 12 months. The more data you share with us, the better we can adapt our products to your needs or evaluate your skin.

In this case, we also use your data to improve our algorithm. This enables us to offer you and other customers even better products in the future. For this purpose a processing of your name is not necessary. Nevertheless, it cannot be excluded that this data can be assigned to you.

In this case, we will process your data in accordance with Art. 9 Para. 2 lit. b DSGVO with your express consent. You can revoke this consent at any time with effect for the future without giving reasons. This will not result in any disadvantages for you.

4. Who do we collect your personal data from?

Personal data is mainly collected directly from you, for example by visiting our website or using the services offered, such as the possibility to contact us by E-Mail, answering our quiz or others.

If you interact with us through a social media site or third-party service, such as when you "link", follow or share our content on Facebook or other websites, we may receive information from the social network, including your profile information, your image, your user ID associated with your social media account, and any other information that you allow the social network to share with third parties.

5. For what purposes do we process your information and on what basis?

We process your personal data exclusively in accordance with the requirements of the Data Protection Basic Regulation ("DSGVO") and the Federal Data Protection Act ("BDSG"). In certain situations, we also process your personal data to fulfil other legal obligations or on the basis of your express consent.

5.1 Fulfilment of contractual obligations

We process your personal data to fulfil contractual or quasi-contractual obligations or to establish a contract, for example to provide our services or to sell the products we offer. The legal basis for the processing in this case is Art. 6 Para. 1 lit. b DSGVO.

5.2 Fulfilment of legal obligations

Insofar as we are subject to legal obligations which require the processing of your personal data in order to comply with them, we process your personal data on the basis of these legal obligations. The legal basis for the processing in this case is Art. 6 Para. 1 lit. c DSGVO.

5.3 Due to legitimate interests

We also process your personal data to protect our legitimate interests, unless your interests or fundamental rights and freedoms, which require the protection of your personal data, prevail. Subject to a weighing decision to be made in individual cases, we regularly assume that our legitimate interests will prevail in the following processing situations, which are not exhaustively listed:

- Optimization of our offers and services;
- Analysis of the use of our Internet pages;
- Ensuring the confidentiality and integrity of our IT systems; and
- Cooperation with state authorities.

The legal basis for the processing in this case is Art. 6 para. 1 lit. f DSGVO.

5.4 Based on your consent

If you have given us separate consent to process your personal data, we will process your personal data within the scope and on the basis of this consent. Consent is required, for example, to personalize your cosmetics. Consents can also refer, for example, to the transfer of data for targeted advertising measures or the dispatch of newsletters.

Consent is always voluntary and can be revoked at any time and without giving reasons with effect for the future. The refusal of consent or a revocation of the same will have no negative consequences for you. The legal basis for the processing in this case is Art. 6 para. 1 lit. a DSGVO or Art. 9 para. 2 lit. b DSGVO.

6. To whom do we pass on your data?

We will only pass on your personal data to third parties in the following situations:

6.1 Passing on for the fulfilment of the contract

We will pass on your personal data to third parties on the basis of Art. 6 Para. 1 lit. b DSGVO if the data transfer is necessary for the establishment, execution or termination of a contract or legal relationship similar to a contract. This is the case, for example, with service providers for operating our online shop as well as dispatch and transport service providers (such as the "Packhelp" service provider) or payment service providers.

For the operation of our online shop we use "Shopify", a service of Shopify Inc., 126 York Street, Suite 200, Ottawa, ON, Canada, K1N 5T5. Shopify provides an e-commerce platform through which we offer our goods for sale. More information can be found in Shopify's Privacy Notice at <http://www.shopify.com/legal/privacy>

If you choose to pay via PayPal, the payment information you enter will be transferred to PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg. More information about PayPal's privacy policy can be found at <https://www.paypal.com/en/webapps/mpp/ua/privacy-full>

On our website we also offer the possibility of payment via "Amazon Pay" with the services of Amazon. The provider of this service is Amazon Payments Europe S.C.A. 5, Rue Plaetis - 2338 Luxembourg.

If you choose to pay with Amazon Pay, Amazon Pay will collect various personal data from you. You can read more about this in Amazon Pay's Privacy Policy at the following link: <https://pay.amazon.com/de/help/201751600>.

If you select payment via Stripe (e.g. in the case of payment with a Mastercard, VISA or American Express), payment will be processed via the payment service provider Stripe Payments Europe Ltd, Block 4, Harcourt Centre, Harcourt Road, Dublin 2, Ireland, to whom we forward the information you provide during the order process together with information about your order (name, address, account number, bank code, possibly credit card number, invoice amount, currency and transaction number) for the purpose of payment processing. For more information about Stripe's privacy policy, please visit <https://stripe.com/de/terms>

6.2 Passing on to contract processors

External service providers may also be used to process your data. If we forward your personal data, it is contractually ensured that third parties process the data only on our behalf. In addition, contract processors are contractually obliged, for example, to either delete or return the data at the end of the contract.

With regard to the dispatch of our newsletter, we use the service providers CleverReach, Sendgrid and Mailchimp as our contract processors.

6.3 Passing on due to legal obligations or for the protection of justified interests

Insofar as we are obliged to do so by law, by court order or on the basis of an enforceable official order, we will transfer your personal data to bodies entitled to receive such information. The legal basis for the data transfer in this case is Art. 6 Para. 1 lit. c or Art. 6 Para. 1 lit. f DSGVO.

6.4 Other disclosures

If you have given us a separate declaration of consent for the use and disclosure of personal data, your personal data may be disclosed to the recipients named there. In the context of the provision of third-party services on our Internet pages, personal data may in some cases be passed on to third parties. Furthermore, no personal data will be passed on to third parties unless there is a separate legal basis for the transfer in individual cases and your interests or fundamental rights and freedoms do not prevail.

7. Do we transfer your data to third countries?

Your personal data will not be forwarded to countries outside the European Union or the European Economic Area, with the exception of the cases expressly mentioned in this data protection declaration.

8. How long do we store your personal data?

We process and store your personal data only for as long as is necessary for our processing purposes.

If we use your e-mail address for our e-mail newsletter, we usually store the data until you unsubscribe from our newsletter. This does not affect our legal right to store this data for other purposes, such as keeping a blacklist to ensure that e-mail addresses are no longer used for marketing purposes after you have unsubscribed. We store purely technical information for a maximum of seven days. The data collected and stored within the framework of the use and provision of our Internet pages will be deleted by us on request at any time and independently and regularly within a few days, unless we have a special interest in a continued storage in individual cases, such as cyber attacks.

If a longer storage period is required due to legal storage and documentation obligations or in order to protect our legitimate interests, e.g. in the event of possible legal disputes, your personal data will also be stored and processed after the expiry of the above-mentioned period. Once a contract or similar relationship has been fully processed, we will, as far as possible, immediately block your personal data from further processing.

As part of a contact request, we store your data only for the duration necessary to answer your contact request. Data that we process on the basis of your consent will be stored until you revoke your consent. A final deletion takes place after expiry of the periods resulting from the legal storage and documentation obligations, which amount to between two and ten years and result, among other things, from the Tax Code or the Commercial Code.

9. Your rights

Below you will find a summary of your rights regarding the processing of your personal data by us:

9.1 Rights of access, cancellation, rectification and limitation of the processing

Pursuant to Art. 15 DSGVO, you have a right to information according to which you can request confirmation as to whether we process your personal data. If this is the case, you have the right to request comprehensive information on this personal data from us. In accordance with Art. 16 DSGVO, you can demand that incorrect data concerning you be corrected immediately.

Pursuant to Art. 17 DSGVO, you have the right to request the deletion of your personal data if it is either (i) no longer required for the purposes for which it was collected, (ii) you have withdrawn your consent to its processing, (iii) you have provided us with your personal data in accordance with Art. 21 para. 1 of the Data Protection Act. (iv) your personal data have been unlawfully processed, (v) the deletion of the personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which Ave & Edam is subject, or (vi) the personal data have been collected in relation to Information Society services offered pursuant to Art. 8 para. 1 DSGVO.

Pursuant to Art. 18 DSGVO, you have the right to demand the restriction of processing under the following conditions. Such a right exists if (i) you have contested the accuracy of your personal data, (ii) the processing is unlawful and you refuse to delete the personal data and instead request the restriction of use, (iii) the data is no longer required for the purposes of the processing but you need it for the assertion, exercise or defence of legal claims, or (iv) you have lodged an objection against the processing pursuant to Art. 21 para. 1 DSGVO until it is established whether we have legitimate reasons for the processing which outweigh yours.

According to Art. 19 DSGVO, you have the right to request information about the recipients of data who have been informed of a correction, deletion of your personal data or a restriction of processing.

Pursuant to Art. 20 DSGVO, you have the right to receive personal data concerning you from us in a structured, common and machine-readable format and to forward this data to another person responsible. If the processing or transmission of your personal data is based on your declared consent, you can revoke this consent at any time with effect for the future.

In addition, you have the right to appeal to the Berlin Commissioner for Data Protection and Freedom of Information, Friedrichstraße 219, 10969 Berlin, against the processing of your data or a decision made by Ave & Edam with regard to one of the rights exercised by you.

9.2 Contact

For the assertion of your rights listed under point 9.1, you can contact the contact options listed under point 2 informally by post or E-Mail.

9.3 Right of objection pursuant to Art. 21 DSGVO

9.3.1 Opposition on the grounds of your particular situation

According to Art. 21 para. 1 DSGVO you have the right, for reasons arising from your particular situation, to object at any time to the processing of your personal data if this processing is carried out for the purpose of our legitimate interests, including a profiling based on this (e.g. for credit rating). Further processing of your personal data will then no longer take place unless we can prove compelling reasons for processing worthy of protection which outweigh your interests, rights and freedoms, or the processing serves the assertion, exercise or defence of legal claims.

9.3.2 Opposition to direct advertising

According to Art. 21 para. 2 DSGVO, you have the right to object at any time to the use of your personal data for the purpose of direct advertising, including profiling, insofar as it is connected with such direct advertising. If you object to the processing for purposes of direct marketing, we will no longer process your personal data for these purposes.

9.3.3 Contact possibility

You can declare your opposition informally by post or E-Mail, addressed to::

MetricsCosmetics GmbH

Fasanenstrasse 47

10719 Berlin

E-Mail: Info@aveandedam.com

10. Is there an obligation on your part to provide personal data?

There is neither a contractual nor a legal obligation to provide us with your personal data for the use of our website. However, if you wish to contact us or purchase our cosmetic products, certain information may be required in order for us to process your enquiry.

11. Is processing based on automated decision-making or profiling?

You have the right not to be subject to a decision based solely on automated processing, including profiling, if the decision is not necessary for the conclusion or performance of a contract, is not required by mandatory law, or is not based on your express consent.

Ave & Edam does not use any automated decision making process, including profiling, unless we have explicitly informed you of this.

12. What type of cookies and tracking technology do we use?

For the provision, maintenance and analysis of our websites and their use, we use various third-party software tools and ourselves which are regularly based on the use of cookies, flash cookies (also known as flash local shared objects), web beacons or similar technologies (collectively referred to as "tracking technologies"). Tracking technologies can help us understand how you use our services (for example, the pages you view or the links you click and other actions you take with the services), provide us with information about your browser and online usage patterns (for example, IP address, log data, browser type, browser language, referring / exiting pages and URLs, pages viewed, whether you have opened an email, links clicked, etc.), and information about the devices you use to access our services. Tracking technologies enable us to link the devices you use to access our services so that we can recognize and, if necessary, contact you on the different devices you use.

You may limit the use of tracking technology by changing your browser settings. You can determine what access you allow us to your devices and whether and for how long cookies can be stored on your device. You can also delete cookies that have already been saved at any time. Please note that the functionality of our website may be impaired if all cookies are deactivated. Similar functions (e.g. Flash cookies), which are used by so-called browser add-ons, can be deactivated or deleted by changing the settings of the browser add-ons or via the website of the browser add-ons manufacturer.

12.1 What are cookies?

A cookie is a small file that is transferred from the website's host server during the use of a website and stored on the user's device (desktop computer, laptop, tablet, smartphone, other Internet-enabled devices) by the browser used. Cookies are used to store information about the user and to retrieve it when the website is called up again.

12.2 What are cookies used for?

Cookies help us to understand the use of our websites, analyze trends, administer the website, track a user's progress on our website, gather demographic information about our user base as a whole, navigate you efficiently between pages, remember your preferences and settings on our websites, and generally improve your browsing experience. We process the data collected using tracking technologies to (i) remember information so that you do not need to re-enter it during your visit or a repeat visit, (ii) recognize you across multiple devices, and (iii) monitor the functionality and performance of our Web Sites, (iv) collect aggregated metrics relating to the total number of visitors, traffic, usage and demographic patterns on our Web Sites, (v) diagnose and resolve technical problems, and (vi) implement other plans and improvements to our Web Site.

Common Internet browsers offer the option to refuse certain cookies. If you set these preferences, you may not be able to use all of the features on our site without setting them.

12.3 What types of cookies are used on our websites?

The cookies used on our website can usually be divided into one of the following categories: Mandatory cookies, analysis cookies and function-related cookies.

12.3.1 Mandatory Cookies

These cookies are essential for the functioning of our website and enable you to move around our website and use its functions. Without these cookies, certain services necessary for the full use of our website cannot be provided.

We process mandatory cookies in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interests.

12.3.2 Analysis Cookies

With the help of these cookies, we collect information about how users use our Internet pages, e.g. which pages are accessed and read most frequently, or how users move from one link to the next. All information that this type of cookie collects does not relate to a single user, but is aggregated with information from other users and processed.

Cookies provide us with analytical data on how our websites work and how we can improve them. We only use these cookies after you have given your consent.

We process analysis cookies in accordance with Art. 6 Para. 1 lit. a DSGVO on the basis of your consent.

12.3.3 Function-related cookies

These cookies allow us to store a specific selection made by you and to adapt our Internet pages in such a way that they offer you extended functions and content. These cookies can be used, for example, to store your language selection or country selection.

We process function-related cookies in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interests.

12.4 How long are cookies stored on my devices?

The storage period depends essentially on whether it is a "permanent" or "session-related" cookie. Session-related cookies are deleted after you leave the Internet pages that set the cookie. Persistent cookies remain on your device even after you have stopped surfing until they are deleted or until they expire.

12.5 Third Party Tracking and Online Services

For the provision of our website we use the services of the following third-party providers. These third party tools belong to the categories of cookies described above and help us to provide our services on our website or to promote our products and services over the Internet. We share or permit Google Analytics, Youtube, Vimeo, Google AdWords, Hotjar, Squarespace, Hootsuite, Ryte, Instagram and Facebook to collect information about your use of our site over time. The information we share is provided only through cookies or similar web tracking technologies that recognize the device you are using and collect information, including click-stream information, browser type, time and date you visited the site, whether you log into your account with our services, or otherwise cooperate with us. Below you will find additional information about these third parties:

12.5.1 Google Analytics

We use Google AdWords on our website. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

We use Google Analytics to track traffic and usage trends on the websites and to learn more about the age and population of our users. Google will use this information on our behalf to compile reports on website activity and to provide other services relating to website activity and data usage. We also use the Google Data Studio to visualize this data.

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.

Your IP address transmitted by your browser as part of Google Analytics is not merged with other Google data. We have also added the HTML code "anonymizeIP" to Google Analytics on this website. This means that your IP address will be scanned (shortened) in such a way that your data can generally no longer be assigned to your person. Only in exceptional cases is the complete IP address transmitted to a Google server in the USA and shortened there.

We also use certain forms of display advertising and other advanced features through Google Analytics, such as remarketing with Google AdWords. These features allow us to combine first-party and third-party cookies to inform visitors about our products and services, optimize them, and display ads based on your previous visits.

For information about how Google Analytics collects and processes data and how you can control the information that is sent to Google, please visit Google's website "How Google uses data when you use our partners' sites or apps" at

<https://policies.google.com/technologies/partner-sites?hl=en-US>

You can find out about the currently available Opt-Outs from Google Analytics, including the Google Analytics Browser Ad-On here: <https://tools.google.com/dlpage/gaoptout/>. You can control your advertising preferences or opt out of certain Google advertising products by visiting the Google Ads Preferences Manager, currently available at <http://optout.networkadvertising.org/?c=1>.

12.5.2 Google AdWords

Our website uses Google AdWords. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States.

AdWords is an online advertising program. As part of the online advertising program, we use conversion tracking. After clicking on an ad placed by Google, a conversion tracking cookie is set. Cookies are small text files that your web browser stores on your device. Google AdWords cookies expire after 30 days and do not personally identify users. The cookie tells Google and us that you have clicked on an ad and been directed to our website.

Each Google AdWords customer receives a different cookie. The cookies are not traceable through AdWords customer websites. Conversion cookies are used to generate conversion statistics for AdWords customers who use conversion tracking. Adwords customers learn how many users clicked on their ad and were redirected to pages with conversion tracking tags. However, AdWords customers do not receive information that personally identifies them. If you do not wish to participate in tracking, you may opt out. The conversion cookie must be deactivated in the browser's user settings. This also prevents the cookie from being included in the conversion tracking statistics.

Google provides further information on the collection and use of data as well as your rights and protection options in this regard in its data protection information, which can be accessed at <https://policies.google.com/privacy?hl=de> .

12.5.3 Squarespace

This website uses Squarespace Metrics, a web analytics service provided by Squarespace, Inc., 225 Varick Street, New York, NY 10014, USA ("Squarespace"). Squarespace Analytics uses cookies. The data generated by cookies about the use of our website is transferred to a Squarespace server in the USA and stored there. Squarespace is certified under the EU-US Privacy Shield. Squarespace uses the data to evaluate visitors' use of the website, to compile reports on visitors' activities on the website and to provide other services related to the use of the website. If Squarespace is legally obliged to do so or if third parties process the data on behalf of Squarespace, the data will be transferred to third parties. Under no circumstances will Squarespace associate your IP address with any other data held by Squarespace. You can find out more at <https://de.squarespace.com/privacy/>.Ryte

For technical, contentwise and structural adjustments of our web page we use the search machine optimization "OnPage" (<https://de.ryte.com/lp/onpage-optimization/>) of the offerer Ryte GmbH, Paul-Heyse-Straße 27, 80336 Munich, Germany. The aim of OnPage optimisation is to improve the search engine ranking list in the long term and sustainably by improving technology, content and structure, thus increasing the visibility of a website in a search engine and at the same time the usability of the site. Further information and Ryte's current privacy policy can be found at <https://de.ryte.com/about/privacy/> .

12.5.4 YouTube

On our Internet pages we use the services of the video portal YouTube LLC, 901 Cherry Ave, 94066 San Bruno, CA, USA ("YouTube") for the integration of videos. In connection with the provision of YouTube, we use the "Extended Privacy Mode", which is intended to ensure that data is only transferred to YouTube when the videos are viewed.

Without the "Advanced Privacy Mode", a connection would be established to YouTube's servers when YouTube accesses our web pages, in which a video is embedded. A connection to

YouTube is required in any case to view and display the video. YouTube stores in this context at least the IP address, the date and time as well as the website you visited. In addition, a connection to Google's DoubleClick advertising network is established.

If you are logged into YouTube when you visit our website, YouTube may connect to your YouTube account. To prevent this, you must either log out of YouTube before visiting our website or make the appropriate settings in your YouTube user account.

YouTube permanently stores cookies on your terminal device via your Internet browser for the purpose of ensuring improved usability and analyzing usage patterns. If you do not agree with this processing, you have the option of preventing the cookies from being saved by making a setting in your Internet browser. You can find more information on this under "Cookies" above.

Google provides further information on the collection and use of data as well as your rights and protection options in this regard in the data protection information, available at <https://policies.google.com/privacy?hl=de>

12.5.5 Hotjar

We use Hotjar to better understand the needs of our users and to optimize the offerings on this website. Hotjar is offered by Hotjar Ltd Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta ("Hotjar"). Hotjar's technology gives us a better understanding of our users' experiences (e.g. how much time users spend on which pages, which links they click, what they like and dislike, etc.) and helps us tailor our offerings to our users' feedback. Hotjar uses cookies and other technologies to collect information about the behavior of our users and their devices (including, but not limited to, their IP address (collected and stored only in an anonymous form), screen size, device type (Unique Device Identifiers), information about the browser used, location (country only), preferred language for viewing our website). Hotjar stores this information in a pseudonymous user profile. The information will not be used by Hotjar or by us to identify individual users or merged with other information about individual users. For more information, please see Hotjar's privacy policy at <https://www.hotjar.com/legal/policies/privacy>

12.5.6 Hootsuite

We use the social media management software "Hootsuite" on our website. Provider of this software is Hootsuite Inc., 5 East 8th Avenue, Vancouver, V5T 1R6, Canada. Hootsuite allows us to manage multiple social media accounts. Contributions can be prepared, planned, published, likened and shared. At the same time, the channels of the different services can also be tracked within Hootsuite to monitor relevant discussions on the social web about our companies, brands, services and products.

We have limited access to your information and have no final knowledge of the extent to which Hootsuite collects your information. For more information, please refer to Hootsuite's privacy policy at: <https://hootsuite.com/de/legal/privacy>

12.5.7 Facebook Social Plugin

We use the Facebook Social Plugin, which was developed by Facebook Inc. (1 Hacker Way, Menlo Park, California 94025, USA) ("Facebook"). The embeddings are recognizable by the Facebook logo or by the terms Like, I like, parts in the colors Facebooks (blue and white). Information on all Facebook plugins can be found at <https://developers.facebook.com/docs/plugins/>

Facebook Inc. complies with European privacy laws and is certified under the Privacy Shield Agreement: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>

The plugin establishes a direct connection between your browser and the Facebook servers. The website operator has no influence whatsoever on the nature and extent of the data that the plugin transmits to the Facebook Inc. servers. You can find more information at <https://www.facebook.com/help/186325668085084>

The plugin informs Facebook Inc. that you have visited this website as a user. It is possible that your IP address will be saved. If you are logged into your Facebook account during your visit to this website, this information is linked to this account. If you use the functions of the plugin - for example by sharing or "linking" a post - the corresponding information is also transmitted to Facebook Inc.

Would you like to prevent Facebook. Inc. links this data to your Facebook account, please log out of Facebook before visiting this website and delete the stored cookies. Via your Facebook profile, you can make further settings for data processing for advertising purposes or object to the use of your data for advertising purposes. You can access the settings at <https://www.facebook.com/ads/preferences>

You can read about which data, for what purpose and to what extent Facebook collects, uses and processes data and what rights and setting options you have to protect your privacy in the Facebook data protection guidelines. You can find these at <https://www.facebook.com/about/privacy/>

12.5.8 Vimeo

Our website uses plugins from Vimeo to integrate and display video content. The provider of the video portal is Vimeo Inc., 555 West 18th Street, New York, New York 10011, USA ("Vimeo"). When a page with an integrated Vimeo plugin is opened, a connection to the Vimeo servers is established. This will tell Vimeo which of our pages you have accessed. Vimeo will know your IP address even if you are not logged in to the video portal or do not have an account there. The information collected by Vimeo is transmitted to the Videoporta server.

12.5.9 Instagram

On our pages functions of the service Instagram are integrated. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA ("Instagram"). If you are logged into your Instagram account, you can link the contents of our pages to your Instagram profile by clicking the Instagram button. This allows Instagram to assign the visit to our pages to your user account. As the provider of the pages, we have no knowledge of the content of the transmitted data or its use by Instagram.

For more information, please refer to Instagram's privacy policy:

<http://instagram.com/about/legal/privacy/>

13. Technical protective measures

For security reasons and to protect the transmission of confidential content that you send to us as a site operator, we use SSL or TLS encryption. You can recognize 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.

Status: March 2019