

Privacy Policy

We are very delighted that you have shown interest in our enterprise. Data protection is a particularly high priority for the management team of parcellab

The use of the Internet pages of the parcellab GmbH is possible without any indication of personal data; however, if a data subject wants to use special enterprise services via our website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, we generally obtain consent from the data subject.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the parcellab GmbH. By means of this data protection declaration, our enterprise would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the controller, the parcellab GmbH has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

1. Definitions

The data protection declaration of parcellab GmbH is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be legible and understandable for the general public, as well as our customers and business partners. To ensure this, we would like to first explain the terminology used.

In this data protection declaration, we use, inter alia, the following terms:

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, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Data subject

The data subject is any identified or identifiable natural person, whose personal data is processed by the controller responsible for the processing.

Processing

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

Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of limiting its processing in the future.

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, and in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

Pseudonymisation

Pseudonymisation is 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 organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

Controller or controller responsible for the processing

The controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

Processor

The processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

Recipient

The recipient is a natural or legal person, public authority, agency or another body, to which the personal data is disclosed, whether a third party or not. However, public authorities which 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; the processing of that data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

Third party

A third party is 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, is authorised to process personal data.

Consent

Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which such person, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to such person.² Name and address of the controller

2. Name and address of the controller

The person responsible within the meaning of the basic data protection regulation, other data protection laws applicable in the member states of the European Union and other regulations of a data protection nature is:

parcellab GmbH
Kapellenweg 6
81371 Munich
Germany E-Mail: info@parcellab.com
Website: <https://parcellab.com>

L'adresse e-mail de contact du délégué à la protection des données de parcellab GmbH est:
dataprotection@parcellab.com
Tel.: +49 151 289 305 82

3. Cookies

The Internet pages of parcellab GmbH use cookies. Cookies are text files which are stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identification of the cookie. It consists of a string of characters which can be used to assign Internet pages and servers to the specific Internet browser in which the cookie was stored. This enables the Internet pages and servers visited to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified by the unique cookie ID.

By using cookies, parcellab GmbH can provide users of this website with more user-friendly services that would not be possible without the setting of cookies.

By means of a cookie, the information and offers on our website can be optimized in the interest of the user. As already mentioned, cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses

cookies does not have to enter his or her access data each time he or she visits the website, because this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in the online store. The online store uses a cookie to remember the items that a customer has placed in the virtual shopping cart.

The person concerned can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common internet browsers. If the person concerned deactivates the setting of cookies in the Internet browser used, it is possible that not all functions of our website can be used to their full extent.

4. Collection of general data and information

The parcellab GmbH website collects a number of general data and information every time a person or automated system accesses the website. These general data and information are stored in the log files of the server. The following data can be recorded: (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites that are accessed via an accessing system on our website, (5) the date and time of an access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessing system and (8) other similar data and information which serve to avert danger in the event of attacks on our information technology systems.

When using this general data and information, parcellab GmbH does not draw any conclusions about the person concerned. Rather, this information is required to (1) deliver the contents of our website correctly, (2) optimize the contents of our website and the advertising for it, (3) ensure the permanent functionality of our information technology systems and the technology of our website, and (4) to provide law enforcement agencies with the information necessary for prosecution in case of a cyber attack. These anonymously collected data and information are therefore statistically evaluated by parcellab GmbH on the one hand and, on the other hand, with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimal level of protection for the personal data processed by us. The anonymous data of the server log files are stored separately from all personal data provided by an affected person.

5. Registration on our website

The data subject has the possibility to register on the Internet site of the data controller by providing personal data. The personal data transmitted to the data controller is indicated in the respective input mask used for registration. The personal data entered by the data subject are collected and stored solely for internal use by the data controller and for the purpose of initiating business transactions. The data will be stored until the completion and termination of the contractual relationship, or as long as the storage is not contr. dicted. The data controller may arrange for the data to be transferred to one or more processors, such as a parcel service provider, who will also use the personal data exclusively for internal use attributable to the data controller. The data subject has the right to complain to the competent supervisory authority.

By registering on the Internet site of the data controller, the IP address assigned to the data subject by the Internet Service Provider (ISP), the date and time of registration are also stored. The storage of this data is carried out against the background that this is the only way to prevent the misuse of our services and, if necessary, to enable the clarification of criminal offences committed. To this extent, the storage of this data is necessary to protect the person responsible for processing. This data will not be passed on to third parties unless there is a legal obligation to do so or the transfer serves the purpose of criminal prosecution.

The registration of the data subject with voluntary provision of personal data serves the purpose of the data controller to offer the data subject content or services which, by their nature, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have them completely deleted from the data stock of the person responsible for processing.

The data controller shall provide any data subject with information on what personal data concerning the data subject is stored at any time on request. In addition, the data controller shall correct or delete personal data at the request or notification of the data subject, provided that this does not conflict with any statutory storage obligations. The entire staff of the data controller is available to the data subject as contact persons in this context.

6. Subscription to our newsletter

On the website of parcellab GmbH, users are given the opportunity to subscribe to our company's newsletter. Which personal data is transmitted to the data controller when ordering the newsletter can be seen from the input mask used for this purpose.

Parcellab GmbH informs its customers and business partners about company offers in regular intervals by means of a newsletter. In principle, the newsletter of our company can only be received by the person concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers to receive the newsletter. For legal reasons, a confirmation e-mail will be sent to the e-mail address registered for the first time by a person concerned for the newsletter dispatch using the double opt-in procedure. This confirmation mail is used to check whether the owner of the e-mail address has authorized the receipt of the newsletter as the person concerned.

When registering for the newsletter, we also save the IP address assigned by the Internet Service Provider (ISP) of the computer system used by the person concerned at the time of registration as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later date and therefore serves to provide legal protection for the person responsible for the processing.

The personal data collected during registration for the newsletter will be used exclusively for sending our newsletter. In addition, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or for registration, as might be the case if there are changes to the newsletter offer or if technical conditions change. The personal data collected within the scope of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data, which the person concerned has given us for the newsletter service, can be revoked at any time. For the purpose of

revoking the consent, a corresponding link is included in every newsletter. It is also possible to unsubscribe from the newsletter at any time directly on the website of the data controller or to inform the data controller in another way. Otherwise, the data will remain stored in our system for an indefinite period of time. The person concerned has the right to complain to the competent supervisory authority.

7. Newsletter tracking

The newsletters of parcellab GmbH contain so-called counting pixels. A tracking pixel is a miniature graphic embedded in such e-mails sent in HTML format to enable log file recording and log file analysis. This enables statistical evaluation of the success or failure of online marketing campaigns. By means of the embedded pixel-code, parcellab GmbH is able to recognize if and when an e-mail was opened by a person concerned and which links in the e-mail were called up by the person concerned.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the data controller in order to optimize the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the data subject. This personal data is not passed on to third parties. Affected persons are entitled to revoke the separate declaration of consent submitted in this regard via the double opt-in procedure at any time. After revocation, these personal data will be deleted by the data controller. A cancellation of the receipt of the newsletter is automatically interpreted by parcellab GmbH as a revocation.

8. Contact possibility via the internet site

The website of parcellab GmbH contains, due to legal regulations, information that allows a quick electronic contact to our company as well as a direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the data controller by e-mail or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted voluntarily by a data subject to the data controller are stored for the purposes of processing or contacting the data subject. This personal data is not disclosed to third parties.

9. Subscription of comments in the blog on the website

The comments posted on the parcellab GmbH blog can be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments following his or her comment on a specific blog post. If a data subject opts for the option of subscribing to comments controller sends an automatic confirmation e-mail check box means double opt-in procedure whether owner address provided= has actually opted this= subscribe can be cancelled at any time.

10. routine deletion and blocking of personal data

The controller processes and stores personal data of the data subject only for the time necessary to achieve the purpose for which it is stored or if provided for by the European Directives and Regulations or by any other law or regulation to which the controller is subject.

The data controller shall process and store personal data of the data subject only for the time necessary to achieve the purpose for which it is stored or if provided for by the European Directives and Regulations

or by any other law or regulation to which the controller is subject. If the purpose of storage ceases to apply or if a storage period prescribed by the European Directive and Regulation Giver or any other competent legislator expires, the personal data will be blocked or deleted as a matter of routine and in accordance with the statutory provisions.

11. Rights of the person concerned

a) Right to confirmation

Every data subject has the right, granted by the European Directives and Regulations, to obtain from the controller confirmation as to whether personal data relating to him are being processed. If a data subject wishes to exercise this right of confirmation, he/she may at any time contact an employee of the data controller.

b) Right to information

Every person affected by the processing of personal data has the right, granted by the European Directives and Regulations, to obtain at any time and free of charge from the data controller information on the personal data relating to him/her and a copy thereof. In addition, the European Directive and Regulation Giver has granted the data subject access to the following information: the purposes of the processing, the categories of personal data processed, the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular to third countries or international organizations/if possible, the planned duration for which the personal data will be kept or, if this is not possible, the criteria for determining this duration/the existence of a right of rectification or erasure of personal data concerning him or her or of a restriction on processing by the controller or a right to object to such processing/the existence of a right of appeal to a supervisory authority if the personal data are not collected from the data subject: all available information on the origin of the data, the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) of the DPA and, at least in these cases, meaningful information on the logic involved and the scope and intended effects of such processing on the data subject. Remotely, the data subject has the right of information as to whether personal data has been transferred to a third country or to an international organization. If this is the case, the data subject shall also have the right to obtain information on the appropriate safeguards in connection with the transfer.

If a data subject wishes to exercise this right of access, he or she may at any time contact an employee of the controller.

c) Right of correction

Every person affected by the processing of personal data has the right, granted by the European Directives and Regulations, to demand the immediate correction of incorrect personal data concerning him. Furthermore, the data subject has the right to request the completion of incomplete personal data, also by means of a supplementary declaration, taking into account the purposes of the processing.

If a data subject wishes to exercise this right of rectification, he or she may at any time contact an employee of the controller.

d) Right to deletion (right to be forgotten)

Any person affected by the processing of personal data has the right, granted by the European Directives and Regulations, to obtain from the controller the immediate deletion of personal data concerning him/her, if one of the following reasons applies and if the processing is not necessary:

- The personal data have been collected or otherwise processed for purposes for which they are no longer necessary.
- The data subject withdraws his/her consent, on which the processing is based in accordance with Art. 6 Par. 1 letter a of the DPA or Art. 9 Par. 2 letter a of the DPA, and there is no other legal basis for the processing.
- The data subject lodges an objection to the processing in accordance with Article 21 (1) DPA, and there are no overriding legitimate reasons for the processing, or the data subject lodges an objection to the processing in accordance with Article 21(2) of the DPA.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary to comply with a legal obligation under Union law or the law of the Member States to which the controller is subject.
- The personal data has been collected in relation to the information society services offered in accordance with art. 8 paragraph 1 of the DPA.
- If one of the above reasons applies and a data subject wishes to have personal data stored by parcellab GmbH deleted, he/she may contact an employee of the data controller at any time. The employee of parcellab GmbH shall ensure that the request for deletion is complied immediately.

If the personal data has been made public by parcellab GmbH and our company is responsible for it according to art. 17 paragraph 1 DS-GVO, parcellab GmbH shall take reasonable measures, including technical measures, taking into account available technology and implementation costs, to inform other data controllers who process the published personal data that the data subject has requested that these other data controllers delete all links to this personal data or copies or replications of this personal data, unless the processing is necessary. The employee of parcellab GmbH will take the necessary steps in individual cases.

e) Right to limit the processing of personal data

Every person concerned by the processing of personal data has the right, granted by the European Directives and Regulations, to request the controller to limit the processing if one of the following conditions is met:

- The accuracy of the personal data is contested by the data subject, for a period of time that allows the data controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject refuses the deletion of the personal data and instead requests the restriction of the use of the personal data.

The controller no longer needs the personal data for the purposes of the processing, but the data subject needs them in order to exercise or defend his rights.

The data subject has lodged an objection to the processing pursuant to Art. 21 (1) of the DPA and it is not yet clear whether the legitimate reasons of the controller outweigh those of the data subject. If one of the above-mentioned conditions is met and a data subject wishes to request the restriction of personal data stored at parcellab GmbH, he/she may contact an employee of the data controller at any time. The employee of parcellab GmbH will initiate the restriction of the processing.

f) Right to data transferability

Every person concerned by the processing of personal data has the right, granted by the European Directives and Regulations, to receive the personal data concerning him/her, which have been provided by the data subject to a controller, in a structured, common and machine-readable format. He/she also has the right to have this data communicated to another controller without hindrance by the controller to whom the personal data has been made available, provided that the processing is based on the consent pursuant to Art. 6 paragraph 1 letter a DPA or Art. 9 paragraph 2 letter a DPA or on a contract pursuant to Art. 6 paragraph 1 letter b DPA, and provided that the processing is carried out with the aid of automated procedures, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, when exercising their right to data transfer according to art. 20 paragraph 1 DS-GVO, the person concerned has the right to obtain that the personal data be transferred directly from one responsible person to another responsible person, as far as this is technically feasible and provided that this does not affect the rights and freedoms of other persons.

In order to assert the right to data transferability, the person concerned can contact an employee of parcellab GmbH at any time.

g) Right of objection

If parcellab GmbH processes personal data for the purpose of direct marketing, the person concerned has the right to object at any time to the processing of personal data for the purpose of such marketing. This also applies to profiling, insofar as it is connected with such direct marketing. If the data subject objects to parcellab GmbH processing for the purposes of direct marketing, parcellab GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right to object, for reasons arising from his/her particular situation, to the processing of personal data concerning him/her that is carried out at parcellab GmbH for scientific or historical research purposes or for statistical purposes in accordance with Art. 89, paragraph 1 of the DPA, unless such processing is necessary for the performance of a task carried out in the public interest.

To exercise the right to object, the data subject may directly contact any employee of parcellab GmbH or any other employee. The data subject shall also be free to exercise his/her right of objection in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures involving technical specifications.

h) Automated decisions in individual cases including profiling

Every person concerned by the processing of personal data has the right, granted by the European Directives and Regulations, not to be subject to a decision based solely on automated processing – including profiling – which produces legal effects in relation to him or her or significantly affects him or her in a similar way, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the controller, or (2) is authorised by Union or national legislation to which the controller is subject and such legislation provides for adequate safeguards of the rights and freedoms and legitimate interests of the data subject, or (3) is taken with the explicit consent of the data subject. If the decision is (1) necessary for the conclusion or performance of a contract between the data subject and the data controller or (2) made with the express consent of the data subject, parcellab GmbH shall take reasonable measures to safeguard the rights and freedoms as well as the legitimate interests of the data subject, which shall include at least the right to obtain the intervention of a person from the data controller, to present his or her point of view and to challenge the decision.

If the data subject wishes to exercise rights relating to automated decisions, he or she may at any time contact an employee of the controller.

i) Right to revoke a consent under data protection law

Every person affected by the processing of personal data has the right, granted by the European Directives and Regulations, to revoke his or her consent to the processing of personal data at any time.

If the data subject wishes to exercise his or her right to withdraw consent, he or she may at any time contact an employee of the controller.

j) User Authentication

Prior to granting an individual the ability to access and review personal information, parcellab GmbH authenticates, and verifies the users, or their authorized representative's identity, with the appropriate level of assurance, and verifies such access is not prohibited by law.

12. Data protection for applications and in the application process

The data controller collects and processes the personal data of applicants for the purpose of processing the application procedure. The processing may also be carried out by electronic means. This is particularly the case if an applicant submits relevant application documents to the data controller by electronic means, for example by e-mail or via a web form on the website. If the data controller concludes an employment contract with an applicant, the transmitted data is stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the data controller does not conclude an employment contract with the applicant, the application documents will be automatically deleted two months after notification of the rejection decision, unless deletion is contrary to any other legitimate interests of the data controller. Other legitimate interests in this sense include, for example, a duty of proof in proceedings under the General Equal Treatment Act (AGG).

13. Privacy policy on the use of Facebook

The data controller has integrated components of the company Facebook on this website. Facebook is a social network.

A social network is a social meeting place operated on the Internet, an online community that generally allows users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences, or it enables the Internet community to provide personal or company-related information. Facebook enables users of the social network to create private profiles, upload photos and network via friend requests, among other things.

Facebook is operated by Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. The person responsible for processing personal data, if a data subject lives outside the USA or Canada, is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Every time one of the individual pages of this Internet site, which is operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, is called up, the Internet browser on the IT system of the data subject is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at https://developers.facebook.com/docs/plugins/?locale=de_DE.

As part of this technical process, Facebook is informed which specific subpage of our website is visited by the person concerned.

If the person concerned is logged in to Facebook at the same time, Facebook recognizes which specific page of our website the person concerned is visiting each time the person concerned calls up our website and for the entire duration of their stay on our website. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the person concerned. If the person concerned clicks on one of the Facebook buttons integrated on our website, for example the "Like" button, or if the person concerned makes a comment, Facebook assigns this information to the personal Facebook user account of the person concerned and stores this personal data.

Facebook receives information via the Facebook component that the data subject has visited our website if the data subject is logged in to Facebook at the same time when he or she accesses our website; this takes place regardless of whether the data subject clicks on the Facebook component or not. If the data subject does not want this information to be transferred to Facebook, he or she can prevent the transfer by logging out of his or her Facebook account before accessing our website.

The data policy published by Facebook, which can be accessed at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains which setting options Facebook offers for protection of the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transfer to Facebook.

14. Privacy policy on the use and application of Google Analytics (with anonymization function)

The data controller has integrated the component Google Analytics (with anonymization function) on this website. Google Analytics is a web analysis service. Web analysis is the collection, collection and evaluation of data on the behavior of visitors to websites. Among other things, a web analysis service collects data about which website a person concerned came to a website from (so-called referrers), which sub-pages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used for the optimization of a website and for the cost-benefit analysis of internet advertising.

The operating company of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The data controller uses the addition “_gat._anonymizeIp” for web analysis via Google Analytics. By means of this addition, the IP address of the Internet connection of the person concerned is shortened and anonymized by Google if the access to our Internet pages is from a member state of the European Union or from another state that is a signatory to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is the analysis of visitor flows on our website. Among other things, Google uses the data and information obtained to evaluate the use of our website in order to compile online reports for us which show the activities on our website and to provide further services in connection with the use of our website. Google Analytics sets a cookie on the information technology system of the person concerned. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyze the use of our website.

Each time one of the individual pages of this website, which is operated by the data controller and on which a Google Analytics component has been integrated, is called up, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the person concerned, which Google uses, among other things, to trace the origin of visitors and clicks and subsequently to enable commission settlements.

The cookie is used to store personal information, such as the time of access, the location from which access was made and the frequency of visits to our website by the person concerned. Each time our website is visited, this personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected through the technical process to third parties.

The person concerned can prevent the setting of cookies by our website, as already described above, at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the person concerned has the possibility to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google and to prevent such a collection. For this purpose, the person concerned must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information about visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as a contradiction. If the data subject's information technology system is deleted, formatted or reinstalled at a later date, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within his or her sphere of control, it is possible to reinstall or reactivate the browser add-on.

For more information and Google's applicable privacy policy, please visit <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>

Google Analytics is available under this link https://www.google.com/intl/de_de/analytics/ explained in more detail.

15. Privacy policy on the use and application of Google Remarketing

The data controller has integrated Google Remarketing services on this website. Google Remarketing is a function of Google AdWords that enables a company to display advertising to Internet users who have previously visited the company's website. The integration of Google Remarketing thus allows a company to create user-related advertising and thus to leave interest-relevant advertisements to the Internet user. The operating company of the Google Remarketing services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Remarketing is the insertion of interest-relevant advertising. Google Remarketing enables us to display advertisements via the Google advertising network or to have them displayed on other Internet sites, which are tailored to the individual needs and interests of Internet users.

Google Remarketing sets a cookie on the information technology system of the person concerned. What cookies are has already been explained above. By setting the cookie, Google is able to recognize the visitor to our website if he/she subsequently calls up websites that are also members of the Google advertising network. With each call to a website on which the Google Remarketing service has been integrated, the Internet browser of the person concerned automatically identifies itself to Google. Within the scope of this technical procedure, Google receives knowledge of personal data such as the IP address or the surfing behavior of the user, which Google uses, among other things, to display interest-relevant advertising.

The cookie is used to store personal information, such as the websites visited by the person concerned. Accordingly, each time our website is visited, personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

The person concerned can prevent the setting of cookies by our website, as already described above, at any time by means of a corresponding setting in the Internet browser used and thus permanently object

to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the person concerned has the possibility to object to the interest-based advertising by Google. To do this, the person concerned must call up the link www.google.de/settings/ads from each of the Internet browsers he or she uses and make the desired settings there. For more information and Google's applicable privacy policy, please visit <https://www.google.de/intl/de/policies/privacy/>.

16. Google Tag Manager

Using Google Tag Manager: Google Tag Manager is a solution that allows marketers to manage website tags through one interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal information. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If deactivation is made at the domain or cookie level, it will remain in effect for all tracking tags implemented with Google Tag Manager. <http://www.google.de/tagmanager/use-policy.html>

17. Google Analytics Audiences

On our website we use Google Audiences ("GA Audiences"), another web analysis service from Google. This service collects and stores data from which pseudonymous user profiles can be created. This technology makes it possible for users who have visited our website to have targeted advertising displayed by us on other external pages of the Google Partner Network.

GA Audience uses cookies that are stored on your computer and other mobile devices (e.g., smartphones, tablets, etc.) to help analyze how those devices are used. Some of the data is analyzed across devices. GA Audience will have access to the cookies generated by Google Analytics. During use, data, such as in particular the IP address and activities of users may be transmitted to a Google LLC server and stored there. Google LLC may transfer this information to third parties where required to do so by law, or where such information is processed by third parties. You can prevent the collection and forwarding of personal data (in particular your IP address) as well as the processing of this data by deactivating the execution of Java-Script in your browser or by installing an appropriate browser plugin such as 'NoScript'. Furthermore, you can authorize the collection of data generated by the Google cookie and related to your use of the website (including your IP address) to Google and prevent the processing of this data by Google by downloading and installing the browser plugin available at the following link <http://tools.google.com/dlpage/gaoptout?hl=de>

Further information, in particular on data protection and the use of GA Audience, can be found at the following link: https://support.google.com/analytics/answer/2700409?hl=en&ref_topic=2611283.

18. Primary policy on the use and application of Google AdWords

The data controller has integrated Google AdWords on this website. Google AdWords is an Internet advertising service that allows advertisers to display ads in Google's search engine results as well as in the Google advertising network. Google AdWords allows an advertiser to specify pre-defined keywords that will cause an ad to appear in Google's search engine results only when the user uses the search engine to retrieve a keyword relevant search result. In the Google advertising network, the ads are distributed to topic-relevant Internet pages by means of an automatic algorithm and in accordance with the pre-defined keywords.

The operator of the Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to promote our website by displaying advertisements relevant to our interests on the websites of third-party companies and in the search engine results of the Google search engine, and to display third-party advertisements on our website.

If a data subject reaches our website via a Google ad, a so-called conversion cookie is stored on the data subject's information technology system by Google. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and does not serve to identify the data subject. If the cookie has not expired, the conversion cookie is used to determine whether certain sub-pages, such as the shopping cart from an online store system, have been accessed on our website. The conversion cookie enables both us and Google to track whether a person who has reached our website via an AdWords ad has generated sales, i.e. whether he or she has completed or cancelled a purchase.

The data and information collected through the use of the conversion cookie is used by Google to create visit statistics for our website. These visit statistics are used by us in turn to determine the total number of users who have been referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor any other Google AdWords advertisers receive any information from Google that could be used to identify the person concerned.

The conversion cookie is used to store personal information, such as the websites visited by the person concerned. Accordingly, each time our website is visited, personal data, including the IP address of the Internet connection used by the person concerned, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

The person concerned can prevent the setting of cookies by our website, as already described above, at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a conversion cookie on the information technology system of the person concerned. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the person concerned has the possibility to object to the interest-based advertising by Google. To do this, the person concerned must call up the link www.google.de/settings/ads from each of the Internet browsers he or she uses and make the desired settings there.

For more information and Google's applicable privacy policy, please visit <https://www.google.de/intl/de/policies/privacy/>

19. DoubleClick by Google

DoubleClick by Google is a service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). DoubleClick by Google uses cookies to present you with advertisements that are relevant to you. In doing so, a pseudonymous identification number (ID) is assigned to your browser in order to check which ads were shown in your browser and which ads were viewed. The cookies do not contain any personal information. DoubleClick's use of cookies enables Google and its partner websites to serve ads based solely on previous visits to our or other websites on the Internet. The information generated by the cookies is transferred by Google to a server in the USA for evaluation and stored there. A transfer of data by Google to third parties will only take place on the basis of legal regulations or within the scope of commissioned data processing. Under no circumstances will Google combine your data with other data collected by Google.

By using our website, you agree to the processing of the data collected about you by Google and to the aforementioned way of data processing and the named purpose. 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 our website. In addition, you can prevent the collection of data generated by the cookies and related to your use of the website to Google and the processing of this data by Google. For this purpose you can download and install a corresponding plugin for your browser.

20. HubSpot

For the storage of customers and interested parties we use the all-in-one platform HubSpot on our website. HubSpot helps us to establish the inbound methodology in our company and to achieve sustainable and effective growth. The security of your data is our top priority. All data is collected in a database, so that marketing, sales and service teams always have complete and up-to-date information. We attach particular importance to the fact that we only collect data that is absolutely necessary for communication with you as a minimum. We proceed strictly according to the principle of data economy.

When you visit our website, necessary and possibly other helpful cookies are stored on your PC, laptop or smartphone, depending on your individual user consent. Below are the possible cookies of the platform HubSpot listed:

Basic/necessary cookies

cfduid

The _cfduid cookie helps to detect malicious visitors to the site and minimize blocking of legitimate users. It can be placed on end users' devices to identify individual clients behind a shared IP address and apply security settings on a client-by-client basis. It is necessary in order to support the security features of our Web site.

(Valid: 1 month)

cfruid

A cookie to identify trusted web traffic. Strictly required third party persistent cookie.
(Valid: current session)

Cookies in the banner for consent**hmpl**

Gathers information about user preferences and/or interactions with web campaign content. This information is used on the CRM campaign platform used by website owners to promote events or products.
(Valid: permanent)

HUBLYTICS_EVENTS_53

Collects visitor behavior data from multiple websites to present more relevant advertisements – This allows the website to limit the number of ads that show the same advertisement to the visitor.
(Valid: permanent)

pptq.gif

Sends data about the device and visitor behavior to the marketing platform Hubspot. Tracks the visitor across devices and marketing channels.
(Valid: current session)

messagesUtk

This cookie is used to recognize visitors who chat with you through the Messages tool. If visitors leave your site before they are added as a contact, this cookie remains associated with their browser. If there is already a chat history with the visitor and the visitor later returns to your website with the same browser (with the same cookies set), his chat history will be loaded into the messages tool
(Valid: 1 year)

Further information as well as the contact details for HubSpot can be found below: HubSpot, Inc.

Address: 25 First Street, Cambridge, MA 02141 USA
e-mail: hubspotgermany@hubspot.com
Telephone: +1 888 HUBSPOT (+1 888 482 7768)
Fax: +1 617 812 5820
website: www.hubspot.de
Board of directors and management: Brian Halligan
Tax number: 20-2632791 (EIN)

21. HotJar

We use within the scope of our legitimate interest in a technically perfect online offer and its economically efficient design and optimization according to Art.6 para. 1 lit.f DSGVO on some of our websites the web analysis service Hotjar of Hotjar Ltd., Level 2, St Julians Business Centre, 3 Elia Zammit Street, St Julians STJ 1000, Malta, Europe, +1 (855) 464-6788. david@hotjar.com.

This tool detects movements on the observed web pages in so-called heat maps. This allows us to identify anonymously where visitors click and how far they scroll. This enables us to make our website better and more customer-friendly.

The protection of your personal data is very important to us when using this tool. All data is collected without us being able to assign it to specific users. We can only track how the mouse is moved, where clicked and how far scrolled. We also record the screen size of the device, the type of device, information about the browser, the country from which it was accessed and the preferred language. If personal information about you or third parties is displayed on a website, Hotjar will automatically hide it. They are therefore not traceable for us.

You can prevent the use of the Hotjar tool with a "Do Not Track" header. Then no data will be collected about your visit to our website. For this purpose you have to set your browser accordingly. You can find instructions in English on how to do this at <http://www.akademie.de/wissen/do-not-track-datenschutz>. You can also deactivate the tool hotjar alone by using the opt out switch at <https://www.hotjar.com/opt-out>.

Further information about hotjar Ltd. and about the tool hotjar can be found at <https://www.hotjar.com>. The privacy policy of hotjar Ltd. can be found at <https://www.hotjar.com/privacy>.

For general handling of cookies and their deactivation as well as for the transfer of data to third parties, especially to the USA, we refer to our general description in this privacy policy.

22. Privacy policy on the use and application of Instagram

The data controller has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform and allows users to share photos and videos and also to disseminate such data on other social networks.

Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA, is the operating company for Instagram services.

Every time one of the individual pages of this Internet site, operated by the data controller and on which an Instagram component (Insta button) has been integrated, is called up, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Instagram component to download a representation of the corresponding component of Instagram. As part of this technical process, Instagram is informed which specific page of our website is visited by the data subject.

If the data subject is logged on to Instagram at the same time, Instagram will recognize which specific page the data subject is visiting each time the data subject accesses our website and for the entire duration of their stay on our website. This information is collected by the Instagram component and assigned by Instagram to the respective Instagram account of the person concerned. If the person concerned clicks on one of the Instagram buttons integrated on our website, the data and information transferred with it is assigned to the personal Instagram user account of the person concerned and stored and processed by Instagram.

Instagram will receive information through the Instagram component that the person has visited our website whenever the person is logged in to Instagram at the same time as they access our website, regardless of whether the person clicks on the Instagram component or not. If the data subject does not want this information to be sent to Instagram, the data subject can prevent this information from being sent by logging out of his/her Instagram account before accessing our website.

For more information and Instagram's current privacy policy, please visit <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

23. Privacy policy on the use and application of LinkedIn

The data controller has integrated components of LinkedIn Corporation on this website. LinkedIn is an Internet-based social network that allows users to connect with existing business contacts and to make new business contacts. Over 400 million registered users use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited Internet sites in the world. LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For data protection issues outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

For each individual visit to our website, which is equipped with a LinkedIn component (LinkedIn plug-in), this component causes the browser used by the person concerned to download a corresponding representation of the component from LinkedIn. Further information about LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn obtains knowledge of which specific subpage of our website is visited by the data subject.

If the person concerned is logged in to LinkedIn at the same time, LinkedIn will recognize which specific page of our website the person concerned is visiting each time the person concerned calls up our website and for the entire duration of his or her stay on our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the LinkedIn account of the person concerned. If the data subject clicks on a LinkedIn button integrated on our website, LinkedIn will assign this information to the personal LinkedIn user account of the data subject and store this personal data.

The LinkedIn component informs LinkedIn that the data subject has visited our website if the data subject is logged in to LinkedIn at the same time when he or she visits our website, regardless of whether the data subject clicks on the LinkedIn component or not. If the data subject does not want this information to be sent to LinkedIn, the data subject can prevent this information from being sent by logging out of their LinkedIn account before accessing our website. LinkedIn at <https://www.linkedin.com/psettings/guest-controls> offers the possibility to unsubscribe from e-mail messages, SMS messages and targeted ads as well as to manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame who may set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's current privacy policy is available at <https://www.linkedin.com/legal/privacy-policy>. The Cookie Policy is available at <https://www.linkedin.com/legal/cookie-policy>.

24. Data protection regulations for the use and application of Pinterest

The data controller has integrated components of Pinterest Inc. on this website. Pinterest is a so-called social network. A social network is a social meeting place operated on the Internet, an online community that generally allows users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or it enables the Internet community to provide personal or company-related information. Pinterest enables users of the social network, among other things, to publish picture collections and individual pictures as well as descriptions on virtual pinboards (so-called pinning), which in turn can be shared by other users (so-called repinning) or commented on.

The operating company of Pinterest is Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA.

Every time the data controller accesses one of the individual pages of this website, which is operated by the data controller and on which a Pinterest component (Pinterest plug-in) has been integrated, the Internet browser on the data subject's IT system is automatically prompted by the respective Pinterest component to download a representation of the corresponding Pinterest component from Pinterest. More information about Pinterest is available at <https://pinterest.com/>. This technical process allows Pinterest to know which specific page of our website is visited by the data subject.

If the person concerned is logged on to Pinterest at the same time, Pinterest recognizes which specific page of our website the person concerned is visiting each time the person concerned calls up our website and for the entire duration of his or her stay on our website. This information is collected by the Pinterest component and assigned by Pinterest to the respective Pinterest account of the person concerned. If the person concerned clicks on a Pinterest button integrated on our website, Pinterest assigns this information to the personal Pinterest user account of the person concerned and stores this personal data.

The Pinterest component informs Pinterest that the data subject has visited our website if the data subject is logged on to Pinterest at the same time as accessing our website, regardless of whether the data subject clicks on the Pinterest component or not. If the data subject does not want this information to be sent to Pinterest, he/she can prevent it from being sent by logging out of his/her Pinterest account before accessing our website.

The Privacy Policy published by Pinterest, available at <https://about.pinterest.com/privacy-policy>, provides information on the collection, processing and use of personal data by Pinterest.

25. Privacy policy on the use and application of Twitter

The data controller has integrated components of Twitter on this website. Twitter is a multilingual, publicly accessible microblogging service where users can post and disseminate so-called tweets, i.e. short messages limited to 280 characters. These short messages can be accessed by everyone, including those who are not registered with Twitter. The tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow the tweets of a user. Furthermore, Twitter enables the addressing of a broad audience via hashtags, links or retweets.

Every time the data subject accesses one of the individual pages of this website operated by the data controller and on which a Twitter component (Twitter button) has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Twitter component to download a display of the corresponding Twitter component from Twitter. Further

information on the Twitter buttons is available at <https://about.twitter.com/de/resources/buttons>. In the course of this technical procedure, Twitter is informed which specific subpage of our website is visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to make this information available to other users, and to make it available to the public.

To make our website known in the digital world and increase our visitor numbers.

If the person concerned is logged on to Twitter at the same time, Twitter recognizes which specific subpage of our website the person concerned is visiting each time the person concerned calls up our website and for the entire duration of the respective stay on our website. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the data subject. If the data subject clicks on one of the Twitter buttons integrated on our website, the data and information transmitted with it is assigned to the personal Twitter user account of the data subject and stored and processed by Twitter. The Twitter component informs Twitter that the data subject has visited our website if the data subject is logged on to Twitter at the same time when he or she accesses our website; this occurs regardless of whether the data subject clicks on the Twitter component or not. If the data subject does not want this information to be sent to Twitter, he or she can prevent it from being sent by logging out of his or her Twitter account before accessing our website.

The applicable Twitter privacy policy is available at <https://twitter.com/privacy?lang=de>.

26. Privacy policy on the use and application of Xing

The data controller has integrated components of Xing on this website. Xing is an Internet-based social network that enables users to connect with existing business contacts and to make new business contacts. The individual users can create a personal profile of themselves on Xing. Companies can, for example, create company profiles or publish job offers on Xing. The operating company of Xing is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time the data controller calls up one of the individual pages of this website, which is operated by the data controller and on which a Xing component (Xing plug-in) has been integrated, the Internet browser on the IT system of the data subject is automatically prompted by the respective Xing component to download a representation of the corresponding Xing component from Xing. Further information on the Xing plug-ins can be found at <https://dev.xing.com/plugins>. As part of this technical process, Xing is informed which specific subpage of our website is visited by the person concerned.

If the person concerned is logged on to Xing at the same time, Xing recognizes which specific subpage of our website the person concerned is visiting each time the person concerned calls up our website and for the entire duration of his or her stay on our website. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the person concerned. If the person concerned clicks on one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the personal Xing user account of the person concerned and stores this personal data.

The Xing component informs Xing that the data subject has visited our website if the data subject is logged on to Xing at the same time as accessing our website, regardless of whether the data subject clicks on the Xing component or not. If the data subject does not want this information to be transmitted to Xing, he or she can prevent the transmission by logging out of his or her Xing account before accessing our website.

The data protection regulations published by Xing, which can be accessed at <https://www.xing.com/privacy>, provide information about the collection, processing and use of personal data by Xing. In addition, Xing has published data protection information for the XING Share button at https://www.xing.com/app/share?op=data_protection.

27. Privacy policy on the use and application of YouTube

The data controller has integrated components of YouTube on this website. YouTube is an Internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television broadcasts, but also music videos, trailers or videos created by users themselves can be accessed via the Internet portal.

YouTube is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time the data controller accesses one of the individual pages of this website, which is operated by the data controller and on which a YouTube component (YouTube video) has been integrated, the Internet browser on the data subject's IT system is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information about YouTube can be found at <https://www.youtube.com/yt/about/de/>. In the course of this technical procedure, YouTube and Google are informed which specific subpage of our website is visited by the person concerned.

If the person concerned is logged on to YouTube at the same time, YouTube recognizes which specific page of our website the person concerned is visiting by calling up a subpage containing a YouTube video. This information is collected by YouTube and Google and is assigned to the respective YouTube account of the person concerned.

YouTube and Google will receive information via the YouTube component that the data subject has visited our website whenever the data subject is logged in to YouTube at the same time when he or she visits our website; this occurs regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not wish this information to be transmitted to YouTube and Google, he or she can prevent the transmission by logging out of his or her YouTube account before visiting our website.

The privacy policy published by YouTube, which can be found at <https://www.google.de/intl/de/policies/privacy/>, provides information on the collection, processing and use of personal data by YouTube and Google.

28. legal basis of the processing

Art. 6 I lit. A DS-GVO serves our company as a legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations required for the delivery of goods or the provision of another service or consideration, the processing is based on Art. 6 I lit. B DS-GVO. The same applies to such processing operations which are necessary for the implementation of pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation which makes it necessary to process personal data, for example to fulfil tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our company was injured and his name, age, health insurance details or other vital information had to be passed on to a doctor, hospital or other third party. The processing would then be based on Art. 6 I lit. d DS-GVO. Finally, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations which are not covered by any of the above legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or of a third party, provided that the interests, fundamental rights and freedoms of the data subject do not prevail. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the person responsible (recital 47 sentence 2 DS-GVO).

29. Legitimate interests in the processing pursued by the controller or a third party

If the processing of personal data is based on Article 6 I lit. f DS-GVO, our legitimate interest is to carry out our business activities for the benefit of the wellbeing of all our employees and our shareholders.

30. Duration, for which the personal data are stored

The criterion for the duration of storage of personal data is the respective legal retention period. After expiry of the period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfilment of the contract or the initiation of a contract.

31. Legal or contractual provisions on the provision of the personal data necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of not providing the data

We would like to inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may also result from contractual regulations (e.g. information on the contractual partner).

Sometimes it may be necessary for a contract to be concluded that a data subject provides us with personal data, which must subsequently be processed by us. For example, the person concerned is obliged to provide us with personal data if our company concludes a contract with him/her. Failure to provide personal data would mean that the contract with the person concerned could not be concluded.

Before the person concerned provides personal data, the person concerned must contact one of our employees. Our employee will inform the data subject on a case-by-case basis whether the provision of

personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and what the consequences would be if the personal data were not provided.

32. Existence of automated decision making

As a responsible company we do not use automatic decision making or profiling.

This privacy policy was created by the Privacy Policy Generator of the DGD Deutsche Gesellschaft für Datenschutz GmbH, which is registered as external data protection commissioner Hannover in cooperation with the Cologne IT and data protection lawyer Christian Solmecke and our data protection commissioner Marco Abels.

33. Policy Updates

From time to time in its discretion, due to changes in applicable laws or otherwise as needed, parcelLab GmbH reviews this privacy policy and updates it accordingly to ensure it is consistent with the GDPR, and in accordance with the country-specific data protection regulations applicable to parcelLab GmbH.