

# Data Privacy Statement

## 1 Data protection at a glance

### 1.1 General information

The following explanatory notes summarise what happens to your personal data when you visit our website.

Personal data is the term used to refer to any data with which you can be personally identified. Detailed information on the subject of data protection is included in our data privacy statement below.

### 1.2 Data collection on our website

#### 1.2.1 Who is responsible for the collection of data on this website?

The data processing on this website is carried out by the website operator whose contact details are included in the imprint on this website.

#### 1.2.2 How do we collect your data?

One way in which we collect data is when you provide us with your data, perhaps when filling in a contact form, for example.

Other data will be collected automatically by our IT systems when you visit our website. These data are mainly of a technical nature (e.g. Internet browser, operating system or time of the website visit). These data are collected automatically as soon as you access our website.

#### 1.2.3 What do we use your data for?

Some of the data are collected in order to ensure that there are no problems with the provision of the website. Other data can be used to analyse user behaviour.

#### 1.2.4 What rights do you have regarding your data?

You have the right at any time to obtain information free of charge about the sources and recipients of your personal data and the purposes for which they are stored. You also have the right to request the rectification, blocking or erasure of these data. Please use the address given in the imprint if you would like to contact us in this regard or if you have any further questions on the subject of data protection. You also have the right to lodge a complaint with the relevant supervisory authority.

#### 1.2.5 Analysis tools and tools supplied by third parties

Your surfing habits may be statistically evaluated when you visit our website, primarily through the use of cookies and analysis programs. The analysis of your surfing habits is generally anonymous therefore we cannot trace the surfing patterns back to you. You may object to this analysis

or prevent the analysis by not using certain tools. You can find detailed information on this in our data privacy statement below.

You can object to this analysis. We will inform you about the ways in which you can object in this data privacy statement.

## **2 General notes and mandatory information**

### **2.1 Data privacy**

The operators of this website take the protection of your personal data very seriously. We handle your personal data in confidence and in accordance with data protection legislation and with this data privacy policy.

Various personal data will be collected when you use this website. Personal data is the term used to refer to any data with which you can be personally identified. This data privacy statement explains which data we collect and why. It also explains how and for which purposes data are collected.

Please note that there can be security issues with the transmission of data over the Internet (e.g. when communicating by email). It is not possible to protect the data from third-party access along the entire communication chain.

### **2.2 Responsible body**

The body responsible for the processing of data on this website is as follows:

MediaMate GmbH  
Am Wehrhahn 36  
40211 Düsseldorf  
Tel. +49-211-616800-0

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

### **2.3 Revocation of your consent to data processing**

Many data processing operations are strictly subject to your express consent. Once granted, consent may be revoked at any time. All you need to do is send us an informal email. This will not affect the legality of the data processing operations already carried out prior to the revocation.

### **2.4 Right to lodge a complaint with the relevant supervisory authority**

In cases where data privacy has been breached, the data subject has a right to lodge a complaint with the relevant supervisory authority. The supervisory authority responsible for data protection issues is the commissioner for data protection in the federal state in which our company is based. A list of data protection officers and their contact details can be found under the following link: [https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften_links-node.html).

## **2.5 Right to data portability**

You have the right to ask for data which we process automatically on the basis of your consent or in fulfilment of a contract to be sent to you or to a third party in a commonly used and machine-readable format.

Any requests for the direct transfer of the data to another controller will only be met where this is technically feasible.

## **2.6 SSL and TLS encryption**

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

If SSL or TLS encryption is activated, the data which you send to us cannot be read by third parties during their transmission.

## **2.7 Information, blocking and erasure**

You have a legal right to be informed, at any time and free of charge, about the personal data concerning you which are held on our database as well as their sources, recipients and the purpose for which they are processed, and you have a right to the rectification, blocking or erasure of these data, where applicable. You can contact us about these and other issues in connection with the subject of personal data at any time using the address given in the imprint.

## **3 Data collection on our website**

### **3.1 Cookies**

Cookies are used on some of the web pages. Cookies do not harm your computer and do not contain viruses. Cookies help to improve our website, making it more user-friendly, more effective and more secure. Cookies are small text files which are placed on your computer and saved by your browser.

The majority of cookies which we use are "session cookies". They are deleted automatically at the end of your visit. Other cookies will remain on your end device until you delete them. These cookies enable us to recognise your browser next time you visit our website.

You can set your browser so that you are informed about cookies and only allow cookies in individual cases, refuse cookies in certain cases or in general, and enable the automatic cookie deletion function on closing the browser. The functions of this website may be restricted if cookies are disabled.

Cookies which are required to carry out the electronic communication process or to provide certain functions which you want (e.g. shopping cart function) are stored on the basis of Art. 6 (1) f) GDPR. The website operator has a legitimate interest in the storage of cookies in order to optimise the provision of its services and deliver its services free of technical faults. If other cookies are

stored (e.g. cookies used to analyse your surfing habits), these will be covered separately in this data privacy statement.

### **3.2 Server log files**

The website provider automatically collects and saves data in server log files which are sent to us automatically by your browser. The following data are sent:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of computer accessing the site
- Time of server request
- IP address

These data are not merged with data from other sources.

The basis for the processing of data is Art. 6 (1) b) GDPR which permits the processing of data for the performance of a contract or in order to take steps prior to entering into a contract.

### **3.3 Contact form**

If you use the contact form to send us inquiries, your details from the inquiry form will be stored on our systems, including the contact data which you have provided, so that we can process the inquiry and answer any follow-up questions you may have. We will not pass these data on without your consent.

The data entered on the contact form are therefore processed solely on the basis of your consent (Art. 6 (1) a) GDPR). You may revoke this consent at any time. All you need to do is send us an informal email. This will not affect the legality of the data processing operations already carried out prior to the revocation.

The data which you enter in the contact form will be held on our systems until such time as you ask us to erase them or withdraw your consent to their storage or until such time as the purpose for storing the data no longer applies (e.g. after your inquiry has been processed). Statutory requirements – especially mandatory retention periods – shall remain unaffected.

### **3.4 Processing of data (customer data and contract data)**

We collect, process and use personal data only to the extent necessary for the establishment, structuring or rearrangement of the legal relationship (inventory data) and on the basis of Art. 6 (1) b) GDPR which permits the processing of data for the performance of a contract or in order to take steps prior to entering into a contract. We collect, process and use personal data about the use of our website (usage data) only to such extent as is necessary to enable the use of the service or to invoice the user for the service.

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

Data transmission on conclusion of contract for services and digital content

We transfer personal data to third parties only when necessary for the processing of contracts, e.g. to the financial institution instructed to process payments.

Further transmission of the data will not take place or will be strictly subject to your express consent to the transmission. Your data will not be passed on to third parties without your express consent, e.g. for advertising purposes.

The basis for the processing of data is Art. 6 (1) b) GDPR which permits the processing of data for the performance of a contract or in order to take steps prior to entering into a contract.

## **4 Plug-ins and tools**

### **4.1 Google Fonts**

This site uses web fonts provided by Google for the uniform display of fonts. When you visit a page, your browser will load the required web fonts into the cache in order to display texts and fonts in the correct way.

The browser which you are using needs to connect to the Google servers for this purpose. As a result, Google learns that our website has been accessed from your IP address. Google Fonts is used in the interests of the consistent and appealing presentation of our online services. This constitutes a legitimate interest under Art. 6 (1) f) GDPR.

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

Further information about Google Fonts can be found under <https://developers.google.com/fonts/faq> and in the Google data privacy policy: <https://www.google.com/policies/privacy/>.

### **4.2 Google Maps**

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

It is necessary to save your IP address in order to use the Google Maps functions. This information is generally sent to a Google server in the USA and stored there. The provider of this site has no control over the transfer of these data.

Google Maps is used in the interests of presenting our online services in an attractive way and facilitating the location of the places mentioned on the website. This constitutes a legitimate interest under Art. 6 (1) f) GDPR.

More information on the management of user data can be found in the Google data privacy policy: <https://www.google.de/intl/de/policies/privacy/>.