

Data Privacy Statement Websites

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Data Privacy Statement Websites

Below you will find information about what personal data we process, for what purpose, on what basis and for how long:

1. Our contact details and general information about how we process data

1.1. Name and contact details of the controller

The responsible party for the purposes of data protection law is:

PTV Logistics GmbH

Stumpfstraße 1

76131 Karlsruhe, Germany

Email: info@ptvlogistics.com

1.2. Data protection officer for the controller

You can reach our external Data Protection Officer at

Email: data-protection@ptvlogistics.com.

1.3. General information on the legal basis for the processing of personal data

In general, the following applies to our processing of personal data:

- To the extent that we obtain your consent for the processing of personal data, Article 6 (1) (a) of the EU General Data Protection Regulation (hereinafter referred to as the GDPR) will serve as the legal basis for the processing of personal data.
- For the processing of personal data necessary for the performance of a contract with you, Article 6 (1) (b) GDPR serves as the legal basis. This also applies if the processing is necessary to carry out pre-contractual measures, such as orders, quotations, contract negotiations, or even if you have already registered but have not yet accepted the terms of use on which our services are based.
- If the processing of personal data is necessary to fulfil a legal obligation to which we are subject, Article 6 (1) (c) GDPR serves as the legal basis. This is the case, for example, with existing legal obligations to retain and archive certain data (particularly for tax and commercial reasons).
- In the event that your vital interests or those of another natural person require the processing of personal data, Article 6 (1) (d) GDPR will serve as the legal basis. However, this should not happen with our services.
- If the processing of your personal data is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us, this will be done on the legal basis of Article 6 (1) (e) GDPR. This legal basis is not relevant for our services.
- If the processing is necessary for the purposes of the legitimate interests pursued by us or by a third party and your interests, fundamental rights and freedoms are not overridden by these interests, Article 6 (1) (f) GDPR serves as the legal basis for the processing.

1.4. General information about the deletion of data and the retention period

As a general rule, we will delete or block personal data as soon as the purpose for which it was stored no longer applies. Data may also be stored where required by European or national legislators in EU regulations, laws or other rules to which we are subject as a data controller. The data will also be blocked or deleted at the end of a retention period prescribed by the aforementioned standards, unless further storage of the data is necessary for the conclusion or performance of a contract.

In concrete terms, this means that:

If we process the personal data on the basis of **consent** to data processing (Article 6(1) (a) GDPR), the processing ends with your revocation, unless there is another legal basis for processing the data, which is the case, for example, if we are still entitled to process your data for the purpose of fulfilling the contract at the time of revocation (see below).

If we process the data on the basis of our **legitimate interests** (Article 6 (1) (f) GDPR) in the context of a prior assessment, we will store the data until the legitimate interest ceases to exist, the assessment comes to a different conclusion or you have effectively objected in accordance with Article 21 GDPR (see the visually highlighted “Reference to specific right of objection” under Section 3).

If we process the data to **fulfil the contract**, we will store the data until the contract has been finally fulfilled and processed and no further claims can be asserted under the contract, i.e. until the limitation period has expired. The standard limitation period under Paragraph 195 of the German Civil Code (BGB) is three (3) years. However, certain claims, such as claims for damages, only become statute-barred after 30 years (see Paragraph 197 BGB). If there is a legitimate reason to believe that this is relevant in an individual case, we will retain personal data for that time period. The above limitation periods begin at the end of the year (i.e. 31 December) in which the claim arose and the creditor became aware, or should have become aware without gross negligence, of the circumstances giving rise to the claim and the identity of the debtor.

Please note that we are also subject to statutory **retention obligations** for commercial, tax and accounting purposes. These require us to retain certain information, which may include personal information, for a period of six (6) to ten (10) years as proof of our proper

business or accounting practices. These retention periods take precedence over the deletion requirements set out above. Retention periods also begin at the end of each year, i.e. on 31 December.

1.5. General information on the sources of personal data

The personal data we process is primarily obtained from the data subjects themselves, for example when they

- as users of our website, transmit information, such as the IP address, to us or our web server via the web browser and their end device (e.g. a PC, smartphone, tablet or notebook),
- have a customer account with us or have a customer relationship with us,
- request information material or a quotation from us as an interested party,
- request information material, press releases, statements or the like as members of the press,

supply us with goods as agreed as suppliers or provide us with services or similar as business partners.

In exceptional circumstances, the personal data we process may also originate from third parties, for example where an individual is acting on behalf of a third party.

1.6. General information on the recipients or categories of recipients of personal data

Your personal information will only be shared or transferred to third parties if this is absolutely necessary and permitted for the purpose in question. We explain to whom we share data and for what purposes in connection with the data processing described below or, in the case of transfers to third countries (other EU or EEA countries), additionally in this Data Privacy Statement.

- Categories of recipients can generally be:
- Service providers,
- Suppliers, business partners,
- Accounting, tax consultants.

1.7. General information on the purposes of data processing

Depending on the category of data involved, we process personal data for the following purposes and on the basis of the relevant legal basis of the General Data Protection Regulation (GDPR):

1.7.1 User data

We collect and process information from users of our website on a non-personalised basis. It is not possible for us to associate the information with specific individuals. The IP address is only processed in anonymised form. If, in exceptional cases, personal data is involved, we process it to protect our legitimate interests on the basis of Article 6(1) (f) GDPR. Our legitimate interests in this sense include our interest in the security and integrity of our website and the data on our web server (in particular fault and error detection and tracking of unauthorised access), as well as marketing interests and interests in statistical surveys (to improve our website and our services and offers). If we do engage in such data processing, we will have first weighed the interests involved and come to the conclusion that the particular data processing is necessary to safeguard the aforementioned legitimate interests and does not override your interests or fundamental rights and freedoms requiring the protection of personal data.

1.7.2 Prospect data/data of press representatives

Where we process data from prospective customers or members of the press, we only do so if they enter the data in an input field, by e-mail or otherwise and send it to us for the purpose of making an enquiry. This input is always voluntary. We will only use this information to process the enquiry. The processing of the data voluntarily provided to us for the purpose of informing you about our services is carried out as pre-contractual processing pursuant to Article 6 (1) (b) GDPR and/or on the basis of the consent you have given by transmitting the data in accordance with Article 6 (1) (a) GDPR.

1.7.3 Customer data

We process the data of our customers for the purpose of contract initiation and contract processing in accordance with Article 6 (1) (b) GDPR or, in the case of a customer account or the existence of consent, (also) in accordance with Article 6 (1) (a) GDPR on the basis of consent given, e.g. in the context of registration/login.

1.7.4 Supplier data/business partner data

We process the data of our suppliers and business partners for the purposes of contract fulfilment in accordance with Article 6(1) (b) GDPR and/or on the basis of consent given in accordance with Article 6(1) (a) GDPR. This also applies to processing that is necessary for the performance of pre-contractual measures (e.g. in connection with the preparation and negotiation of offers).

1.8. Contact via e-mail, fax and telephone

There are a number of ways you can contact us. You can also find an e-mail address, telephone number and fax number on the website. Even if you e-mail, call or fax us, we will inevitably process your personal data. This is because at least the personal data transmitted by e-mail, fax or telephone will be stored by us or our systems.

This data will not be shared with third parties. The data will only be used to process the conversation.

1.8.1 Purposes of data processing

The processing of personal data sent to us by e-mail, fax or telephone is for the purpose of processing your contact and request. We will need your e-mail address, fax number or telephone number in order to reply to you. This also constitutes a legitimate interest in processing the data.

1.8.2 Legal basis for data processing

The legal basis for the processing of the data is your consent pursuant to Article 6 (1) (a) GDPR, which you have given by actively contacting us, otherwise our legitimate interest in communicating with you pursuant to Article 6 (1)

(f) GDPR. If the purpose of the contact or your request is the conclusion of a contract, the legal basis for the processing is Article 6 (1) (b) GDPR (taking of pre-contractual measures).

1.8.3 Storage duration

The data will be deleted as soon as it is no longer necessary to fulfil the purpose for which it was collected.

For personal data sent by e-mail, this is generally the case when the respective conversation with you has ended and we have waited for a waiting period of up to 6 months to see whether we may need to revisit your request or the details of the communication. The conversation ends when it can be concluded from the circumstances that the matter in question has been conclusively clarified.

Fax data is stored separately from print data in the fax machine memory. Once the fax has been printed, the memory is freed up to receive and store the next fax. Parts of the fax can be temporarily stored in the machine's memory after printing, until they are overwritten by the next fax received. This usually results in the data being automatically deleted after 1-2 weeks. If it is a computer fax, we will receive your fax as an e-mail and the information about e-mails will apply accordingly.

When you make an incoming or outgoing call to us, your telephone number or your name/company name as registered with your telephone company, together with the date and time of the call, is stored in our telephone system in what is known as a ring buffer, which overwrites the oldest data with new data. This usually results in the data being automatically deleted from the phone system after approximately 3-4 months.

The communication may be subject to a commercial or tax law retention obligation, which will then take precedence (see above under "Data deletion and retention period").

1.8.4 Right of objection and removal

You may at any time revoke your consent to the processing of your personal data or object to the further processing of your data on the basis of legitimate interest (see reference to the specific right of objection in Section 3 of this Data Privacy Statement). In this case, the conversation cannot be continued.

You may revoke your consent or object to further processing of your data by sending us an informal message (e.g. by e-mail). Any personal data collected in the course of contacting us will then be deleted, unless it is subject to a specific retention obligation, in which case it will take precedence.

1.9. Key information on joint responsibility within PTV LOGISTICS

PTV Logistics GmbH and its affiliated companies belong to a group of companies within the meaning of Article 4 (19) GDPR (hereinafter referred to as: "PTV LOGISTICS"). PTV LOGISTICS consists primarily of PTV Logistics GmbH and its subsidiaries. You can find all the PTV LOGISTICS companies relevant to you here. PTV Logistics GmbH is the parent company of PTV LOGISTICS and provides a number of central services (e.g. IT infrastructure, cloud services), products and systems for its subsidiaries. For such services and systems, PTV Logistics GmbH and the respective subsidiary are joint controllers within the meaning of Article 26 GDPR. Conundra BV is not a subsidiary, but an affiliate of PTV Logistics GmbH and also belongs to this group of companies.

The purpose of the joint data processing is, in particular, to process the data at a central location by PTV Logistics GmbH in order to simplify and standardise internal processes, to avoid duplicate or multiple data storage and processing and the associated security risks, and thus to ensure the security and integrity of the data through the possibility of central security precautions. Another purpose is to be able to provide PTV LOGISTICS customers with services and products faster and better than would be possible for the individual PTV LOGISTICS companies.

As part of the joint responsibility for data processing, PTV Logistics GmbH and the other companies of the PTV LOGISTICS have each concluded a contract in accordance with Article 26 GDPR. There, it is essentially agreed that the party that primarily influences and controls the processing of the personal data in question is responsible for ensuring that its processing of that personal data complies with the GDPR (where applicable) or the applicable data protection law. This includes the responsibility for fulfilling the information obligations towards data subjects and fulfilling the rights of data subjects in accordance with Articles 12 to 22 GDPR.

It was also agreed that each party would be solely responsible for the data processing it carried out, i.e. it would independently assume all rights and obligations arising therefrom, including the processing of data subjects' rights.

With respect to transfers of personal data to countries outside the European Union/European Economic Area for which there is no adequacy decision by the EU Commission, the agreement of additional data protection measures - where necessary - will be part of the agreement in addition to the current EU standard contractual clauses.

Where it is apparent that a party controls and carries out the processing in question, data subjects may contact that party directly by using the contact options specified and published

in each case. However, data subjects may exercise their rights under Articles 15 to 22 of the GDPR against any of the joint controllers.

2. Scope of personal data processing via our websites

We collect and use users' personal information when they use our website only to the extent necessary to provide a functional website and our content and services. The collection and use of personal information from our users is generally only done with the user's consent. An exception to this is where prior consent cannot be obtained for objective reasons and/or the processing of the data is permitted by law.

This website is hosted by an external service provider (hosting provider). Personal data collected on this website is stored on the host provider's servers. This may include IP addresses, contact requests, meta and communication data, contract data, contact details, names, website access and other data generated through a website.

The hosting provider is used for the purpose of fulfilling the contract with our potential and existing customers (Article 6 (1) (b) GDPR) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Article 6 (1) (f) GDPR).

Our hosting provider will only process your data insofar as this is necessary to fulfil the service obligations and to follow our instructions with regard to this data.

The website is hosted in Germany by UEBERBIT GmbH, Rheinvorlandstraße 7, 68159 Mannheim, Germany, <https://www.ueberbit.de/>.

We have entered into a data processing agreement with the hosting provider pursuant to Article 28 (3) GDPR.

2.1. Website hosting and log file creation

For technical reasons, our system automatically collects data and information each time you access the website. These are stored in the server's log files. These are the following:

- Date and time of access,
- URL (address) of the referring website (referrer),
- Pages accessed by the user's system through our website,
- User's screen resolution,
- File(s) retrieved and success message,
- The amount of data sent,
- The user's Internet service provider,
- Browser, browser type and version, browser engine and engine version,
- Operating system, operating system version, operating system type, and
- The anonymised IP address and the user's Internet service provider.

For example, we use the IP address to control the language settings of the website.

The data will be processed separately from other data. This information will not be combined with any other personal information about the user. It is not possible for us to associate this information with any particular individual.

2.1.1 Purposes of data processing

The temporary processing of the data by the system is necessary in order to deliver the content of our website to the user's computer. For technical reasons, the user's IP address must be stored for the duration of the session.

Log files are kept to ensure the functionality of the website. We also use the information to improve our services and website and to ensure the security of our information technology systems.

2.1.2 Legal basis for data processing

The temporary storage of data and log files is based on Article 6 (1) (f) GDPR (legitimate interest). Our legitimate interest in processing the data is for the purposes set out above.

2.1.3 Storage duration

The data will be deleted as soon as it is no longer necessary to fulfil the purpose for which it was collected. In the case of the collection of data for the provision of the website, this will be the case at the end of the session. If the data is stored in log files, it will be deleted after no more than seven days. Further storage is possible. In this case, users' IP addresses are deleted or anonymised so that it is no longer possible to identify the calling client.

2.1.4 Right of objection and removal

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility of objection on the part of the user. However, the user can stop using the website at any time and thus prevent the further collection of the aforementioned data.

2.2. Use of cookies by us and third parties

We use cookies when you access individual pages. These are small text files stored on your device (PC, smartphone, tablet, etc.). When you visit a website, your browser may store a cookie. This cookie contains a unique string of characters that allows the browser to be uniquely identified when the website is visited again.

Cookies are used to enable the use of our website or to ensure the security and integrity of the website (essential cookies) or to make the website more user-friendly (non-essential cookies).

Our content management system (Typo3) also uses technically necessary cookies to enable functions such as logging into the administrator area. The setting of cookies is then necessary in order to recognise logged-in visitors.

Third-party cookies may also be used. These cookies may also allow analysis of the user's browsing behaviour. If this is the case, we will inform you separately in this Data Privacy Statement or in specific Data Privacy Statements directly in the information about the relevant third-party tools (such as analytics tools, plug-ins, etc.). For example, analysis tools (such as Google Analytics) set their own cookies for analysis purposes.

When you access our website, you will be informed about the use of cookies and your consent to the processing of the personal data used in this context by cookies that are not absolutely necessary will be obtained.

You can find a detailed list of the cookies we use, their storage period, origin and function at any time at <https://www.ptvlogistics.com/de/cookies>. You can also change your cookie preferences there at any time.

2.2.1 Purpose of data processing

The purpose of using essential cookies is to enable you to use our website or certain features. Some functions of our website cannot be offered without the use of cookies. This means, for example, that the browser must be recognised even after a page change. We do not use the information collected by essential cookies to create user profiles.

Non-essential cookies are generally used to improve the quality of our website and its content, as well as for advertising and market research purposes. Analytical cookies help us understand how the site is being used and allow us to continually improve our service.

2.2.2 Legal basis for data processing

The following applies to strictly necessary cookies: The legal basis for the storage of essential cookies on your end device and their access is Paragraph 25 (2) of the TDDDG (German Telecommunications Digital Services Data Protection Act). The legal basis for the further processing of personal data using the information stored in the cookie is Article 6 (1) (f) GDPR, which is a legitimate interest on our part. Our legitimate interest lies in the purposes mentioned above.

The following applies to non-essential cookies: The legal basis for the storage of non-essential cookies on your end device and their access is your consent pursuant to Paragraph 25 (1) TDDDG (German Telecommunications Digital Services Data Protection Act). The legal basis for the further processing of personal data using non-essential cookies is the consent given at the same time in accordance with Article 6 (1) (a) GDPR.

2.2.3 Storage duration

Some of the cookies we use are deleted at the end of the browser session, i.e. when you close your browser (so-called session cookies). Other cookies remain on your device and enable us or our service providers (third parties) to recognise your browser on your next visit (persistent or static cookies).

If we have stored the cookies on the basis of the user's consent, we will stop processing the data if the user revokes this consent. Otherwise, we store the data collected on the basis of a legitimate interest until the legitimate interest ceases to exist, the assessment comes to a different conclusion or the user has effectively lodged an objection in accordance with Article 21 GDPR (see the visually highlighted "Reference to specific right of objection" under Section 3). We will periodically review whether the legitimate interest still exists. In particular, our interest will cease when the data is no longer sufficiently relevant to us for analysis and statistics on website usage due to the passage of time, which is likely to be after three years at the latest.

2.2.4 Right of objection and removal

Cookies are stored on your computer and sent from your computer to our website. This gives you full control over the use of cookies. You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time.

Below are links to typical browsers where you can find more information about managing your cookie preferences:

- Firefox: <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop>
- Chrome: <https://support.google.com/chrome/answer/95647>
- Internet Explorer/Edge: <https://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>
- Safari: <https://support.apple.com/en-us/guide/safari/sfri11471/mac>
- Opera: <https://help.opera.com/en/latest/web-preferences/#cookies>
- Yandex: <https://yandex.com/support/browser-beta/personal-data-protection/cookies.html>

Note: If you disable or delete cookies for our website, you may not be able to take full advantage of all the features of the website.

You can prevent the use of non-essential cookies by not giving or revoking your consent.

2.3. Data processing for newsletter distribution

It is possible to subscribe to a newsletter on our website or by sending us an enquiry. The data from the input screen is transmitted to us when you sign up for the newsletter. This is mandatory information

- Country and
- E-mail address.

We need the country information to tailor the content of the newsletter to your country and language.

Optionally, you can also enter your name and title so that we can address you by name. You also have the option of specifying your area of interest and industry, which will help us to refine our offer.

When registering for the newsletter, the following data is also collected (opt-in verification):

- Your IP address, and
- The date and time of your registration.

This is to prevent misuse of the service or your e-mail address and to fulfil our legal obligation to prove that an opt-in, i.e. express consent to receive the newsletter, has actually been given by the e-mail address.

Subscribing to our newsletter is a double opt-in process. This means that once you have registered, you will receive an e-mail asking you to confirm your registration. This confirmation is necessary to ensure that no one can register using someone else's e-mail address. When you click on the link to confirm your registration, your IP address and the exact time (date and time) of the click will be recorded. The purpose of this data processing is to fulfil our legal obligation to prove that an opt-in, i.e. express consent to receive the newsletter, has actually been given by the e-mail address.

Your consent to the processing of data is obtained as part of the registration process and reference is made to this Data Privacy Statement.

If you purchase goods or services from our website or other services and provide us with your e-mail address, we may subsequently use it to send you a newsletter. In this case, only direct advertising for our own similar goods or services will be sent via the newsletter.

The data will only be used for the purpose of sending the newsletter.

2.4. Data processing when using the contact forms

Contact forms are available on our website to enable you to contact us electronically on a variety of topics. If you choose to do this, the information you enter in the form will be sent to us and stored. The subsequent processing of the data will always relate to the specific subject linked to the contact form.

Mandatory fields are marked with an asterisk. The information we ask you to provide is required to process your enquiry/request / contact. Information that is not required by a mandatory field is provided to us on a voluntary basis.

The following data fields are usually available on contact forms:

- E-mail address,
- Dear ...,
- First name and surname:
- Company name,
- Country,
- Telephone (usually optional),
- Area of interest,
- Role,
- Industry,
- Area of responsibility.

The following data is also stored at the time the message is sent:

- The user's IP address,
- Date and time of sending.

As part of the submission process, i.e. just before you click the "Submit" button, you will be informed again about the processing of your data and will be referred to this Data Privacy Statement.

2.5. Use of the Google Analytics tool

Our website uses Google Analytics, a web analytics service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland), an EU-based company, is responsible for all Google services in Europe.

Google Analytics uses "cookies", text files which are saved on your computer and enable your use of the website to be analysed (see also the further explanations above under Section 2.2 on "Cookies").

We would like to point out that on this website Google Analytics has been extended by the "anonymizelp" code to ensure IP addresses are collected anonymously (IP masking). By enabling IP anonymisation on this website, your IP address will be abbreviated beforehand by Google in European Union (EU) Member States or other states party to the European Economic Area (EEA) Agreement. Only in exceptional cases will the complete IP address be sent to a Google server in the USA and abbreviated there. On behalf of the website operator, Google will use this information to analyse your use of the website in order to compile reports on website activities for the website operator and to perform other services associated with website and Internet use. When using Google Analytics, the IP address sent by your browser will not be combined with other Google data.

Google processes personal data in the USA and elsewhere. The EU Commission has issued an adequacy decision on the transfer of data from the EU or EEA to the US. Google Inc., as the US parent company of Google Ireland Limited, has joined and is certified under the EU-US Data Privacy Framework (DPF) on which this adequacy decision is based. The transfer of data to the USA is therefore permitted (Article 45 (1) GDPR) and the data processing thus essentially corresponds to the level of data protection in the EU.

As an additional basis for data processing with recipients located in third countries (= countries outside the EEA, i.e. all countries outside the European Union, Iceland, Liechtenstein and Norway) or for a data transfer there, Google uses the EU standard contractual clauses (see Article 46 (2) and (3) GDPR). These Standard Contractual Clauses (SCCs) are templates

provided by the EU Commission to ensure that your data complies with European data protection standards when transferred to and processed in third countries. By agreeing to these terms, Google agrees to comply with the European data protection level when processing personal data, even if the data is processed in the US. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0914&from=EN>

Google has also entered into an order processing agreement with us pursuant to Article 28 (3) GDPR, which serves as the data protection basis for our customer relationship with Google. This refers to the content of the EU standard contractual clauses. You can find the data processing terms here: <https://business.safety.google/intl/en/adsprocessor/terms/>

You can find more information on Google's terms of use and privacy policy at <https://marketingplatform.google.com/about/analytics/terms/us/> or at <https://www.google.com/intl/en/policies/>.

2.5.1 Purpose of data processing

The purpose of using the analytics tool or cookies is to improve the quality of our website and its content. This helps us to understand how the site is being used and to continually improve our service.

2.5.2 Legal basis for data processing

The legal basis for the storage of information (e.g. cookies) on your end device and the access to this information is your consent in accordance with Paragraph 25 (1) TDDDG. The legal basis for the further processing of the personal data stored in your end device in this way is your consent given at the same time in accordance with Article 6 (1) (a) GDPR.

2.5.3 Storage duration

The cookies are stored on the user's device and sent to our website. As a user, you therefore have full control over the use of cookies. You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time. This can also be automated. If you disable for our website, you may not be able to take full advantage of all the features of the website.

Otherwise, we will store the data provided on the basis of your consent until you withdraw your consent, which you may notify us of.

2.5.4 Right of objection and removal

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 make full use of all the features of this website.

You can also stop data from being collected through the cookies and the data on your use of the website (including your IP address) from being sent to and processed by Google by downloading and installing the browser plug-in available at the following link (<http://tools.google.com/dlpage/gaoptout?hl=en>).

Once you have given us your consent, you can withdraw it at any time with effect for the future.

You can also opt out of the collection of data by Google Analytics by clicking on the following link. An opt-out cookie will then be set to prevent your data from being collected when you visit this website in the future: [Disable Google Analytics</a](#)

2.6. Use of Google Ads conversion tracking

This website uses Google Ads, an online advertising program of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services and is therefore the service provider.

We use conversion tracking as part of Google Ads. If you click on a Google ad, a conversion tracking cookie is placed on your computer. Cookies are small text files which an Internet browser places on your computer. These cookies are not used to personally identify users. If you visit certain pages on this website and the cookie has not yet expired, we and Google may be able to tell that the user has clicked on the ad and was taken to that page.

Every Google Ads customer receives a different cookie. Cookies cannot be tracked via the websites of Ads customers (i.e. us).

Information obtained with the help of conversion cookies is used to produce conversion statistics for Ads customers which have opted for conversion tracking. Ads customers learn the total number of users who have clicked on their ad and been redirected to a page provided with a conversion tracking tag. However, they do not receive any information allowing them to identify the user.

More information about Google Ads and Google Conversion Tracking can be found in Google's data protection regulations: <https://www.google.com/policies/privacy/>

Google describes its data processing when using personal data from websites or apps on or in which Google services are used more specifically here: <https://www.google.com/policies/technologies/ads>. You can also find instructions on how to reset or delete your Google advertising ID, which is used by Google to identify you.

Specific information on cookies set by Google can be found here: <https://policies.google.com/technologies/cookies?hl=en#types-of-cookies>

Google processes personal data in the USA and elsewhere. The EU Commission has issued an adequacy decision on the transfer of data from the EU or EEA to the US. Google Inc., as the US parent company of Google Ireland Limited, has joined and is certified under the EU-US Data Privacy Framework (DPF) on which this adequacy decision is based. The transfer of data to the USA is therefore permitted without special authorisation (Article 45 (1) GDPR).

As an additional basis for data processing with recipients located in third countries (= countries outside the EEA, i.e. all countries outside the European Union, Iceland, Liechtenstein and Norway) or for a data transfer there, Google uses the EU standard contractual clauses (= Article 46 (2) and (3) GDPR). These Standard Contractual Clauses (SCCs) are templates provided by the EU Commission to ensure that your data complies with European data protection standards when transferred to and processed in third countries. By agreeing to these terms with us, Google agrees to comply with the European data protection level when processing personal data, even if the data is processed in the US. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0914&from=EN>

Google has also entered into an order processing agreement with us pursuant to Article 28 (3) GDPR, which serves as the data protection basis for our customer relationship with Google. This refers to the content of the EU standard contractual clauses. You can find the data processing terms here: <https://business.safety.google/intl/en/adsprocessor/terms/>

2.6.1 Purpose of data processing

The information collected by the conversion cookie is used to generate conversion statistics for us. We find out the total number of users who clicked on our ad and were directed to our site. We want to use this to improve and optimise our ads. However, we do not receive any information allowing us to identify the user. This is used to analyse and optimise our advertising and marketing activities.

2.6.2 Legal basis for data processing

Conversion cookies are stored on the user's end device on the basis of Paragraph 25 (1) TDDDG. Further storage and processing of the data takes place on the basis of Article 6 (1) (a) GDPR. Both are based on your consent requested at the start of use.

2.6.3 Storage duration

We do not store any personal data ourselves in connection with the use of Google Ads or conversion tracking. However, Google may store this information using cookies or similar technologies. Unfortunately, we have no control over whether or how long Google does this.

Google provides specific information about cookies and their storage period here: <https://policies.google.com/technologies/cookies?hl=en#types-of-cookies>

After that, cookies are stored for a maximum of 13 months, and in some cases much less.

2.6.4 Right of objection and removal/opt-out

In general, you can configure your browser to receive notifications about the placement of cookies and only allow cookies in individual cases, enable the acceptance of cookies in specific cases or generally refuse them and enable automatic deletion of cookies when you close your browser. Disabling cookies may limit the functionality of this website.

You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time. This can also be automated. If you disable for our website, you may not be able to take full advantage of all the features of the website.

If you use the Google Chrome browser, a plugin which deactivates personalised advertising can be installed on the website <https://www.google.com/settings/ads/plugin> - in addition to the decisions made in the "Settings" menu. Please note that you will still receive as many ads as before - they will just not be tailored to your interests.

If you do not wish to participate in tracking, you can object to such use by disabling the Google conversion tracking cookie via your Internet browser's user settings. You will then not be included in conversion tracking statistics.

Alternatively, you can opt out of the use of cookies for interest-based advertising through the ad network initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp

You can opt out of Google's use of your information for personalised advertising in the future by opting out of personalised advertising in your Google Account by following this link: www.google.com/settings/ads/onweb/

2.7. Use of the Google Tag Manager analysis tool

Our website uses Google Tag Manager, which is provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. This service from

Google allows you to manage website tags via an interface. We use Tag Manager to manage and control the website tags on our platform.

Google Tag Manager only implements tags. This means that no cookies are used and no personal data is collected. Google Tag Manager triggers other tags that may also collect data. However, Google Tag Manager does not access this data. If you opt-out at the domain or cookie level, your opt-out will remain in place for any tracking tags implemented with Google Tag Manager.

Among other things, it controls the Google Analytics tool mentioned above.

Therefore, Google Tag Manager does not result in any additional data processing, but simply makes it easier to place tags on your website. Therefore, no additional personal data is processed through the use of Google Tag Manager.

Further information on data processing by Google can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=en>. You can also change your settings there in the data protection centre (<https://myaccount.google.com/privacycheckup>) so that you can manage and protect your data. You can also find more instructions on how to manage your own data when using Google products.

2.8. Use of the Google API interface

Our website uses Google APIs from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. This is a program interface provided by Google. When you use this website, information such as your IP address may be transmitted to Google.

Further information on data processing by Google can be found in Google's privacy policy. You can also change your settings there in the data protection centre so that you can manage and protect your data.

You can also find more instructions on how to manage your own data when using Google products.

2.8.1 Purpose of data processing

We use the Google API as an interface between our website and the Google products we use (e.g. Analytics and Maps). This information is used for the purposes of analysis, error correction, optimisation and economic operation of the website, as well as to improve and optimise the user experience on the website.

2.8.2 Storage duration

The data will be deleted as soon as it is no longer necessary to fulfil the purpose for which it was collected.

2.8.3 Legal basis for data processing

The legal basis for processing personal data using the Google APIs is Article 6 (1) (f) GDPR, which is a legitimate interest on our part. In particular, our legitimate interest is to analyse, optimise and commercially operate our website and online services, and to enable troubleshooting and error correction by analysing and displaying error messages and causes of crashes.

2.8.4 Right of objection and removal

You can object to data processing on the grounds of overriding legitimate interest at any time in accordance with Article 21 GDPR (for more information on the right to object, see Section 3 on the rights of data subjects).

Otherwise, the only way you can avoid this data processing is by not visiting our website.

You may refuse the execution of the Java Script code required for the tool by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to make full use of all the features of this website.

To prevent Java Script code from being executed altogether, you can also install a Java Script blocker, such as the NoScript browser plug-in. (e.g. www.noscript.net).

2.9. Use of YouTube videos (in enhanced privacy mode)

On our website you can watch YouTube videos (provider: YouTube LLC 901 Cherry Ave., 94066 San Bruno, CA, USA). In Europe, YouTube is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. We have placed these YouTube videos in YouTube's enhanced privacy mode, which blocks YouTube cookies from being set until an active click is made during playback.

Therefore, videos will only be reloaded and YouTube cookies will only be set for you if you opt in to the setting of YouTube cookies by clicking on such a video for the first time. We have provided information in the relevant videos.

YouTube is a subsidiary of Google Inc., as is Google Ireland Limited, which is responsible for operations in Europe. Every time a product that has a YouTube video embedded is accessed, the website will play the YouTube video. As part of this process, YouTube and Google receive information about which product is being accessed. If you are also logged in to YouTube, YouTube will recognise which specific page you are visiting when you visit a page that contains a YouTube video. This information is collected by YouTube and Google and associated with your YouTube account.

With respect to any transfer of data to the United States, the information about Google in the EU-US Privacy Framework, the EU Standard Contractual Clauses, and the Data Processing Agreement set forth above will apply accordingly.

YouTube's privacy policy provides information about the collection, processing and use of personal information by YouTube and Google and can be accessed here: <http://www.google.com/intl/en/policies/privacy>

2.9.1 Purpose of data processing

The purpose of embedding YouTube videos is to provide you with multimedia content on the site and to enhance and improve your experience on the website. By making our website more attractive, the use of YouTube also serves our marketing and advertising purposes.

2.9.2 Legal basis for data processing

The legal basis for the processing of personal data is your consent pursuant to Article 6 (1) (a) GDPR. The legal basis for embedding the videos themselves is Article 6 (1) (f) GDPR, which is a legitimate interest on our part. Our legitimate interest lies in the purposes mentioned above.

2.9.3 Storage duration

We do not store any personal information related to the use of YouTube videos. We will analyse the access and views of individual videos, but without reference to any specific individual.

We have no control over the storage by YouTube or Google itself. Please see Google's privacy policy for the exact circumstances in which data is processed there: <http://www.google.com/intl/en/policies/privacy>

2.9.4 Right of objection and removal

YouTube and Google will always receive information that the user has visited our site if the user is logged in to YouTube at the same time as using the app, whether or not the user clicks on a YouTube video. If you do not want this information to be transmitted to YouTube and Google, you can prevent the transmission by signing out of your YouTube account before visiting the site. You can also find options to minimise Google's data processing in your YouTube account settings. As the video portal is owned by Google, you can find the settings in the general settings of your Google account. Under "Activity settings" (<https://myactivity.google.com/activitycontrols>) you can find options for web and location history, as well as special privacy features on YouTube. First, you can pause your video search history, as well as special privacy features on YouTube. First, you can pause your video search history so that your searches are no longer stored. You can also turn off the video playback history so that not all the videos you watch are stored.

Otherwise, you can avoid processing the data by not accessing pages containing YouTube videos.

2.10. Use of videos via the Vimeo platform

We use plugins from the provider Vimeo, among other things, to integrate videos on our website. Vimeo is operated by Vimeo.com, Inc., 330 West 34th Street, 10th Floor, New York, NY 10001, USA.

There is an adequacy decision for data transfer to the US. Accordingly, data transfer to the US is legally permissible if the data recipient is certified under the EU-US and Swiss-US Privacy Shield (Data Privacy Framework), which is the case with Vimeo.com, Inc.

When you access the pages of our website that have the plug-in, a connection to the Vimeo servers is established. This tells the Vimeo server which of our pages you have visited. If you are logged in as a Vimeo member, Vimeo assigns this information to your personal user account. When you use the plug-in, for example by clicking the start button of a video, this information is also assigned to your user account.

In addition, Vimeo accesses the Google Analytics tracker via an iFrame in which the video is accessed. This is Vimeo's own tracking, to which we have no access. You can prevent tracking by Google Analytics by using the deactivation tools that Google offers for some Internet browsers. Users can also prevent the collection of data generated by Google Analytics and related to their use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link <https://tools.google.com/dlpage/gaoptout?hl=en>.

Further information on data processing and Vimeo's privacy policy can be found at <https://vimeo.com/privacy>. Vimeo's cookie policy can be found here: https://vimeo.com/cookie_policy

2.10.1 Purpose of data processing

Vimeo videos are embedded on our website for the purpose of presenting multimedia content to the user and thereby enhancing and improving the user experience on the website. Since this makes our website more attractive, the use of Vimeo also serves our marketing and advertising purposes.

2.10.2 Legal basis for data processing

The legal basis for the storage of non-essential cookies on your device and access to them is your consent in accordance with Paragraph 25 (1) TDDD. The legal basis for the further processing of personal data using non-essential cookies is Art. 6 (1) (a) GDPR, i.e. your consent granted in accordance with the GDPR, which we request from you at the beginning of

your visit to the website or before playing a Vimeo video and establishing a connection to Vimeo servers.

2.10.3 Storage duration

Vimeo itself stores your data if you are logged in as a Vimeo member for as long as your Vimeo member account exists (see Vimeo's privacy policy: <https://vimeo.com/privacy>). If you are not logged in to Vimeo, we assume that your personal data will not be stored beyond the retrieval of the video. Unfortunately, Vimeo itself does not provide any information on this, but Vimeo does state that its services comply with European data protection law. Therefore, in this case, the data will be deleted by Vimeo as soon as the purpose for which it was collected no longer applies.

We ourselves do not store your data when you use Vimeo videos on our website.

2.10.4 Right of objection and removal

If you have a Vimeo user account and do not want Vimeo to collect data about you via this website and link it to your membership data stored at Vimeo, you must log out of Vimeo before visiting this website. You can also delete the corresponding Vimeo cookies via your browser.

You can also avoid data processing by refusing your consent or revoking it with effect for the future.

2.11. Use of Twitter/X Conversion Tracking

We use conversion tracking with Twitter/X-Pixel on our website. The service is provided by Twitter International Company, One Cumberland Place, Fenian Street, D02 AX07 Dublin 2, Ireland. However, personal data may also be transferred to the parent company X Corp., 1355 Market St Ste 900, San Francisco, CA 94103. This company is based in the USA. There is an adequacy decision for data transfers to the US. Accordingly, data transfers to the US are legally permissible if the data recipient is certified under the EU-US and Swiss-US Data Privacy Framework, which X Corp. is.

2.11.1 Purpose of data processing

Using Twitter/X conversion tracking enables us to statistically record the use of our website in order to improve it. In conversion tracking, a cookie is set on your device by Twitter/X when you visit our website by clicking on a Twitter/X ad. Conversion tracking is used to generate statistics, not to identify you personally. Rather, we just want to know which Twitter/X ads or interactions bring users to our website. The reports we receive for conversion tracking show us the number of conversions at campaign or post level, along with associated metrics such as impressions, interactions, and spending.

2.11.2 Legal basis for data processing

The legal basis for the storage of cookies that are not absolutely necessary in your terminal device and access to them is your consent in accordance with Paragraph 25 (1) TDDDGD. The legal basis for the further processing of personal data using cookies that are not absolutely necessary is Art. 6 (1) (a) GDPR, i.e. your consent granted in accordance with the GDPR.

2.11.3 Storage duration

We store the data collected in this way until the purpose for which it was collected has been achieved or ceased to apply, which is generally the case after three years at the latest.

2.11.4 Right of objection and removal

If you do not want Twitter/X to be able to assign your visit to our website to your Twitter/X account, please log out of your Twitter/X account before visiting our website and block the execution of script content from Twitter/X in your browser, e.g. using the script blockers from

www.noscript.net or www.ghostery.com. You can also change your Twitter/X privacy settings in your account settings at <https://x.com/settings/account>.

2.12. Use of the LinkedIn Analytics tool

We use the website analytics tool LinkedIn Analytics, a service provided in the EU by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland.

This tool can be used to show personalised ads on LinkedIn to visitors to this website. It is also possible to generate anonymous reports on the performance of advertisements and information on website interaction. To do this, this site uses the LinkedIn Insight tag, which connects to the LinkedIn server when you visit this site and are logged into your LinkedIn account.

Information on the LinkedIn Insight Tag and its functions can be found here: <https://business.linkedin.com/marketing-solutions/insight-tag>

LinkedIn's privacy policy with further information on data processing there can be found here: <https://www.linkedin.com/legal/privacy-policy>

2.12.1 Purpose of data processing

We use this tool to track who visits our site as a result of a LinkedIn ad, in order to better understand and optimise these ads and the reach they achieve.

2.12.2 Legal basis for data processing

Data is processed on the basis of your consent pursuant to Article 6 (1) (a) GDPR.

2.12.3 Storage duration

LinkedIn states that the cookies set as part of using LinkedIn Analytics are stored for 30 days (see <https://www.linkedin.com/legal/cookie-table?#thirdparty>).

2.12.4 Right of objection and removal

You may withdraw your consent at any time with immediate effect.

If you are logged in to LinkedIn, you can also opt out of data collection at any time by clicking on the following link: <https://www.linkedin.com/psettings/enhanced-advertising>.

2.13. Use of Leadlab

We also use the Leadlab tool on the website, provided by WiredMinds GmbH, Lindenspürstraße 32, 70176 Stuttgart, Germany.

Leadlab does not process personal data, as it only processes corporate data without reference to natural persons.

Only fixed IP addresses of companies are checked against a whitelist. No names or other information will be processed.

The tool also works completely without setting cookies, so no information is stored on your device.

2.13.1 Purpose of data processing

We use the tool to anonymously measure reach. This means that we only get positive hits based on IP address matching when a company's fixed IP address is identified. We only receive information about the company and the way our website is used by the company's employees. This enables us to analyse usage and improve our website.

2.13.2 Legal basis for data processing

Data is processed on the basis of our legitimate interests pursuant to Article 6 (1) (f) GDPR.

As the operator of this website, we would like to be able to anonymously determine and measure how many visitors from which companies visit our website. This measurement is based on company IP addresses only. It is only used to measure the reach of our website without processing personal data or even playing a role in the profiles or patterns of specific individuals. Therefore, the balancing of interests showed that our legitimate interests outweigh those of the data subjects.

2.13.3 Storage duration

The use of Leadlab does not result in the storage of any personal data.

2.13.4 Right of objection and removal

You can object to data processing on the grounds of overriding legitimate interest at any time in accordance with Article 21 GDPR (for more information on the right to object, see Section 3 on the rights of data subjects).

Otherwise, the only way you can avoid this data processing is by not visiting our website. There are no further removal options. However, no personal information is stored.

2.14. Use of Google Analytics Remarketing

We also use Google Remarketing, an advertising analysis tool, for our website. The service provider is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

The tool allows us to link Google Analytics Remarketing audiences to the cross-device features of Google AdWords and Google DoubleClick. In this way, interest-based, personalised advertising messages which have been adapted to you depending on your previous usage and surfing behaviour on an end device (for example, a mobile phone) can also be displayed on another of your end devices (for example, tablet or PC). If you have given the relevant consent to Google, Google will associate your web and app browsing history with your Google Account for this purpose. In this way, the same personalised advertising messages can be enabled on each of the devices that you sign in to with your Google Account. To support this feature, Google Analytics collects Google authenticated user IDs, which are temporarily linked to our Google Analytics data in order to define and create target groups for cross-device advertising campaigns.

We use Google Remarketing's Customer Matching feature to create target audiences. For this purpose, we transfer encrypted lists of certain customer information (such as e-mail addresses) to Google. If you are a Google user and signed in to your Google account, we will show you appropriate ads within the Google network (e.g., YouTube, Gmail, or a search engine).

Google also processes personal data in the USA. The EU Commission has issued an adequacy decision on the transfer of data from the EU or EEA to the US. Google Inc., as the US parent company of Google Ireland Limited, has joined and is certified under the EU-US Data Privacy Framework (DPF) on which this adequacy decision is based. The transfer of data to the USA is therefore permitted without special authorisation (Article 45 (1) GDPR).

As an additional basis for data processing with recipients located in third countries (= countries outside the EEA, i.e. all countries outside the European Union, Iceland, Liechtenstein and Norway) or for a data transfer there, Google uses the EU standard contractual clauses (=

Article 46 (2) and (3) GDPR). These Standard Contractual Clauses (SCCs) are templates provided by the EU Commission to ensure that your data complies with European data protection standards when transferred to and processed in third countries. By agreeing to these terms with us, Google agrees to comply with the European data protection level when processing personal data, even if the data is processed in the US. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0914&from=EN>

Google has also entered into an order processing agreement with us pursuant to Article 28 (3) GDPR, which serves as the data protection basis for our customer relationship with Google. This refers to the content of the EU standard contractual clauses. You can find the data processing terms here: <https://business.safety.google/intl/en/adsprocessor/terms/>

You can find out more about the data processed through the use of Google Remarketing in the privacy policy at <https://policies.google.com/privacy?hl=en>. Google describes its data processing when using personal data from websites or apps on or in which Google services are used more specifically here: <https://www.google.com/policies/technologies/ads>. You can also find instructions on how to reset or delete your Google advertising ID, which is used by Google to identify you.

Specific information on cookies set by Google can be found here: <https://policies.google.com/technologies/cookies?hl=en#types-of-cookies>

2.14.1 Purpose of data processing

We use Google Remarketing to help us understand your interests across devices and websites so that we can target our products and services to you on other devices and websites and display ads that are more relevant to your actual, individual needs and interests.

2.14.2 Legal basis for data processing

The legal basis for the storage of cookies and similar technologies on your end device and their access (reading) is your consent pursuant to Paragraph 25 (1) TDDDG. The legal basis for the further processing of the personal data stored in your end device in this way is your consent given at the same time in accordance with Article 6 (1) (a) GDPR.

2.14.3 Storage duration

We do not store any personal data ourselves in connection with the use of Google Analytics Remarketing. However, Google may store this information using cookies or similar technologies. Unfortunately, we have no control over whether or how long Google does this.

Google provides specific information about cookies and their storage period here: <https://policies.google.com/technologies/cookies?hl=en#types-of-cookies>

After that, cookies are stored for a maximum of 13 months, and in some cases much less.

2.14.4 Right of objection and removal/opt-out

You can configure your browser to receive notifications about the placement of cookies and only allow cookies in individual cases, enable the acceptance of cookies in specific cases or generally refuse them and enable automatic deletion of cookies when you close your browser.

Disabling cookies may limit the functionality of this website.

You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time. This can also be automated.

If you use the Google Chrome browser, a plugin which deactivates personalised advertising can be installed on the website <https://www.google.com/settings/ads/plugin> - in addition to the decisions made in the "Settings" menu. Please note that you will still receive as many ads as before - they will just not be tailored to your interests.

If you specifically do not wish to use Google's remarketing feature, you can generally disable it by making the appropriate settings at <http://www.google.com/settings/ads>. Alternatively, you can opt out of the use of cookies for interest-based advertising through the ad network initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

You can opt out of cross-device remarketing/targeting in the future by opting out of personalised advertising in your Google Account by following this link: <https://adssettings.google.com/anonymous?hl=en>.

2.15. Use of the OptinMonster tool

This website uses the OptinMonster plugin from Retyp LLC, 3701 Savoy Ln West Palm Beach, FL 33417, USA (OptinMonster). Optinmonster is a marketing tool for creating registration forms, pop-ups and notifications.

OptinMonster uses cookies. Personal data will only be processed if the user actively chooses to provide it (e.g. by registering for the newsletter). The data we receive through this tool is also anonymised and cannot be linked to any specific individual. Neither the provider nor we collect or process personal data in connection with the use of the tool.

For details on OptinMonster's handling of personal data, please refer to OptinMonster's Privacy policy: <https://optinmonster.com/privacy/>.

We have a data processing agreement with OptinMonster (see <https://optinmonster.com/gdpr/dpa/>). This is a contract in which OptinMonster undertakes, among other things, to protect the data of our users, to process it on our behalf in accordance with its privacy policy and, in particular, not to pass it on to third parties.

2.15.1 Purpose of data processing

The plugin allows us to provide visitors to this website with additional offers (e.g. promotions) via overlays (similar to a pop-up window), making our site more interesting and user-friendly. These overlays will take you to a specific web address when clicked. No data is collected or processed by us or the provider.

2.15.2 Legal basis for data processing

The data entered in the form is processed on the basis of your consent (Article 6 (1) (a) GDPR). The necessary storage of cookies in your end device and access to them is based on the consent given at the same time in accordance with Paragraph 25 (1) TDDDG. You may withdraw your consent at any time. The legitimacy of data processing processes that have already taken place will remain unaffected by the withdrawal.

2.15.3 Storage duration

We do not collect or process any personal data through the tool. We delete aggregated data immediately as we do not perform any analysis or similar.

In exceptional cases, where personal data is processed as a result of an active action (e.g. registering for the newsletter), we will process this data until the consent given for this purpose is withdrawn.

2.15.4 Right of objection and removal

You have full control over the use of cookies. You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time. This can also be automated. If you disable for our website, you may not be able to take full advantage of all the features of the website.

2.16. Use of Google AdSense (non-personalised)

This website uses Google AdSense, a service that integrates advertisements. The provider is Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

We use Google AdSense in 'non-personalised' mode. Unlike personalised mode, this means that ads are not based on your past usage and no user profile is created for you. Instead,

"contextual information" is used to select ads. The ads you see may be based on your location, the content of the website you are visiting, or your current search terms. To learn more about the differences between personalised and non-personalised targeting with Google AdSense, click here: <https://support.google.com/adsense/answer/9007336>.

Please note that cookies or similar recognition technologies (such as device fingerprinting) may also be used when using Google AdSense in a non-personalised manner. Google says it only uses this information to combat fraud and abuse.

Google also processes personal data in the USA. The EU Commission has issued an adequacy decision on the transfer of data from the EU or EEA to the US. Google Inc., as the US parent company of Google Ireland Limited, has joined and is certified under the EU-US Data Privacy Framework (DPF) on which this adequacy decision is based. The transfer of data to the USA is therefore permitted without special authorisation (Article 45 (1) GDPR).

As an additional basis for data processing with recipients located in third countries (= countries outside the EEA, i.e. all countries outside the European Union, Iceland, Liechtenstein and Norway) or for a data transfer there, Google uses the EU standard contractual clauses (= Article 46 (2) and (3) GDPR). These Standard Contractual Clauses (SCCs) are templates provided by the EU Commission to ensure that your data complies with European data protection standards when transferred to and processed in third countries. By agreeing to these terms with us, Google agrees to comply with the European data protection level when processing personal data, even if the data is processed in the US. These clauses are based on an implementing decision of the EU Commission. You can find the decision and the corresponding standard contractual clauses here: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32021D0914&from=EN>

Google has also entered into an order processing agreement with us pursuant to Article 28 (3) GDPR, which serves as the data protection basis for our customer relationship with Google. This refers to the content of the EU standard contractual clauses. You can find the data processing terms here: <https://business.safety.google/intl/en/adsprocessor/terms/>.

2.16.1 Purpose of data processing

Google AdSense is used to serve appropriate ads to you on our website based on the contextual information described above, i.e. for advertising purposes.

2.16.2 Legal basis for data processing

The legal basis for the storage of cookies and similar technologies on your end device and their access (reading) is your consent pursuant to Paragraph 25 (1) TDDDG. The legal basis

for the further processing of the personal data stored in your end device in this way is your consent given at the same time in accordance with Article 6 (1) (a) GDPR.

2.16.3 Storage duration

We do not store any personal data ourselves in connection with the use of Google AdSense. However, Google may store this information using cookies or similar technologies. Unfortunately, we have no control over whether or how long Google does this.

Google provides specific information about cookies and their storage period here: <https://policies.google.com/technologies/cookies?hl=en#types-of-cookies>

After that, cookies are stored for a maximum of 13 months, and in some cases much less.

2.16.4 Right of objection and removal/opt-out

You can configure your browser to receive notifications about the placement of cookies and only allow cookies in individual cases, enable the acceptance of cookies in specific cases or generally refuse them and enable automatic deletion of cookies when you close your browser. Disabling cookies may limit the functionality of this website.

You can disable or restrict the sending of cookies by changing the settings on your internet browser. Cookies that have already been stored can be deleted at any time. This can also be automated. If you disable for our website, you may not be able to take full advantage of all the features of the website.

If you use the Google Chrome browser, a plugin which deactivates personalised advertising can be installed on the website <https://www.google.com/settings/ads/plugin> - in addition to the decisions made in the "Settings" menu. Please note that you will still receive as many ads as before - they will just not be tailored to your interests.

2.17. Conversion pixels from Adform

This website uses conversion tracking from Adform from the EU-based provider Adform A/S, Silkegade 3B, ST. & 1., 1113 Copenhagen, Denmark ("Adform").

The categories of data processed are data on the use of the website and the logging of clicks on individual elements.

Adform uses cookies to determine which ads are shown to a user. This is based on products that a visitor has already viewed on a previous occasion. Neither Adform nor we store personal information such as e-mail addresses, names or addresses in the cookie or in the cookie-based profile.

A cookie is a small text file that is stored on your end device when you view an Adform client's advertisements or websites using a browser. The cookie does not collect any names, addresses, phone numbers, e-mail address or other data identifying the user. Instead, the cookie contains a random identification number (cookie ID). With these random cookie identification numbers, Adform collects and stores non-personal information such as operating system, browser version, geographical location, URLs on which Adform displays advertisements or facts about interactions with advertisements (e.g. number of clicks or views).

IP addresses of Internet users are accessible to our system during web requests on Adform web servers. However, we do not store or otherwise use this information.

To find out how Adform processes personal data when you use its services, please refer to the provider's privacy policy: <https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/>

Neither Adform nor we will share this information with third parties. The data will only be used for the analysis purposes described here.

2.17.1 Purpose of data processing

Adform is used to show you relevant ads on our website based on the products you have previously viewed.

2.17.2 Legal basis for data processing

The legal basis for the storage of cookies and similar technologies on your end device and their access (reading) is your consent pursuant to Paragraph 25 (1) TDDDG. The legal basis for the further processing of the personal data stored in your end device in this way is your consent given at the same time in accordance with Article 6 (1) (a) GDPR.

2.17.3 Storage duration

The cookies set by Adform on your browser expire 60 days after your last interaction. Adform does not keep any Cookie-based Information longer than 13 months. In other words, any data that can be related to your internet devices are deleted after maximum 13 months (see <https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/#HowlongdowestorePersonalInformation>).

2.17.4 Right of objection and removal/opt-out

You can deactivate the storage of the cookie ID on your end device for the delivery of advertisements via the Adform advertising platform at any time at the following address (opt out): <https://site.adform.com/privacy-center/website-privacy/opt-out/>.

This will delete all of Adform's cookie data from your device, leaving only a new cookie identifier on your device that indicates to Adform that your browser should not be tracked when ads are displayed in your browser. Please note that for technical reasons the opt-out only applies to the browser and device used to opt out.

You may also withdraw your consent at any time with effect for the future.

2.18. Use of Google reCAPTCHA

To protect the transmission of forms (e.g. contact form, registration for the internal member area) To ensure that we are not dealing with bots, we use the reCAPTCHA service in selected cases. reCAPTCHA is a captcha service that works in the background of websites to determine whether visitors are humans or computer programs.

The service provider of reCAPTCHA is Google Ireland Limited, Gordon House, Barrow Street Dublin 4. Ireland. However, personal data may also be transferred to the parent company Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043. This company is based in the USA. There is an adequacy decision for data transfer to the USA. Accordingly, data transfer to the USA is legally permissible if the data recipient is certified under the EU-US and Swiss-US Privacy Shield (Data Privacy Framework), which is the case with Google LLC.

For verification by reCAPTCHA, Google must collect hardware and software information, e.g. device and application data, and transmit it to Google for analysis purposes. In this way, Google reCAPTCHA collects, among other things, information about the page that integrates reCAPTCHA, the referrer URL (page from which the user comes), the user's IP address, device settings (language, browser, location), length of visit, mouse movements and keyboard strokes, screen and window resolution, time zone and installation of browser plugins.

In addition, Google reCAPTCHA also checks whether a cookie has already been created in your browser. If this is not the case, Google sets a corresponding third-party cookie.

Google's data protection policy applies to this data processing. According to Google, the data is not used for personalized advertising. Google also states that under no circumstances will your IP address be associated with other Google data. Nevertheless, it would be technically possible for Google to identify at least individual users on the basis of the data received. It is possible that personal data and personality profiles of users of the Google website could be processed for other purposes over which we have and can have no influence. You can find Google's privacy policy at <https://policies.google.com/privacy>.

2.18.1 Purpose of data processing

We use Google reCAPTCHA to prevent so-called bots, i.e. small malicious programs, from compromising the security and integrity of our website and web server. This helps us to ensure the functionality of the website. In addition, the data helps us to ensure the security of our information technology systems.

2.18.2 Legal basis for data processing

The legal basis for the storage of non-essential cookies on your device and access to them is your consent in accordance with Paragraph 25 (1) TDDDG. The legal basis for the further processing of personal data using non-essential cookies is Art. 6 (1) (a) GDPR, i.e. your consent granted in accordance with the GDPR. If you do not grant your consent, the web forms protected by reCAPTCHA cannot be used. You can then contact us by other means.

2.18.3 Storage duration

As a user, you can decide for yourself whether to execute the JavaScript code required for the tool via your browser settings. You can deactivate or restrict the execution of JavaScript by changing the settings in your Internet browser. Note: If the execution of JavaScript is deactivated, it is possible that not all of the website's functions can be used to their full extent.

2.18.4 Right of objection and removal

You have the option of not using the Google reCAPTCHA service by not clicking on the service button. You can then contact us by other means, for example by email or telephone.

You can also disable JavaScript in your browser and thus prevent the transfer of data to Google. To prevent the execution of JavaScript code altogether, you can also install a JavaScript blocker, such as the browser plug-in NoScript (e.g. www.noscript.net or www.ghostery.com). If the execution of JavaScript is disabled, you will not be able to use the reCAPTCHA service and thus our contact and web forms that use reCAPTCHA.

2.19. Use of the marketing automation tool HubSpot

We use the tool HubSpot from HubSpot, Inc., 25 First St., 2nd floor, Cambridge, Massachusetts 02141, USA (<https://www.hubspot.com>). This is a system in which we process data and addresses of interested parties and customers, as well as newsletter subscribers, for the purposes of advertising and marketing.

We have concluded an order processing contract with HubSpot in accordance with Art. 2 para. 3 GDPR, as HubSpot processes the aforementioned data on our behalf, i.e. stores it on its servers. You can view the contract here: <https://legal.hubspot.com/dpa>

You can view HubSpot's privacy policy here: <https://legal.hubspot.com/privacy-policy>

We have agreed with HubSpot that the data processing should take place in Europe, so that the data does not leave Europe in principle. Nevertheless, it cannot be completely ruled out that data may also be transferred to the USA, where HubSpot's headquarters are located. The transfer of data to the USA is then carried out on the basis of the adequacy decision of the European Commission in conjunction with Art. 45 GDPR, since HubSpot, as the data recipient,

has undertaken to comply with the data processing principles of the EU-U.S. Data Privacy Framework (DPF).

2.19.1 Purpose of data processing

Data is processed by and for the purposes of marketing and advertising. The data processing relates exclusively to company data and, where applicable, their representatives or contacts.

2.19.2 Legal basis for data processing

The data processing is carried out on the basis of the legal basis of Art. 6 (1) (f) GDPR. Our legitimate interests in this data processing lie in the purposes mentioned above.

2.19.3 Storage duration

The data will be deleted as soon as it is no longer required for the purpose for which it was collected. In the case of data that we collect on the basis of a legitimate interest, this is the case when the legitimate interest no longer exists, the consideration comes to a different conclusion or you have effectively objected in accordance with Art. 21 GDPR. We regularly review whether the legitimate interest still exists. In particular, we no longer have an interest if, due to the passage of time, the data is no longer sufficiently relevant for us with regard to the evaluation and statistics of website use.

2.19.4 Right of objection and removal

If your personal data are processed on the basis of legitimate interests in accordance with Article 6(1) (f) GDPR, you have the right to object to the processing of your personal data in accordance with Article 21 GDPR if there are reasons for doing so that arise from your particular situation.

2.20. Data processing for the operation of a whistleblower platform

We operate a whistleblower platform that is freely accessible on the Internet and can be used to report unethical or illegal behaviour within or by our organisation - even completely anonymously. The platform can be accessed at <https://ptvgroup.share-a-hint.com>.

The platform is hosted by Legallnnovate Technologies GmbH, Issumer Tor 45, D-47608 Geldern as a sub-processor of our external data protection officer MeinDatenschutzPartner.de GbR Timo Schutt & Thomas Waetke, Kriegsstraße 37, 76133 Karlsruhe.

All data provided via the platform can only be viewed by a very small circle of authorised persons of the data controller (need-to-know principle).

There is no obligation for the whistleblower to provide any personal data as part of the information provided.

2.20.1 Purpose of data processing

The whistleblower platform enables whistleblowers, whether anonymous or named, to submit information in a secure area that draws our attention to unacceptable or undesirable behaviour within our organisation.

2.20.2 Legal basis for data processing

The data processing is carried out with regard to the establishment of the internal reporting centre for submitting a report within the material scope of the German Whistleblower Protection Act (HinSchG),

Paragraph 2 HinSchG, due to the legal obligation to establish an internal reporting centre and corresponding reporting channels in accordance with Paragraph 12 et seq. HinSchG in conjunction with the authorisation to process personal data by the reporting offices pursuant

to Paragraph 10 HinSchG and thus within the scope of our legal obligation pursuant to Article 6 (1) (c) GDPR.

Insofar as we enable other reports via the whistleblower platform that go beyond the material scope of the HinSchG, e.g. those that relate to violations of our internal guidelines, such as our Code of Conduct or other comparable guidelines, this is done on the basis of our overriding legitimate interest pursuant to Article 6 (1) (f) GDPR, which can be seen in the fact that we want to and must fulfil our corporate responsibility to comply with the internal guidelines, which were created not least for the protection of our employees. In this case, the interests or fundamental rights and freedoms of the data subject, which require the protection of personal data, do not outweigh our legitimate interests.

2.20.3 Storage duration

In accordance with Paragraph 11 (5) HinSchG, all information provided must be documented. The documentation is deleted three years after the end of the procedure. However, records may be retained for a longer period in order to comply with the requirements of this Act or other legislation, as long as this is necessary and proportionate.

2.20.4 Right of objection and removal

The provision of information and the transmission of personal data to the internal reporting centre are entirely voluntary. You can avoid the data processing described here by refraining from entering and submitting personal data in connection with a report.

Where we process data on the basis of our legitimate interests, you have the right to object under Article 21 GDPR on grounds relating to your particular situation (see our information on the rights of data subjects).

2.21. Processing of personal data in the job application process

For online job postings and applicant management, we use the services of the service provider Personio SE & Co. KG Seidlstraße 3 80335 Munich, Germany ('Personio'). The service provider offers a complete HR software including application functionalities, so that the entire application process is handled via the platform of this service provider. We have concluded an agreement with the service provider for the processing of orders in accordance with Art. 28 (3) GDPR, which grants us the right to issue instructions and in which the service provider, for its part, undertakes to comply with all data protection requirements.

As part of the online application process, mandatory information is requested that is essential for participation in the application process. In addition, further voluntary information and details may be provided. The difference between mandatory and voluntary information is clearly marked.

2.21.1 Candidates management with headhunters

We also work with headhunters for recruiting. In order to shorten communication channels and avoid the risk of errors in manual entry into our recruiting tool for the further application process and the insecure transmission of applicant data to us by email, headhunters can access our website careers page directly and enter the candidate data themselves and send it to us. To do this, headhunters visit the careers page and select the appropriate vacancy for which they would like to suggest a candidate. They then fill out the application form with the candidate's data (e.g. CV, contact details, cover letter). After the application has been sent, the data is automatically imported into our applicant management system (e.g. Personio) so that the candidate appears there immediately. The further application process is then carried out via the applicant management system. The headhunter is responsible for obtaining the candidate's consent for the transfer of data in advance.

2.21.2 Legal basis for data processing

The data processing in the context of the application process is carried out as a pre-contractual measure with potential employees of the controller and therefore in accordance with Article 6 (1) (b) GDPR.

2.21.3 Duration of data storage

Candidate data will be retained for a maximum of 4 months after the completion of the specific application process and will then be deleted. If the candidate cannot be immediately employed, but their profile may be considered for future vacancies, we will ask the individual to consent to further data storage for the purpose of future consideration. The data will be retained for a maximum period of time until revoked by the applicant.

2.21.4 Voluntary disclosure/consequences of refusal

Data processing is necessary in relation to the mandatory information required to submit an application. If you do not provide all the required information, you will not be able to participate in the application process.

2.21.5 Right of objection or removal

Data processing can be avoided by not participating in the online application process.

2.22. Encryption of the website and communication

All protected areas and forms on the website, and therefore the data transmitted through them, are encrypted in accordance with the SSL standard (HTTPS).

2.23. Transfer of personal data to a third country (EU/EEA country)

Personal data may also be processed outside the EEA (European Economic Area) in third countries.

To find out exactly which providers may transfer data to third countries, please refer to Paragraph 2 of this Data Privacy Statement, which describes the data processing practices of each tool.

In principle, this can also be a country for which there is currently no EU adequacy decision, i.e. where the level of data protection is not recognised as equivalent to that in the EU, although we always endeavour to transfer data only to safe third countries.

For the USA, there is an EU adequacy decision pursuant to Article 45 (1) GDPR, which certifies that the USA has an adequate level of data protection, meaning that data transfers to the USA are generally permitted. This is subject to the US third party being certified under the EU-

U.S. Data Privacy Framework (DPF). This is generally the case with the US providers we have selected. This means that the transfer of data to these third parties is readily permitted.

All companies for which a transfer to a third country is being considered and which (may) transfer personal data to a third country for which there is no EU adequacy decision, or US companies that have not certified themselves under the EU-U.S. Data Privacy Framework (DPF), have provided sufficient safeguards for data transfers within the meaning of the GDPR and the European Court of Justice (ECJ) by binding themselves to the EU standard contractual clauses (SCC, see Article 46 (2) (c) GDPR) with us and by agreeing to additional data security measures, and have committed to a level of data protection comparable to that in the EU. The transfer of data to these companies is therefore generally permitted (see Article 44 et seq. GDPR).

In addition, in the case of external data processing, appropriate data processing agreements have been entered into with these companies to safeguard the data and our rights to issue instructions.

3. Rights of data subjects

If your personal data is being processed, you are the 'data subject' and you have the following rights in relation to us as the data controller:

3.1. Right of access

You have the right to obtain from us confirmation as to whether or not personal data concerning you is being processed. If this is the case, you have a right of access to this personal data and further information, which you can find in Article 15 GDPR. You can contact us by post or e-mail for this purpose.

3.2. Right to rectification

You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing mentioned above, you also have the right to have incomplete personal data completed, including by means of providing a supplementary statement. You can contact us by post or e-mail for this purpose.

3.3. Right to erasure

You have the right to obtain from us the erasure of personal data concerning you without undue delay if one of the requirements of Article 17 GDPR is met. You can contact us by post or e-mail for this purpose.

3.4. Right to restriction of processing

You have the right to obtain from us restriction of processing if one of the requirements of Article 18 GDPR applies. You can contact us by post or e-mail for this purpose.

3.5. Right to notification

If you exercise your right to rectification, erasure or restriction of processing against the controller, the controller is obliged to notify the rectification, erasure or restriction of processing to all recipients to whom the personal data concerning you have been disclosed, unless this proves impossible or involves disproportionate effort.

You are entitled to request that the controller inform you of these recipients.

3.6. Right to data portability

You have the right to receive the personal data concerning you, which you have provided to us, in a structured, commonly used and machine-readable format and you have the right to transmit this data to another controller without hindrance from us if the conditions of Article 20 GDPR are met. You can contact us by post or e-mail for this purpose.

3.7. Right to object to processing on legitimate interest grounds and to direct marketing

If, in exceptional cases, we process personal data on the basis of Article 6 (1) (f) GDPR (i.e. on the basis of legitimate interests), you have the right to object to the processing of your personal data by us at any time on grounds relating to your particular situation. If we cannot demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if we are processing your data for the purposes of direct marketing, we will no longer process your data (see Article 21 GDPR). You can contact us by post or e-mail for this purpose.

An objection in this sense is also a technical method that you use, such as a clear technical information that your web browser sends to us ("do-not-track" message).

Where personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of personal data relating to you for such marketing purposes, including profiling to the extent that it is related to such direct marketing.

3.8. Right to withdraw consent

You have the right to withdraw your consent to the collection and use of personal data at any time with effect for the future. You can contact us by post or e-mail for this purpose. This does not affect the lawfulness of the processing carried out on the basis of the consent until it is revoked.

3.9. Automated decision making including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. Unless the decision is necessary for the conclusion or performance of a contract between you and us, it is authorised by the law of the Union or of the Member State to which we are subject and that law contains appropriate measures to safeguard your rights and freedoms and your legitimate interests, or the decision is taken with your express consent.

We do not make such automated decisions.

3.10. Voluntary nature of data provision

If we are required by law or contract to collect personal data, we will indicate this at the time the data is collected. Some of the information we collect

is necessary for us to enter into a contract with you, i.e. if we cannot or cannot adequately perform our contractual obligations to you. You are under no obligation to provide the personal information. However, failure to do so may mean that we are unable to provide or offer a service, action, measure or similar requested by you or that it is not possible to enter into a contract with you.

3.11. Right to lodge a complaint with a supervisory authority

Without prejudice to other rights, you have the right to lodge a complaint with a data protection supervisory authority at any time, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement, if you consider that the processing of personal data relating to you infringes data protection law.