

## Privacy Policy Flink

Complying with data protection regulations is very important to Flink SE ("Flink" - hereinafter "we" or "us"). We process your personal data in compliance with the provisions of the European General Data Protection Regulation ("GDPR"), the Federal Data Protection Act ("BDSG") and all other relevant data protection regulations. Personal data is information relating to an identified or identifiable person (Art. 4 No. 1 GDPR). This primarily includes information that allows conclusions to be drawn about your identity – for example, your name, your telephone number, your address or your email address. Statistical data that we collect, for example, when you visit our website and that cannot be linked to you personally, does not fall under the definition of personal data.

This Privacy Policy is intended to inform you about the processing of personal data when using our website.

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## 1 Controller and contact details of the data protection officer

Flink SE is responsible for processing your personal data when you visit this website. You can reach us at:

Flink SE

Lobeckstrasse 30-35

10969 Berlin

Email: [contact@goflink.com](mailto:contact@goflink.com)

You can also contact our data protection officer at any time if you have any comments and questions regarding the processing of your personal data. They can be reached at the above postal address and at the following email address (keyword: "z. Hd. Datenschutzbeauftragte“):

Email: [gdpr@goflink.com](mailto:gdpr@goflink.com)

We expressly point out that when using this email address, not only our data protection officer may take note of the content. If you would like to exchange confidential information, please contact us directly at this email address first.

## 2 Purposes and legal basis of data processing when using our website

When you use our website, data processing may take place for the following purposes:

### 2.1 Automatically collected access data (log files)

Each time you use our website, we collect the access data that your browser automatically transfers to enable you to visit the website. The access data includes:

- IP address of the requesting device
- date and time of the request
- address of the accessed website and the enquiring website
- technical information about the browser and operating system used
- online identifiers (e.g., device identifiers, session IDs)

The processing of this access data is absolutely necessary to enable you to visit the website, to ensure the continued operability and security of our systems and to maintain the administration of our website in general. The data mentioned are also automatically temporarily stored in internal log files for the purposes described above, to find the cause of and take action in the event of repeated or criminal access that endanger the stability and security of our website. The log files are stored for 30 days and deleted after they have been subsequently anonymized.

The legal basis is Art. 6 para. 1 s. 1 lit. b) GDPR, provided that the page is accessed in the course of initiating or executing a contract, and otherwise Art. 6 para. 1 s. 1 lit. f) GDPR due to our legitimate interest in enabling the use of the website as well as the continuing operability and security of our systems.

### 2.2 Contact us

There are different ways to contact us when you use the website. You can contact us by email ([contact@goflink.de](mailto:contact@goflink.de)) or by phone. We also offer live chat and email support using Intercom (see Section 3.3.3). In this context, we process your personal data exclusively for the purpose of communicating with you.

The legal basis is Art. 6 para. 1 s. 1 lit. b) GDPR, insofar as your information is required to answer your request or to initiate or execute a contract with you, and otherwise Art. 6 para. 1 s. 1 lit. f) GDPR due to our legitimate interest in being able to answer the request you initiated.

We only make advertising phone calls if you have given us your express consent. If you are not an existing customer, we will also only send you promotional emails on the basis of a declaration of consent provided by you. In these cases, the legal basis is Art. 6 para. 1 s. 1 lit. a) GDPR.

The data we collect when you use the contact form will be automatically deleted after your request has been fully processed, unless we still require this information to fulfill contractual or legal obligations (see Section 7, "Storage period").

### 2.3 Registration and login

You have the option of registering for our login area in order to use the full range of our website's features. We have highlighted the data you must provide as a minimum (first and last name, email address, telephone number, password) by marking them as "mandatory fields". Registration is not possible without this data. The legal basis for processing is Art. 6 para. 1 s. 1 lit. b) GDPR and, in addition, Art. 6 para. 1 s. 1 lit. f) GDPR, whereby our legitimate interest lies in enabling you to create an account and providing other related services that are mentioned in this Privacy Policy.

Alternatively, you have the option of logging in through your account with the providers Google, Apple or Facebook (see also Section 3.6.1, "Logging in with user accounts from social networks").

### 2.4 Orders

If you place an order via our website, we will collect the mandatory information necessary for the execution of the contract. This includes:

- first name and surname
- email address
- telephone number
- password
- delivery address
- additional delivery locations

In these cases, the legal basis for processing is Art. 6 para. 1 s. 1 lit. b) GDPR (fulfillment of a contractual obligation). We use the service provider Adyen, Simon Carmiggelstraat 6–50, 1011 DJ Amsterdam, Netherlands ("Adyen") to process the payment (e.g. SEPA direct debit, PayPal), to whom we pass on the information you provided during the ordering process as well as the information relating to your order (name, address, IBAN, BIC, invoice amount, currency and transaction number) in accordance with Art. 6 para. 1 lit. b) GDPR. Your personal data will only be passed on for the purpose of processing payments with Adyen and only to the extent that it is necessary for this purpose.

### 2.5 Product recommendations and advertising to existing customers

Based on the purchase history of your ordered products and your favorite products, we can offer you suitable product recommendations for the same or similar products by email, push notification, pop-up message as well as on the website.

For push notifications and pop-up messages, the legal basis is your consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR.

The legal basis for product recommendations on the website is our legitimate interest in accordance with Art. 6 para. 1 s. 1 lit. f) GDPR to show you product recommendations for the purpose of direct advertising.

Insofar as we send you emails and/or SMS with product recommendations based on your purchases from us, the data processing takes place on the basis of Art. 6 para. 1 lit. f) GDPR In conjunction with Section 7 (3) UWG (Unfair Competition Act) ("advertising to existing customers"). You can object to the commercial use of your data at any time by using the corresponding link in the emails or a message by SMS or by sending a message to the contact details mentioned above (e.g., by email or letter) without incurring any costs other than the transmission costs according to the basic tariffs.

## 2.6 Invite friends

You have the option to invite friends to use Flink. You will receive a bonus for successfully recruiting a friend. The personal data collected in this way serves the purpose of expanding our reach and our customer base. The legal basis for processing is Art. 6 para. 1 s. 1 lit. f) GDPR. We assume that you are entitled to pass on this personal data.

## 2.7 Job applications

You can apply for vacancies online via the application page for bicycle couriers (<https://riders.goflink.com/seidabei/>) or on our job page (<https://careers.smartrecruiters.com/Flink3/>). The purpose of this data collection is the selection of applicants for the possible establishment of an employment relationship.

We use the SmartRecruiters service from SmartRecruiters, Inc., 225 Bush Street, Suite #300, San Francisco CA 94104, USA ("SmartRecruiters") for our job page to evaluate and manage the applications in an applicant management system. The data is stored on servers in Germany. You can find more information on this in the SmartRecruiters [Privacy Policy](#).

The data that you are required to provide in the context of such an application comprises your name, email address, telephone number, place of residence and your curriculum vitae. It is not possible to apply without this data. In addition, you can transmit further information about yourself, such as information about your professional experience, education, internet presence and information in the context of your personal cover letter.

The legal basis for processing your application documents is Art. 6 para. 1 s. 1 lit. b) and Art. 88 para. 1 GDPR in conjunction with Section 26 para. 1 s. 1 BDSG (Federal Data Protection Act).

For special data processing on our application page for bicycle couriers see: <https://riders.goflink.com>.

## 3 Use of cookies and similar technologies

Our website uses cookies and similar technologies (collectively "tools") that are offered either by us or by third parties.

A cookie is a small text file that is stored on your device by the browser. Cookies are not used to run programs or download viruses onto your computer. Comparable technologies are in particular web storage (local/session storage), fingerprints, tags or pixels. Most browsers are set by default to accept cookies and similar technologies. However, you can usually adjust your browser settings so

that cookies or similar technologies are rejected or only saved with prior consent. If you reject cookies or similar technologies, not all of our offers may function properly.

In the following, the tools we use are listed according to categories, whereby we will inform you in particular about the providers of the tools, the storage duration of the cookies and the transfer of the data to third parties. It also explains in which cases we obtain your voluntarily given consent to use the tools and how you can withdraw it.

If—despite taking the greatest care—the information in the cookie banner contradicts that in this Privacy Policy, the information in this Privacy Policy shall take precedence.

### **3.1 Legal basis and withdrawal**

#### **3.1.1 Legal basis**

We use the tools necessary for website operation on the basis of our legitimate interest in accordance with Art. 6 para. 1 s. 1 lit. f) GDPR to enable you to use our website more conveniently and in an individual manner and to make use as time-efficient as possible. In certain cases, these tools may also be required to fulfill a contract or to perform pre-contractual measures. In these cases, processing takes place in accordance with Art. 6 para. s. 1 lit. b) GDPR.

We use all other tools, especially those for marketing purposes, on the basis of your expressly given consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR and in accordance with Section 15 para. s. 1 TMG (German Telemedia Act), provided that usage profiles are created for the purposes of advertising or market research. Data processing using these tools will only take place if we have received your prior consent.

If personal data is transferred to third countries, we refer to Section 6 ("Data transfer to third countries"), including with regard to any associated risks. We will inform you if we have concluded any "standard contractual clauses" or other guarantees with the providers of certain tools. If you have given your consent to the use of certain tools, we will transfer the data processed when using the tools (also) on the basis of this consent to third countries.

#### **3.1.2 Obtaining your express consent**

To obtain and manage your consent, we use the Segment Consent Manager, which we have built into our website as an open-source application (<https://github.com/segmentio/consent-manager>). This generates a banner that informs you about the data processing on our website and allows you to consent to all, individual or no data processing using optional tools. This banner appears (i) the first time you visit our website and (ii) when you select your settings again to change them or to withdraw your consent. The banner will also appear the next time you visit our website, provided you have deactivated the storage of cookies.

A necessary cookie ("tracking preferences") is set by the Segment Consent Manager in order to save the consent you have given and the withdrawals you have made. If you delete the cookie or if it has expired after 365 days, we will ask you again for your express consent when you visit the page at a later date.

Setting this cookie is necessary to provide you with consent management, as is legally required, and to comply with our documentation obligations. The legal basis for using the Segment Consent Manager is Art. 6 para. 1 s. 1 lit. f) GDPR, based on our interest in meeting the legal requirements for consent management.

### 3.1.3 Withdrawing your consent or changing your selection

You can withdraw your consent to the use of certain tools at any time. To do this, click on the following [link](#). There, you can also change the selection of tools, the use of which you wish to consent to, as well as view additional information about the tools. Alternatively, you can assert your withdrawal for certain tools directly from the relevant provider.

### 3.2 Necessary tools

We use certain tools to enable the basic functions of our website ("necessary tools"). Without these tools, we would not be able to provide our service. Therefore, necessary tools are used without consent on the basis of our legitimate interests in accordance with Art. 6 para. 1 s. 1 lit. f) GDPR or to fulfill a contract or to perform pre-contractual measures in accordance with Art. 6 para. 1 s. 1 lit. b) GDPR.

#### 3.2.1 Own cookies

To provide the basic functions of our website, we save the following information in particular in our own necessary cookies:

- login authentication
- language
- shopping cart contents
- checkout fields to complete the order
- selected/entered address
- location data of the device
- selected payment method
- an order history
- a search history

#### 3.2.2 Typeform

Our website uses the Typeform service from Typeform S.L., Carrer Bac de Roda, 163, 08018 Barcelona, Spain ("Typeform"). Typeform is used to obtain feedback from our customers and to inform them by email when our services are also available in the customer's area. To do this, Typeform records your email address and postcode. You can decide whether to provide us with your data for these purposes. The transmission takes place as soon as you press the send button.

In this case, the legal basis for data processing is the need to fulfill a contract or to perform pre-contractual measures in accordance with Art. 6 para. 1 s. 1 lit. b) GDPR.

You can find more information in Typeform's [Privacy Policy](#).

#### 3.2.3 Datadog

Functions of the Datadog service are integrated into our website. Datadog is a monitoring system from Datadog, Inc., 620 8th Ave, 45th Floor, New York, NY 10018, USA ("Datadog"). The system notifies our development team of possible errors on the website. For this purpose, log data is transmitted to Datadog, which is used to analyze and correct the errors.

Standard contractual clauses have been concluded with Datadog in the event that data is transmitted to the USA.

Further information on the collection and use of data can be found in Datadog's [Privacy Policy](#).

### 3.3 Functional tools

We also use tools to improve the user experience on our website and to be able to offer you more features (“functional tools”). Although these are not absolutely necessary for the website's basic functionality, they can bring you some advantages as a user, in particular with regard to user-friendliness and providing additional communication, display or payment channels.

Unless otherwise stated, the legal basis for the functional tools is your express consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR. With regard to the right of withdrawal, see Section 3.1.3: "Withdrawing your consent or changing your selection". In the event that personal data is transferred to the USA or other third countries, your consent in these cases also expressly extends to the corresponding data transfer (Art. 49 para. 1 s. 1 lit. a) GDPR). For the associated risks, see Section 6 ("Data transfer to third countries").

#### 3.3.1 Braze

We use the Braze Android and iOS SDK from Braze, Inc., 318 West 39th Street, 5th Floor New York, NY 10018, USA (“Braze”) to send notifications and recommendations by email, push notifications, and pop-up message as well as within the app or website (in-app message).

Braze processes the following data in particular to control sending notifications and to analyze user interaction:

- depending on the notification, in particular: email address, push token
- usage information
- campaign information, in particular with regard to notifications that have already been received
- device information, in particular the IP address, user agent, operating system, resolution, language, device model

In addition, Braze may also save information on the end device, in particular [cookies](#).

For more information, see the Braze [Privacy Policy](#) and [documentation](#).

#### 3.3.2 Intercom

We use the Intercom Messenger service from Intercom R&D Unlimited Company, 2nd Floor, Stephen Court, 18-21 St. Stephen's Green, Dublin 2, Ireland with a server in the USA ("Intercom"). It is a customer service platform for visitors/customers and Flink to interact via chat or email for the purpose of support and quick communication. In this way, we can provide you with prompt assistance if you have any questions.

The following data are processed by Intercom:

- if provided by you: first and last name, email address, telephone number
- technical information about your device, browser, operating system and selected language
- IP address including the originating location
- usage data when using the live chat tool: time and duration of use, links clicked, and pages viewed
- the information you entered in the chat

Intercom also sets cookies and stores information locally to implement the functionality of the customer service platform. Please refer to the Intercom [documentation](#) for more information.

Flink also uses Intercom to analyze and evaluate website usage (usage data) to provide individual support when using the website and to optimize the website in terms of user-friendliness.

You can find more information in Intercom's [Privacy Policy](#).

### 3.3.3 Optimizely

We use Optimizely, a service from Optimizely Inc. 631 Howard Street, Suite 100, San Francisco, CA 94105, USA ("Optimizely"), for testing different versions, new features and designs of our website. A usage analysis is also carried out to evaluate the effects of changed designs or features, in particular with regard to the conversion rate. For this purpose, technical device data and usage data on visitor behavior and the triggering of certain events are processed in particular. In addition, Optimizely is also used for debugging by detecting and correcting errors on the website.

Optimizely also sets cookies and stores information in local storage. You can find more information on this in the [documentation](#) and in Optimizely's [Privacy Policy](#).

## 3.4 Analytical tools

To improve our website, we use tools for statistical recording and analysis of general usage behavior based on access data ("analysis tools"). Furthermore, we also use analysis services to evaluate the use of our various marketing channels.

The legal basis for the analysis tools is your express consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR. With regard to the right of withdrawal, see Section 3.1.3: "Withdrawing your consent or changing your selection". In the event that personal data is transferred to the USA or other third countries, your consent also expressly extends to the data transfer (Art. 49 para. 1 s. 1 lit. a) GDPR). For the associated risks, see Section 6 ("Data transfer to third countries").

### 3.4.1 Google Analytics

Our website uses the web analysis service Google Analytics, which is offered for users from Europe, the Middle East and Africa (EMEA) by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland and for all other users by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (together "Google"). We integrate Google Analytics into our website using the Segment tool (see Section 3.5.1).

Google Analytics uses cookies and similar technologies to analyze and improve our website based on your user behavior. Google processes the data to compile reports on website activities for website operators and to provide others with website and internet related services. Your IP address will be anonymized before further processing, so that no conclusions can be drawn about your identity.

In particular, the following data may be processed by Google Analytics:

- anonymized IP address
- referrer URL (the previously visited website)
- pages accessed (date, time, URL, title, length of stay)
- downloaded files
- links to other websites
- if necessary, achievement of certain goals (conversions)



- technical information: operating system; browser type, version and language; device type, brand, model and resolution
- approximate location (country and possibly city, based on anonymous IP address)

data processing by Google Analytics may also take place on servers in the USA. We have concluded an order processing contract with Google for the use of Google Analytics and, in the event that personal data is transferred to the USA or other third countries, "standard contractual clauses".

You can find more information in Google's [Privacy Policy](#).

### 3.5 Marketing tools

We continue to use tools for advertising purposes ("Marketing Tools"). Some of the access data generated when using our website is used for interest-based advertising. By analyzing and evaluating this access data, we are able to display personalized advertising, i.e., such that corresponds to your actual interests and needs, on our website and on the websites and apps of other providers.

The legal basis for such marketing tools is your express consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR. With regard to the right of withdrawal, see Section 3.1.3: "Withdrawing your consent or changing your selection". In the event that personal data is transferred to the USA or other third countries, your consent also expressly extends to the data transfer (Art. 49 para. 1 s. 1 lit. a) GDPR). For the associated risks, see Section 6 ("Data transfer to third countries").

In the following Section, we would like to explain these technologies and the providers used for them in more detail. The data we collect may include, in particular:

- the IP address of the device
- the identification number of a cookie
- the device identification of mobile devices (device ID)
- referrer URL (the previously visited website)
- pages accessed (date, time, URL, title, length of stay)
- downloaded files
- links to other websites
- if necessary, achievement of certain goals (conversions)
- technical information: operating system; browser type, version and language; device type, brand, model and resolution
- your approximate location (country and city)

However, the data collected is stored exclusively pseudonymously, so that no direct conclusions can be drawn about the persons.

#### 3.5.1 Segment

We use the Segment service from Segment Inc., 55 2nd St, 4th Fl., San Francisco, CA 94105, USA ("Segment"). Segment is our central tool for collecting and evaluating usage data as well as for displaying interest-based personalized advertising. For this purpose, all of our other tracking and marketing services are integrated with the help of Segment, in particular Google Analytics, Google Ads, Facebook-Pixel and Adjust. The data collected by Segment is passed on to these services.

For this purpose, Segment saves the following information in local storage in particular:

- ajs\_user\_id

- ajs\_group\_id
- ajs\_anonymous\_id
- ajs\_group\_properties
- ajs\_user\_traits
- ack: timer for reclaimStart and reclaimEnd
- inProgress: recording of current events
- queue: collection of events
- reclaimStart: start of use of the queue
- reclaimEnd: end of use of the queue
- debug: storage of error messages

Segment also uses the following cookies:

- ajs\_anonymous\_id

Further information can be found in the [documentation](#) and in Segment's [Privacy Policy](#).

### 3.5.2 Facebook Pixel

For marketing purposes, our website uses the “Facebook Pixel” service of the Facebook social network, a service provided by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland for users outside the USA and Canada and for all other users by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA (together "Facebook"). We integrate Facebook Pixel into our website using the Segment tool (see Section 3.5.1).

We use Facebook Pixel to show you individualized advertising messages for our products based on your interests ("retargeting"). Target group remarketing is also carried out by Custom Audience. For this purpose, Facebook processes data that the service collects on our websites via cookies, web beacons and comparable storage technologies.

The data arising in this context can be transmitted by Facebook to a server in the USA for evaluation and can be stored there. In the event that personal data is transferred to the USA, we have concluded "standard contractual clauses" with Facebook.

If you are a member of Facebook and you have given Facebook appropriate permission via the privacy settings of your account, Facebook can link the information collected about your visit to us with your member account and use it to target Facebook ads. You can view and change the [privacy settings](#) of your Facebook profile at any time.

If you have not consented to the use of Facebook Pixel, Facebook will only display general Facebook ads that are not selected based on the information collected about you on this website.

You can find more information on this in Facebook's [Privacy Policy](#).

### 3.5.3 Google Ads Conversion Tracking and Ads Remarketing (formerly AdWords)

Our website uses the "Google Ads" service, which is provided for users from the European Economic Area and Switzerland by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland and for all other users by Google LLC 1600 Amphitheater Parkway Mountain View, CA 94043, USA (together "Google"). We integrate Google Ads into our website using the Segment tool (see Section 3.5.1).

With Google Ads, customer actions defined by us (such as clicking on an ad, page views, downloads) are recorded and analyzed using “Google Ads conversion tracking”. We use “Google Ads Remarketing” to show you individualized advertising messages for our products on partner websites of Google. Both services use cookies and similar technologies for this.

The data arising in this context can be transmitted by Google to a server in the USA for evaluation and can be stored there. In the event that personal data is transferred to the USA, we have concluded "standard contractual clauses" with Google.

If you use a Google Account, depending on the settings in your Google Account, Google can link your web and app browsing history to your Google Account and use information from your Google Account to personalize ads. If you do not wish to be associated with your Google profile, you must log out of Google before accessing our contact page.

If you have not consented to the use of Google Ads, Google will only display general advertising that was not selected based on the information collected about you on this website. In addition to withdrawing your consent, you also have the option of deactivating personalized advertising in Google's [advertising settings](#).

You can find more information in the [information on data usage](#) and Google's [Privacy Policy](#).

#### **3.5.4 Adjust**

We use the Adjust service from Adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin (“Adjust”) to analyze usage and optimize our marketing activities and campaigns. This includes, in particular, evaluating your interaction with the website.

In particular, the following data is processed by Adjust:

- anonymized ("hashed") IP address
- device ID, advertising ID and other mobile identifiers
- time of the first access to the website
- interaction with the website (e.g., registration)
- information about advertisements viewed or clicked on

The data is processed exclusively in pseudonymized form by Adjust and stored on servers in Germany. You can find more information in Adjust's [Privacy Policy](#). We have concluded an order processing agreement with Adjust GmbH.

#### **3.6 Social media plugins and external media**

We also use social network tools that are used to log in to the website with the existing user accounts or to share posts and content via these networks (“social media plugins”), as well as other external media such as embedded videos or cards.

The legal basis for this is Art. 6 para. 1 s. 1 lit. f) GDPR, whereby our legitimate interest is to give you more options for logging into our website and to improve your user experience through integrated maps.

##### **3.6.1 Logging in with social media user accounts**

Our website offers you the option of logging using an existing user account from the following social networks:

- Facebook login: Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland (for users outside the USA and Canada) or Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA (for all other users) – [Privacy Policy](#);
- Google sign-in for websites: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (for users from the European Economic Area and Switzerland) or Google LLC 1600 Amphitheater Parkway Mountain View, CA 94043, USA (for all other users) - [Privacy Policy](#);
- Sign in with Apple: Apple Inc., One Apple Park Way, 95014 Cupertino, California, USA - [Privacy Policy](#).

As soon as you have logged in with one of your existing user accounts, additional registration is no longer required. If you want to use the feature, you will first be redirected to the relevant social network. There you will be asked to log in with your username and password. We are not aware of this login data. The server to which a connection is established can be located in the USA or in other third countries.

By confirming the relevant registration button on our website, the relevant social network will find out that you have registered with your user account on our site and will link your user account to your customer account on our website. In addition, the following data is transmitted to us:

- user ID (Facebook ID, Google ID or Apple ID)
- first name and last name
- email address
- telephone number (if applicable)

### 3.6.2 Google Maps

Our website uses the "Google Maps" service, which is provided for users from the European Economic Area and Switzerland by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland and for all other users by Google LLC 1600 Amphitheater Parkway Mountain View, CA 94043, USA (together "Google").

In order for the Google map material we use to be integrated and displayed in your browser when you visit the website, your browser must connect to a Google server, which may also be located in the USA.

By integrating the map material, Google receives the information that a page on our website has been accessed from the IP address of your device. If you access the Google Maps service on our site while logged into your Google profile, Google may link this event to your Google profile. If you do not wish to be associated with your Google profile, you must log out of Google before accessing our website. Google stores your data and uses it for the purposes of advertising, market research and personalized presentation of Google Maps.

You can find more information on this in the Google [Privacy Policy](#) and the [Additional Terms of Use](#) for Google Maps.

## 4 Online presence in social networks

We maintain an online presence in social networks in order, among other things, to communicate with customers and interested parties and to provide information about our products and services.

User data is usually processed by the relevant social networks for market research and advertising purposes. In this way, usage profiles can be created based on the interests of the users. For this

purpose, cookies and other identifiers are stored on the users' computers. On the basis of these usage profiles, for example, advertisements are placed within social networks but also on third-party websites.

In operating our online presence, it is possible that we can access information such as statistics on the use of our online presence, which are provided by social networks. These statistics are aggregated and may, in particular, contain demographic information and data on the interaction with our online presence and the posts and content disseminated through it. Details and links to social media data that we, as the operator of the online presence, can access can be found in the list below.

The legal basis for data processing is Art. 6 para. 1 s. 1 lit. f) GDPR, based on our legitimate interest in effectively informing users and communicating with users, or Art. 6 para. 1 s. 1 lit. b) GDPR in order to get in touch with our customers to stay and to inform them as well as to perform pre-contractual measures with future customers and interested parties.

The legal basis of the data processing carried out by social networks on their own responsibility can be found in the respective social network's privacy policies. The link below contains further information on the respective data processing and ways to object.

We would like to point out that data protection queries can be submitted most efficiently to the respective provider of social network, since only these providers have access to the data and can take appropriate measures directly.

The following list contains social networks on which we operate online:

- Facebook (USA and Canada: Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA; all other countries: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland)
  - Operation of the Facebook fan page under joint responsibility on the basis of an [Agreement on joint processing of personal data](#) ("page insights supplement with regard to the controller")
  - Information on the processed page insights data and contact options for data protection inquiries:  
[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)
  - Privacy Policy: <https://www.facebook.com/about/privacy/>
  - Opt-out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>
- Instagram (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland)
  - Instagram Business account on the basis of on an agreement on joint processing of personal data ("page insights supplement with regard to the controller")  
[https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum)
  - Information on the processed page insights data and contact options for data protection inquiries:  
[https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)
  - Privacy Policy: <https://help.instagram.com/519522125107875>

- Opt-Out (declaration):  
[https://de-de.facebook.com/help/instagram/2885653514995517?locale=de\\_DE](https://de-de.facebook.com/help/instagram/2885653514995517?locale=de_DE)
- LinkedIn (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland)
  - Operation of the LinkedIn company website under joint responsibility on the basis of an [Agreement on the joint processing of personal data](#) ("page insights supplement with regard to the controller")
  - Information on the processed page insights data and contact options for data protection inquiries: <https://legal.linkedin.com/pages-joint-controller-addendum>
  - Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>
  - Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.
- Xing/Kununu (XING SE, Dammtorstraße 30, 20354 Hamburg)
  - Privacy Policy/opt-out: <https://privacy.xing.com/en>.

## 5 Disclosure of data

The data we collect will only be shared with third parties if:

- you have given your express consent in accordance with Art. 6 para. 1 s. 1 lit. a) GDPR
- the sharing is necessary according to Art. 6 para. 1 s. 1 lit. f) GDPR for the assertion, exercise or defense of legal claims and there is no reason to assume that you have an overriding legitimate interest in not having your data disclosed
- we are legally obligated to pass on the data according to Art. 6 para. 1 s. 1 lit. c) GDPR or
- this is legally permissible and required according to Art. 6 para. 1 s. 1 lit. b) GDPR for the processing of contractual relationships with you or for the implementation of pre-contractual measures that take place at your request

Part of the data processing may be carried out by our service providers. In addition to the service providers mentioned in this Privacy Policy, this may include data centers that store our website and databases, software providers, IT service providers that maintain our systems, agencies, market research companies, group companies and consulting firms. If we pass on personal data to our service providers, they may only use the data to perform their tasks. These service providers have been carefully selected and commissioned by us. They are contractually bound by our instructions, have appropriate technical and organizational measures in place to protect the rights of data subjects and are regularly monitored by us.

In addition, sharing may take place in connection with official enquiries, court orders and legal proceedings if it is necessary for legal prosecution or enforcement.

## 6 Transfer of data to third countries

As explained in this Privacy Policy, we use services the providers of which are partly located in "third countries" (outside the European Union or the European Economic Area) or process personal data there, i.e., countries whose data protection level does not correspond to that of the European Union. If this is the case and the European Commission has not issued an adequacy decision (Art. 45 GDPR) for these countries, we have taken appropriate precautions to ensure an adequate level of data protection for any data transfers. These include the "standard contractual clauses" of the European Union or binding internal data protection regulations.

Where this is not possible, we base the data transfer on the exceptions of Art. 49 GDPR, in particular on your expressly given consent or the necessity of the transfer to fulfill the contract or to perform pre-contractual measures.

If a third country transfer is planned and no adequacy decision or suitable guarantees exist, there may be a risk that authorities in the respective third country (e.g., secret services) may gain access to the transmitted data in order to record and analyze it, and that enforceability of your rights as a data subject cannot be guaranteed. If you obtain your consent via the cookie banner, you will also be informed of this.

## 7 Retention period

In principle, we only store personal data for as long as necessary to fulfill the purposes for which we collected the data. Thereafter, we delete the data immediately, unless we need the data, until the expiration of the statutory limitation period for evidence for civil claims or for statutory storage requirements.

For evidence, we have to keep contract data for another three years from the end of the year in which the business relationship with you ends. Any claims become statute-barred after the legal limitation period at the earliest at this time.

Even after that, we still have to store some of your data for accounting reasons. We are obligated to do so on the basis of statutory documentation obligations that may arise, in particular, from the German Commercial Code, the Fiscal Code, the Banking Act, the Money Laundering Act and the Securities Trading Act. The periods specified there for keeping documents are two to ten years.

## 8 Your rights, especially withdrawal and objection

Under the respective legal provisions, the existence of which must be assessed in each individual case, you have the right to receive information about your personal data and to request the correction or deletion of your personal data and/or to request the restriction of processing and your personal data in a structured, common and machine-readable format ("data portability").

If we process your personal data on the basis of predominant legitimate interests (Art. 6 para. 1 s. 1 lit. f) GDPR), you have the right to object to the processing of your personal data under the legal provisions, the existence of which must be assessed in each individual case. You can address your objection to the contact details provided in Section 1.

In addition, you have the right to lodge a complaint with a supervisory authority (Art. 77 GDPR). In Berlin, our headquarters, the competent supervisory authority is: Berliner Beauftragte für Datenschutz und Informationsfreiheit, Friedrichstr. 219, 10969 Berlin, Germany.

**You have the right to withdraw your consent given to us (Art. 6 para. 1 s. 1 lit. a) in conjunction with 7 para. 3 GDPR) at any time. As a result, we will no longer continue the data processing that was based on this consent for the future. Withdrawing consent does not affect the lawfulness of processing based on consent before its revocation.**

**Insofar as we process your data on the basis of legitimate interests (Art. 6 para. 1 s. 1 lit. f) GDPR), you have the right to object to the processing of your personal data at any time for reasons that arise from your particular situation. If you object to data processing for direct marketing purposes, you have a general right of objection, which we will also implement if you do not give reasons.**

**If you would like to make use of your right of withdrawal or objection, it is sufficient to send an informal message to the contact details mentioned under Section 1.**

Any inquiries about the assertion of data protection rights and our answers thereto will be stored for documentation purposes for a period of up to three years and in individual cases for the assertion, exercise or defense of legal claims. The legal basis is Art. 6 para. 1 s. 1 lit. f) GDPR, based on our interest in defending against any civil law claims under Art. 82 GDPR, avoiding fines under Art. 83 GDPR and fulfilling our accountability under Art. 5 para. 2 GDPR.

## 9 Changes to the Privacy Policy

From time to time, we may update this data protection statement, for example, if we modify our website or if the legal or regulatory requirements change.

As of: September 2021