



## Privacy statement

Thank you very much for your interest in our company. Data protection is particularly important to the management of Lition Energie GmbH. A use of the Internet pages of the Lition Energie GmbH is basically possible without any indication of personal data. However, if a person concerned wishes to make use of special services provided by our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the person concerned.

The processing of personal data, for example the name, address, e-mail address or telephone number of a person concerned, is always carried out in accordance with the Basic Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to Lition Energie GmbH. By means of this data protection declaration, our company wishes to inform the public about the type, scope and purpose of the personal data collected, used and processed by us. Furthermore, this data protection declaration will inform the persons concerned about their rights.

Lition Energie GmbH, as the data controller, has implemented numerous technical and organisational measures to ensure that the personal data processed via this website is protected as completely as possible. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be guaranteed. For this reason, every person concerned is free to transmit personal data to us by alternative means, such as telephone.

### 1. Definitions

Lition Energie GmbH's data protection declaration is based on the terms used by the European directives and ordinances when the data protection basic ordinance (DS-GVO) was issued. Our data protection declaration should be easy to read and understand both for the public and for our customers and business partners. In order to guarantee this, we would like to explain the terms used in advance.

We use the following terms in this data protection declaration:

#### a) Personal details

Personal data is any information relating to an identified or identifiable natural person (hereinafter "data subject"). A natural person shall be considered identifiable if he can be identified directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more specific characteristics expressing the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

#### b) Data subject

Data subject means any identified or identifiable natural person whose personal data are processed by the controller.

#### c) Processing

"Processing" means any operation or set of operations which is carried out with or without the aid of automated processes and which relates to personal data, such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission,

dissemination or otherwise making available, alignment or association, qualification, erasure or destruction.

#### **d) Limitation of processing**

Limitation of processing is the marking of stored personal data with the aim of limiting their future processing.

#### **e) Profiling**

Profiling is any automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects relating to the work performance, economic situation, health, personal preferences, interests, reliability, conduct, whereabouts or movement of that natural person.

#### **f) Pseudonymisation**

Pseudonymisation means the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the provision of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures ensuring that the personal data are not attributed to an identified or identifiable natural person.

#### **g) Controller or controller**

The controller or data controller is the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are laid down by Union law or by the law of the Member States, the controller or controllers may be designated in accordance with Union law or with the law of the Member States on the basis of specific criteria.

#### **h) Processor**

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

#### **i) Recipient**

The recipient is a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not that person is a third party. However, authorities which may receive personal data in the course of a specific investigation task under Union law or the law of the Member States shall not be considered as recipients.

#### **j) Third parties**

Third party means any natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and the persons authorised to process the personal data under the direct responsibility of the controller or processor.

#### **k) Consent**

Consent shall mean any voluntary, informed and unambiguous expression by the data subject of his or her will in the particular case, in the form of a statement or other unequivocal confirmatory act, indicating that he or she consents to the processing of his or her personal data.

## **2. The name and address of the controller**

The person responsible within the meaning of the Basic Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is the Data Protection Commissioner:

Lition Energie GmbH  
Kurfürstendamm 21  
10719 Berlin, Germany

Registered at Berlin Charlottenburg Local Court, HRB 193505 B  
Sales tax number: DE316290790

Service-contact:  
E-Mail: [service@lition.de](mailto:service@lition.de)  
Phone: 030 – 3250000-0

Managing Director:  
Dr. Richard Lohwasser, Dr. Kyung-Hun Ha

Supervisory authority:  
Bundesnetzagentur für Elektrizität, Gas, Telekommunikation, Post und Eisenbahnen  
Tulpenfeld 4, 53113 Bonn

Arbitration board:  
Schlichtungsstelle Energie e.V.  
Friedrichstraße 13  
10117 Berlin  
Phone: 030 27 57 24 00  
Fax: 030 27 57 24 06 9  
E-Mail: [info@schlichtungsstelle-energie.de](mailto:info@schlichtungsstelle-energie.de)

Link to the OS platform:  
<https://ec.europa.eu/consumers/odr/>

### **3. Name and address of data protection officer**

The data protection officer of the controller shall be:

Doreen Lanvers  
Lition Energie GmbH  
Kurfürstendamm 21  
10719 Berlin  
Deutschland  
Tel.: +49 30 – 3250000-0  
E-Mail: [datenschutz@lition.de](mailto:datenschutz@lition.de)  
Website: [www.lition.de](http://www.lition.de)

Any person concerned can contact our data protection officer directly at any time with any questions or suggestions regarding data protection.

### **4. SSL encryption**

In order to protect the security of your data during transmission, we use state-of-the-art encryption procedures (e.g. SSL) via HTTPS.

### **5. Cookies**

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

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

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

By means of a cookie, the information and offers on our website can be optimised in the interests of the user. As already mentioned, cookies enable us to recognise the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter his access data each time he visits the website because this is taken over by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping basket in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping basket via a cookie.

The person concerned can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the person concerned deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable under certain circumstances.

## **6. Collection of general data and information**

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

When using this general data and information, Lition Energie GmbH does not draw any conclusions about the person concerned. Rather, this information is required in order to (1) correctly deliver the contents of our website, (2) optimise the contents of our website and the advertising for it, (3) guarantee the long-term operability of our information technology systems and the technology of our website and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. This anonymously collected data and information is therefore evaluated by Lition Energie GmbH both statistically and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by the person concerned.

## **7. Registration on our website for our electricity and gas product**

The data subject shall have the possibility to register on the website of the controller by providing personal data. The personal data transmitted to the data controller in this process is determined by the respective input mask used for registration. The personal data entered by the data subject shall be collected and stored exclusively for internal use by the controller and for its own purposes. The controller may arrange for the data to be disclosed to one or more processors, such as a parcel service, who will also use the personal data solely for internal purposes attributable to the controller.

By registering on the controller's website, the IP address assigned to the data subject by the Internet service provider (ISP), the date and time of registration are also stored. This data is stored in order to prevent misuse of our services and, if necessary, to enable us to investigate criminal offences. In this respect, the storage of this data is necessary to safeguard the data controller. These data will not be passed on to third parties unless there is a legal obligation to do so or the data is used for criminal prosecution.

The registration of the data subject with voluntary disclosure of personal data serves the purpose of the data controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have them completely deleted from the database of the data controller.

The data controller shall provide any data subject with information on the personal data stored on the data subject at any time upon request. Furthermore, the data controller shall correct or delete personal data at the request or notice of the data subject, unless this is contrary to any legal obligation to retain such data. The entire staff of the data controller shall be available to the data subject as contact persons in this context.

## **8. Registration on our website for our solar product**

The data subject shall have the possibility to register and request a personalized offer for a photovoltaic system on the website of the controller by providing personal data. The personal data transmitted to the data controller in this process is determined by the respective input mask used for registration/ proposal request. The personal data entered by the data subject is forwarded to and stored by EIGENSONNE GmbH for further processing. EIGENSONNE GmbH is a professional installer of photovoltaic systems and uses the personal data of the data subject exclusively for the preparation of an individual offer for a photovoltaic system to the data subject. In addition, the personal data entered by the data subject shall be collected and stored for internal use by the controller and for its own purposes. The controller may arrange for the data to be disclosed to one or more processors, such as a parcel service, who will also use the personal data solely for internal purposes attributable to the controller.

By registering on the controller's website, the IP address assigned to the data subject by the Internet service provider (ISP), the date and time of registration are also stored. This data is stored in order to prevent misuse of our services and, if necessary, to enable us to investigate criminal offences. In this respect, the storage of this data is necessary to safeguard the data controller. These data will not be passed on to third parties unless there is a legal obligation to do so or the data is used for criminal prosecution.

The registration of the data subject with voluntary disclosure of personal data serves the purpose of the data controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have them completely deleted from the database of the data controller.

The data controller shall provide any data subject with information on the personal data stored on the data subject at any time upon request. Furthermore, the data controller shall correct or delete personal data at the request or notice of the data subject, unless this is contrary to any legal obligation to retain such data. The entire staff of the data controller shall be available to the data subject as contact persons in this context.

## **9. Subscription to our newsletter**

On the website of Lition Energie GmbH, users are given the opportunity to subscribe to the newsletter of our company. The personal data transmitted to the data controller when ordering the newsletter is determined by the input mask used for this purpose.

Lition Energie GmbH informs its customers and business partners about the company's offers at regular intervals by means of a newsletter. The newsletter of our company can only be received by the person

concerned if (1) the person concerned has a valid e-mail address and (2) the person concerned registers for the newsletter dispatch. For legal reasons, a confirmation e-mail will be sent to the e-mail address entered for the first time by the person concerned for the newsletter dispatch using the double opt-in procedure. This confirmation e-mail serves to check whether the owner of the e-mail address has authorised the receipt of the newsletter as the person concerned.

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

The personal data collected in the course of registering for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or registration in this respect, as might be the case in the event of changes to the newsletter offer or changes to the technical conditions. The personal data collected as part of the newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the person concerned at any time. The consent to the storage of personal data, which the person concerned has given us for the newsletter dispatch, can be revoked at any time. For the purpose of the revocation of the consent an appropriate left is in each new type character. Furthermore, it is possible at any time to unsubscribe from the newsletter dispatch directly on the website of the data controller or to inform the data controller of this in any other way.

## **10. Newsletter via MailChimp**

We use the MailChimp component to send our newsletter. MailChimp is a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA.

The registration to our newsletter takes place in a so-called Double-Opt-In-Procedure. This means that you will receive an e-mail after registration asking you to confirm your registration. This confirmation is necessary so that nobody can register with external e-mail addresses.

The registrations for the newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address. Likewise the changes of your data stored with MailChimp are logged.

Your data stored during the newsletter registration (e-mail address, name, IP address if applicable, date as well as the time of your registration) are transferred to a server of The Rocket Science Group in the USA and stored there in compliance with the "EU-US Privacy Shield".

Further information on data protection at MailChimp can be found at: [https://www.bfdi.bund.de/DE/Europa\\_International/International/Artikel/EU-US\\_PrivacyShield\\_Daten%C3%BCbermittlungenUSA.html?nn=5217040](https://www.bfdi.bund.de/DE/Europa_International/International/Artikel/EU-US_PrivacyShield_Daten%C3%BCbermittlungenUSA.html?nn=5217040)

The Federal Commissioner for Data Protection and Freedom of Information [http://ec.europa.eu/justice/data-protection/international-transfers/eu-us-privacy-shield/index\\_en.htm](http://ec.europa.eu/justice/data-protection/international-transfers/eu-us-privacy-shield/index_en.htm)  
You can cancel or revoke your subscription to this newsletter and thus your consent to the storage of your data at any time for the future. Details can be found in the confirmation e-mail and in each individual newsletter.

In accordance with the provisions of the Data Protection Ordinance (DSGVO), which comes into force on 25 May 2018, we would like to inform you that your consent to the sending of e-mail addresses is based on Art. 6 Para. 1 lit. a, 7 DSGVO and § 7 Para. 2 No. 3 or Para. 3 UWG. The use of the MailChimp shipping service, the performance of statistical surveys and analyses as well as the logging of the registration procedure are carried out on the basis of our legitimate interests pursuant to Art. 6 para. 1 lit. f DSGVO. Our interest is directed towards the use of a user-friendly and secure newsletter system which serves our business interests as well as the expectations of the users.

We would also like to point out that you may object at any time to the future processing of your personal data in accordance with the statutory provisions pursuant to Art. 21 DSGVO. In particular, you may object to the processing of your personal data for the purposes of direct marketing.

## **11. Newsletter-Tracking**

The newsletter of Lition Energie GmbH contains so-called Zählpixel. A pixel-code is a miniature graphic that is embedded in e-mails that are sent in HTML format to enable log file recording and analysis. This allows statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded pixel-code, Lition Energie GmbH can recognize if and when an e-mail was opened by an affected person and which links in the e-mail were accessed by the affected person.

Such personal data collected via the pixel-code contained in the newsletters are stored and evaluated by the person responsible for processing in order to optimise the dispatch of the newsletter and to adapt the content of future newsletters even better to the interests of the person concerned. This personal data will not be passed on to third parties. Affected persons are entitled at any time to revoke the relevant separate declaration of consent given via the double opt-in procedure. After a revocation these personal data will be deleted by the person responsible for the processing. Lition Energie GmbH automatically interprets a deregistration from the receipt of the newsletter as a revocation.

## **12. Possibility to contact us via the website**

The website of Lition Energie GmbH contains, due to legal regulations, information that enables us to contact our company quickly and electronically and to communicate directly with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the data controller by e-mail or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted voluntarily by a data subject to the data controller will be stored for the purposes of processing or contacting the data subject. This personal data will not be passed on to third parties.

## **13. Comment function in the blog on the website**

Lition Energie GmbH offers users the opportunity to leave individual comments on individual blog posts on a blog located on the website of the data controller. A blog is a portal that is maintained on a website and is usually open to the public. One or more persons called bloggers or web bloggers can post articles or write thoughts in so-called blog posts in this portal. Blog posts can usually be commented on by third parties.

If a data subject leaves a comment in the blog published on this website, information about the time the comment was made and the user name (pseudonym) chosen by the data subject is stored and published in addition to the comments left by the data subject. Furthermore, the IP address assigned by the Internet Service Provider (ISP) to the person concerned is logged. This IP address is stored for security reasons and in the event that the person concerned violates the rights of third parties by submitting a comment or posts illegal content. The storage of this personal data is therefore in the own interest of the data controller, so that in the event of a violation of the law, the data controller could exculpate himself. The personal data collected will not be disclosed to third parties unless such disclosure is required by law or serves the legal defence of the data controller.

## **14. Subscription to comments in the blog on the site**

The comments made in Lition Energie GmbH's blog can be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments following his comment on a specific blog post.

If a person concerned chooses the option to subscribe to comments, the person responsible for the processing sends an automatic confirmation e-mail to check in the double opt-in procedure whether the owner of the e-mail address specified has actually opted for this option. The option to subscribe to comments can be terminated at any time.

## 15. Routine deletion and blocking of personal data

The controller shall process and store the personal data of the data subject only for the period of time necessary to achieve the storage purpose or where provided for by the European directive and regulation maker or another legislator in laws or regulations to which the controller is subject.

If the storage purpose no longer applies or if a storage period prescribed by the European directive and regulation giver or another competent legislator expires, the personal data shall be blocked or deleted routinely and in accordance with the statutory provisions.

## 16. Rights of the data subject

### a) Right to confirmation

Every data subject shall have the right, granted by the European directive and regulation maker, to obtain from the controller confirmation as to whether personal data relating to him or her are being processed. If a data subject wishes to exercise this right of confirmation, he or she may at any time contact an employee of the controller.

### b) Right of access

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to obtain at any time, free of charge, from the controller, information on the personal data relating to him which have been stored and a copy of that information. Furthermore, the European Data Protection Supervisor has granted the data subject access to the following information:

the purposes of the processing

the categories of personal data processed

the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations

if possible, the planned duration for which the personal data will be stored or, if that is not possible, the criteria for determining that duration

the existence of a right to the rectification or erasure of personal data concerning him or her or to the limitation of the processing carried out by the controller or of a right to object to such processing

the existence of a right of appeal to a supervisory authority

if the personal data are not collected from the data subject: All available information on the origin of the data

the existence of automated decision-making, including profiling, in accordance with Article 22(1) and (4) of the DS Block Exemption Regulation and, at least in these cases, meaningful information on the logic involved, the scope and the intended effects of such processing on the data subject

The data subject also has the right to know whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject shall also have the right to obtain information on the appropriate safeguards in connection with the transfer.

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

### c) Right to rectification



Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to request the rectification without delay of inaccurate personal data concerning him or her. Furthermore, the data subject shall have the right, having regard to the purposes of the processing, to request the completion of incomplete personal data, including by means of a supplementary statement.

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

#### **d) Right to deletion (right to be forgotten)**

Any person data subject to the processing of personal data shall have the right, granted by the European directive and regulation, to require the controller to erase without delay personal data concerning him which are subject to one of the following conditions and to the extent that the processing is not necessary:

Personal data have been collected or otherwise processed for purposes for which they are no longer necessary.

The data subject withdraws his consent on which the processing was based pursuant to Art. 6 para. 1 letter a DS-GVO or Art. 9 para. 2 letter a DS-GVO and there is no other legal basis for the processing.

The data subject objects to the processing under Article 21(1) DS Block Exemption Regulation and there are no overriding legitimate reasons for the processing or the data subject objects to the processing under Article 21(2) DS Block Exemption Regulation.

The personal data have been processed unlawfully.

The deletion of the personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.

The personal data were collected in relation to information society services offered pursuant to Art. 8 para. 1 DS-GVO.

If one of the above reasons applies and a person concerned wishes to have personal data stored at Lition Energie GmbH deleted, he or she can contact an employee of the data controller at any time. The employee of Lition Energie GmbH will ensure that the request for deletion is complied with immediately.

If the personal data have been made public by Lition Energie GmbH and if our company is obliged to delete the personal data in accordance with Art. 17 Para. 1 DS-GVO, Lition Energie GmbH shall take appropriate measures, including technical measures, taking into account the available technology and the implementation costs, to inform other persons responsible for data processing who process the published personal data that the person concerned has requested the deletion of all links to this personal data or copies or replications of this personal data from these other persons responsible for data processing, insofar as the processing is not necessary. The employee of Lition Energie GmbH will take the necessary steps in individual cases.

#### **e) Right to limitation of processing**

Any person data subject to the processing of personal data has the right, granted by the European directive and regulation, to request the controller to limit the processing if one of the following conditions is met:

The accuracy of the personal data shall be contested by the data subject for a period of time which allows the controller to verify the accuracy of the personal data.

The processing is unlawful and the data subject refuses to erase the personal data and instead requests that the use of the personal data be restricted.

The controller no longer needs the personal data for the purposes of processing, but the data subject needs them for the assertion, exercise or defence of legal rights.

The data subject has lodged an objection to the processing pursuant to Art. 21 para. 1 DS-GVO and it is not yet clear whether the legitimate reasons of the data controller outweigh those of the data subject.

If one of the above conditions is met and a data subject wishes to request the restriction of personal data stored at Lition Energie GmbH, he or she can contact an employee of the data controller at any time. The employee of Lition Energie GmbH will arrange for the processing to be restricted.

#### **f) Right to data transferability**

Any data subject involved in the processing of personal data has the right, granted by the European directive and regulation, to obtain personal data concerning him or her which have been provided by the data subject to a controller in a structured, common and machine-readable format. It also has the right to communicate these data to another controller without being hindered by the controller to whom the personal data have been provided, provided that the processing is based on the consent pursuant to Art. 6 para. 1 letter a DS-GVO or Art. 9 para. 2 letter a DS-GVO or on a contract pursuant to Art. 6 para. 1 letter b DS-GVO and the processing is carried out by automated means, provided that the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority entrusted to the controller.

Furthermore, when exercising his right to data transferability pursuant to Art. 20 (1) DS Block Exemption Regulation, the data subject shall have the right to obtain that the personal data be transferred directly from one data controller to another data controller insofar as this is technically feasible and insofar as this does not impair the rights and freedoms of other persons.

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

#### **g) Right of appeal**

Any person data subject to the processing of personal data has the right, granted by the European directive and regulation maker, to object at any time, for reasons related to his/her particular situation, to the processing of personal data concerning him/her on the basis of Article 6(1)(e) or (f) of the DS Block Exemption Regulation. This also applies to profiling based on these provisions.

In the event of objection, Lition Energie GmbH will no longer process the personal data unless we can prove compelling grounds for processing worthy of protection which outweigh the interests, rights and freedoms of the person concerned, or the processing serves to assert, exercise or defend legal claims.

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

In addition, the data subject has the right to object to the processing of personal data concerning him/her by Lition Energie GmbH for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 Para. 1 DS-GVO for reasons arising from his/her particular situation, unless such processing is necessary for the performance of a task in the public interest.

In order to exercise the right to object, the person concerned may directly contact any employee of Lition Energie GmbH or another employee. The data subject is also free to exercise his or her right of objection in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

#### **h) Automated case-by-case decisions, including profiling**

Any person data subject to the processing of personal data has the right under the European Directive and Regulation not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects upon him or her or significantly affects him or her in a similar manner, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the data controller, or (2) is authorised by Union or national law or by the Member States to which the data controller is subject and which provides for adequate measures to safeguard the rights and freedoms and the legitimate interests of the data subject, or (3) is taken with the express consent of the data subject.

If the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the data subject or (2) is taken with the express consent of the data subject, Lition Energie GmbH shall take appropriate measures to safeguard the rights and freedoms as well as the legitimate interests of the data subject, including at least the right to have the data subject intervene, to present his or her point of view and to contest the decision.

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

#### **i) Right to revoke consent under data protection law**

Any person concerned by the processing of personal data has the right, granted by the European directive and regulation maker, to revoke consent to the processing of personal data at any time.

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

### **17. Data protection for applications and in the application process**

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

### **18. Privacy policy on the use and application of AddThis**

The data controller has integrated components of AddThis on this website. AddThis is a so-called bookmarking provider. The service allows a simplified bookmarking of websites via buttons. By hovering over the AddThis component with the mouse or clicking on it, a list of bookmarking and sharing services is displayed. AddThis is used on over 15 million websites, and the buttons are displayed over 20 billion times a year according to the operating company.

The operating company of AddThis is AddThis, Inc. 1595 Spring Hill Road, Suite 300, Vienna, VA 22182, USA.

Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which an AddThis component has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective AddThis component to download data from the website [www.addthis.com](http://www.addthis.com). As part of this technical process, AddThis obtains knowledge of the visit and which specific individual pages of this website are used by the information technology system used by the data subject. In addition, AddThis obtains knowledge of the IP address of the computer system used by the person concerned, assigned by the Internet service provider (ISP), the browser type, the browser language, the website accessed before our website, the date and time of the visit to our website. AddThis uses this data to create anonymous user profiles. The

data and information transferred to AddThis in this way enables AddThis itself and its affiliated companies or partner companies to specifically address visitors to the website of the data controller with personalised and interest-related advertising.

AddThis displays personalised and interest-related advertising on the basis of a cookie set by the company. This cookie analyses the individual surfing behaviour of the computer system used by the person concerned. The cookie stores the visits to Internet pages made by the computer system.

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

The data subject also has the possibility to permanently object to the processing of personal data by AddThis. To do this, the person concerned must click on the opt-out button under the link <http://www.addthis.com/privacy/opt-out>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the person concerned. If the cookies on the system of the person concerned are deleted after an objection, the person concerned must call up the link again and set a new opt-out cookie.

With the setting of the opt-out cookie, however, it is possible that the Internet pages of the data controller may no longer be fully usable by the data subject.

The current data protection regulations of AddThis can be found at <http://www.addthis.com/privacy/privacy-policy>.

## **19. Privacy policy for use and application of affilinet**

The data controller has integrated components of the affilinet company on this website. Affilinet is a German affiliate network that offers affiliate marketing.

Affiliate marketing is an Internet-supported sales form that enables commercial operators of Internet sites, the so-called merchants or advertisers, to display advertisements, which are usually paid by click or sale commission, on Internet sites of third parties, i.e. sales partners who are also called affiliates or publishers. The merchant provides an advertising medium via the affiliate network, i.e. an advertising banner or other suitable means of Internet advertising, which is subsequently integrated by an affiliate on its own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing.

Affilinet's operating company is affilinet GmbH, Sapporobogen 6-8, 80637 Munich, Germany.

Affilinet sets a cookie on the information technology system of the person concerned. What cookies are has already been explained above. Affilinet's tracking cookie does not store any personal data. Only the affiliate's identification number, i.e. the partner referring the potential customer, as well as the visitor's serial number on a website and the advertising medium clicked on are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which are processed via the affiliate network, i.e. Affilinet.

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

Affilinet's current data protection regulations can be found at <https://www.affili.net/de/footeritem/datenschutz>.

## **20. Privacy policy on the use and application of etracker**

The data controller has integrated etracker components into this website. Etracker is a web analysis service. Web analysis is the collection, collection and evaluation of data on the behaviour of visitors to websites. A web analysis service collects data on, among other things, from which website a person concerned came to a website (so-called referrers), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of Internet advertising.

etracker's operating company is etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany.

Etracker sets a cookie on the information technology system of the person concerned. What cookies are has already been explained above. Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which an etracker component has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective etracker component to transmit data to etracker for marketing and optimisation purposes. As part of this technical process, etracker obtains knowledge of data that is subsequently used to create pseudonymous user profiles. The user profiles obtained in this way serve to analyse the behaviour of the data subject who accessed the website of the data controller and are evaluated with the aim of improving and optimising the website. The data collected via the etracker component will not be used to identify the data subject without the prior consent of the data subject. This data will not be merged with personal data or with other data containing the same pseudonym.

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

Furthermore, the data subject may object to the collection of data generated by the etracker cookie and relating to the use of this website and to the processing of this data by etracker and prevent such collection. To do this, the person concerned must press the cookie-set button under the link <http://www.etracker.de/privacy?et=V23Jbb>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the person concerned. If the cookies on the system of the person concerned are deleted after an objection, the person concerned must call up the link again and set a new opt-out cookie.

However, when the opt-out cookie is set, it is possible that the Internet pages of the data controller may no longer be fully usable by the data subject.

The current data protection regulations of etracker can be found at <https://www.etracker.com/de/datenschutz.html>.

## **21. Privacy policy on the use and enjoyment of Facebook**

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

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

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

Each time one of the individual pages of this website is accessed, operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. A

complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE) As part of this technical process, Facebook obtains information about which specific subpage of our website is visited by the person concerned.

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

Facebook receives information through the Facebook component that the individual concerned has visited our website whenever the individual concerned is logged into Facebook at the same time as accessing our website, whether or not the individual clicks on the Facebook component. If the data subject does not want this information to be transferred to Facebook in this way, he or she can prevent the transfer by logging out of his or her Facebook account before accessing our website.

Facebook's published privacy policy, available at <https://de-de.facebook.com/about/privacy/>, discloses Facebook's collection, processing and use of personal information. It also explains what settings Facebook offers to protect the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

## **22. Privacy Policy on the Use and Usage of Amazon Partner Program Features**

The data controller has integrated Amazon components on this website as a participant in the Amazon Partner Program. The Amazon components were designed by Amazon with the aim of providing customers with advertisements on various Amazon Group websites, in particular on Amazon.co.uk, Local.Amazon.co.uk, Amazon.de, BuyVIP.com, Amazon.fr, Amazon.it and Amazon.es. BuyVIP.com against payment of a commission. The data controller may generate advertising revenue through the use of Amazon components.

The operating company of these Amazon components is Amazon EU S.à.r.l, 5 Rue Plaetis, L-2338 Luxembourg, Luxembourg.

Amazon places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which an Amazon component has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Amazon component to transmit data to Amazon for the purpose of online advertising and the billing of commission. Within the framework of this technical procedure, Amazon obtains knowledge of personal data which serve Amazon to trace the origin of orders received by Amazon and subsequently enable commission invoicing. Among other things, Amazon can trace the fact that the person concerned has clicked on a partner link on our website.

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

Further information and Amazon's applicable data protection regulations can be found at <https://www.amazon.de/gp/help/customer/display.html?nodeId=3312401> .

### **23. Google AdSense Privacy Policy - How we use Google AdSense**

The person responsible for the processing has integrated Google AdSense on this website. Google AdSense is an online service that enables the placement of advertisements on third-party sites. Google AdSense is based on an algorithm that selects the advertisements displayed on third party sites according to the content of the respective third party sites. Google AdSense allows an interest-related targeting of the Internet user, which is implemented by generating individual user profiles.

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

The purpose of the Google AdSense component is to include advertisements on our website. Google AdSense places a cookie on the data subject's information technology system. What cookies are has already been explained above. The setting of cookies enables Alphabet Inc. to analyse the use of our website. Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Google AdSense component has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and billing commissions. As part of this technical process, Alphabet Inc. obtains knowledge of personal data, such as the IP address of the person concerned, which Alphabet Inc. uses, among other things, to track the origin of visitors and clicks and subsequently to enable it to bill commissions.

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

Google AdSense also uses so-called tracking pixels. A pixel-code is a miniature graphic that is embedded in Internet pages to enable a log file recording and a log file analysis, whereby a statistical evaluation can be carried out. Based on the embedded pixel-code, Alphabet Inc. can recognize if and when a website was opened by an affected person and which links were clicked by the affected person. Counting pixels are used, among other things, to evaluate the visitor flow of a website.

Through Google AdSense, personal data and information, including the IP address and necessary for the collection and billing of the advertisements displayed, is transferred to Alphabet Inc. in the United States of America. This personal data is stored and processed in the United States of America. Alphabet Inc. may share this personal information collected through the technical process with third parties.

Google AdSense is explained in more detail under this link <https://www.google.de/intl/de/adsense/start/>

### **24. Privacy policy for the use of Google Analytics (with anonymization function)**

The data controller has integrated the Google Analytics component (with anonymisation function) on this website. Google Analytics is a web analysis service. Web analysis is the collection, collection and evaluation of data on the behaviour of visitors to Internet pages. A web analysis service collects data on, among other things, from which website a person concerned came to a website (so-called referrers), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimise a website and to analyse the costs and benefits of Internet advertising.

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

The data controller uses the addition "\_gat.\_anonymizeIp" for the web analysis via Google Analytics. This addition is used by Google to shorten and anonymise the IP address of the Internet connection of

the person concerned if access to our Internet pages is from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us showing the activities on our website and to provide other services in connection with the use of our website.

Google Analytics places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. When the cookie is set, Google is able to analyse the use of our website. Each time you access one of the individual pages of this website, which is operated by the data controller and on which a Google Analytics component has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the person concerned, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable commission statements.

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

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

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

For more information and to review Google's current privacy policies, please visit <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html> Google Analytics is explained in more detail at this link, [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/)

## **25. Google Remarketing Privacy Policy on the Use and Usage of Google Remarketing**

The data controller has integrated Google Remarketing services into this website. Google Remarketing is a Google AdWords feature that enables a company to display advertisements to Internet users who have previously been on the company's website. The integration of Google Remarketing therefore allows a company to create user-related advertisements and consequently to display advertisements of interest to the Internet user.

Google Remarketing services are operated by Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.



The purpose of Google Remarketing is the display of interest-relevant advertising. Google Remarketing enables us to display advertisements via the Google advertising network or on other websites that are tailored to the individual needs and interests of Internet users.

Google Remarketing places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. When cookies are set, Google is able to recognize visitors to our website who subsequently visit websites that are also members of the Google advertising network. Each time a website is accessed on which the Google Remarketing service has been integrated, the Internet browser of the person concerned automatically identifies itself to Google. As part of this technical process, Google obtains knowledge of personal data, such as the IP address or surfing behaviour of the user, which Google uses, among other things, to display advertisements relevant to the interests of the user.

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

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

Furthermore, the person concerned has the opportunity to object to the interest-related advertising by Google. To do this, the person concerned must access the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from any of the Internet browsers he or she uses and make the desired settings there.

Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/>

## **26. Privacy policy on the use and application of Google+**

The data controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is a social meeting point operated on the Internet, an online community that usually enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enables the Internet community to provide personal or company-related information. Google+ enables users of the social network to create private profiles, upload photos and network via friendship requests.

Google+ is operated by Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Google+ button has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Google+ button to download a display of the corresponding Google+ button from Google. As part of this technical process, Google obtains information as to which specific subpage of our website is visited by the person concerned. More detailed information on Google+ can be found at <https://developers.google.com/+/>.

If the person concerned is logged into Google+ at the same time, Google recognizes which specific page of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's visit to our website. This information is collected by the Google+ button and assigned by Google to the respective Google+ account of the person concerned.

If the person concerned activates one of the Google+ buttons integrated on our website and thus makes a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the person concerned and saves this personal data. Google stores the data subject's Google+1

recommendation and makes it publicly available in accordance with the data subject's accepted terms and conditions. A Google+1 recommendation made by the data subject on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+1 account used by the data subject and the photo stored in this account, in other Google services, such as the search engine results of the Google search engine, the Google account of the data subject or elsewhere, for example on websites or in connection with advertisements. Google is also able to link a visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimising Google's various services.

Google receives information from the Google+ button that the data subject has visited our website whenever he or she is simultaneously logged in to Google+ when you visit our website; this happens whether or not the data subject clicks the Google+ button.

If the data subject does not want his or her personal data to be transmitted to Google, he or she can prevent such transmission by logging out of his or her Google+ account before accessing our website.

Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/> Further information from Google about the Google+1 button can be found at <https://developers.google.com/+web/buttons-policy>.

## **27. Use of Google Maps with recommendation components**

We use the component "Google Maps" on our site in combination with the so-called "share function". "Google Maps" is a service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter referred to as "Google".

Google sets a cookie each time this component is accessed in order to process user settings and data when the page on which the "Google Maps" component is integrated is displayed. As a rule, this cookie is not deleted when you close your browser, but expires after a certain period of time unless you delete it manually beforehand.

If you do not agree with this processing of your data, it is possible to deactivate the "Google Maps" service and thus prevent the transmission of data to Google. To do this, you must deactivate the Java Script function in your browser. However, we would like to point out that in this case you cannot use "Google Maps" or can only use it to a limited extent.

The use of "Google Maps" and the information obtained via "Google Maps" is governed by the Google Terms of Use <http://www.google.de/intl/de/policies/terms/regional.html> as well as the additional terms and conditions for "Google Maps" [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html)

The Google Maps feature also includes the following recommendation buttons:

"Google+-Button" by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA;  
"facebook button" of the company facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA;  
"Twitter button" of Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA.

When the "Google Maps" page is opened, these "recommendation components" cause the browser you are using to download a corresponding display of the component from the respective provider. In this way, the respective provider is informed of which specific page of our website you are currently visiting.

If you are logged in to your personal account with the above-mentioned providers at the time you call up the "Google Maps" page, they can record the information obtained in this way about the website recommended by you as well as your IP address and other browser-related information and link it to your respective account.

If you want to prevent this transmission and storage of data about you and your behaviour on our website by the respective provider, you must log out of these providers before visiting our site.

You can find out more about the data collection of the respective providers via the following links:

Privacy Policy Twitter: <https://twitter.com/privacy?lang=de>

Privacy policy facebook: <https://de-de.facebook.com/about/privacy>

Privacy policy Google+: <https://developers.google.com/+web/buttons-policy>

## **28. Use of Google Maps**

We use the component "Google Maps" of the company Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter referred to as "Google", on our site.

Google sets a cookie each time the "Google Maps" component is called up in order to process user settings and data when the page on which the "Google Maps" component is integrated is displayed. As a rule, this cookie is not deleted when you close your browser, but expires after a certain period of time unless you delete it manually beforehand.

If you do not agree with this processing of your data, it is possible to deactivate the "Google Maps" service and thus prevent the transmission of data to Google. To do this, you must deactivate the Java Script function in your browser. However, we would like to point out that in this case you cannot use "Google Maps" or can only use it to a limited extent.

The use of "Google Maps" and the information obtained via "Google Maps" is governed by the Google Terms of Use <http://www.google.de/intl/de/policies/terms/regional.html>

as well as the additional terms and conditions for "Google Maps" [https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html)

## **29. Use of reCAPTCHA**

In order to protect input forms on our site, we use the "reCAPTCHA" service of Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter "Google". Through the use of this service it can be differentiated whether the corresponding input is of human origin or whether it is misused by automated mechanical processing.

To the best of our knowledge, the referrer URL, the IP address, the behaviour of website visitors, information about the operating system, browser and length of visit, cookies, display instructions and scripts, the user's input behaviour and mouse movements in the "reCAPTCHA" checkbox area are transmitted to "Google".

Google uses the information obtained in this way, among other things, to digitise books and other printed products and to optimise services such as Google Street View and Google Maps (e.g. house number and street name recognition).

The IP address transmitted as part of "reCAPTCHA" will not be merged with any other data held by Google unless you are logged into your Google account at the time you use the "reCAPTCHA" plug-in. If you wish to prevent "Google" from transmitting and storing data about you and your behaviour on our website, you must log out of "Google" before visiting our site or using the reCAPTCHA plug-in.

The use of the service "reCAPTCHA" information obtained is subject to the Google Terms of Use:

<https://www.google.com/intl/de/policies/privacy/>

## **30. Privacy policy for the use of Google AdWords**

The person responsible for the processing has integrated Google AdWords on this website. Google AdWords is an Internet advertising service that allows advertisers to place ads both in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to pre-define keywords that will be used to display an ad in Google's search engine results only when the user uses the search engine to retrieve a keyword relevant search result. In the Google advertising network, the ads are distributed to topic-relevant Internet pages using an automatic algorithm and taking into account the previously defined keywords.

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

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

If a person concerned reaches our website via a Google advertisement, a so-called conversion cookie is stored on the information technology system of the person concerned by Google. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and does not serve to identify the person concerned. If the cookie has not yet expired, the conversion cookie is used to track whether certain subpages, such as the shopping cart of an online shop system, have been accessed on our website. The conversion cookie enables both we and Google to track whether a person who came to our website via an AdWords ad generated a turnover, i.e. completed or cancelled a purchase.

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

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

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

Furthermore, the person concerned may object to the interest-related advertising by Google. To do this, the data subject must access the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from any of the Internet browsers he or she uses and make the desired settings there.

Further information and the valid data protection regulations of Google can be called up under <https://www.google.de/intl/de/policies/privacy/>

### **31. Privacy Policy for the Use and Usage of Instagram**

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

Instagram services are operated by Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA.

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

If the person concerned is logged into Instagram at the same time, Instagram recognizes which specific page the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Instagram component and assigned by Instagram to the Instagram account of the person concerned. If the data subject clicks on one of the Instagram buttons integrated on our website, the data and information transmitted is assigned to the personal Instagram user account of the data subject and stored and processed by Instagram.

Instagram receives information from the Instagram component that the person concerned has visited our site whenever they are logged into Instagram at the same time as they visit our site, regardless of whether or not they click on the Instagram component. If the data subject does not want Instagram to receive this information, they can prevent the transmission by logging out of their Instagram account before accessing our website.

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

### **32. Privacy Policy on the Use and Usage of Jetpack for WordPress**

The data controller has integrated Jetpack into this website. Jetpack is a WordPress plug-in which offers additional functions to the operator of a website based on WordPress. Jetpack allows the website operator, among other things, an overview of the visitors to the site. The display of related articles and publications or the possibility to share content on the site can also increase the number of visitors. In addition, security functions are integrated into Jetpack, so that a website using Jetpack is better protected against brute force attacks. Jetpack also optimizes and accelerates the loading of images integrated into the website.

The operating company of the Jetpack plug-in for WordPress is Automattic Inc, 132 Hawthorne Street, San Francisco, CA 94107, USA. The operating company uses the tracking technology of Quantcast Inc., 201 Third Street, San Francisco, CA 94103, USA.

Jetpack places a cookie on the data subject's information technology system. What cookies are has already been explained above. Each time one of the individual pages of this website is accessed, operated by the data controller and on which a Jetpack component has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Jetpack component to transmit data to Automattic for analysis. As part of this technical process, Automattic becomes aware of data that is subsequently used to create an overview of Internet site visits. The data obtained in this way are used to analyse the behaviour of the data subject who accessed the website of the data controller and are evaluated with the aim of optimising the website. The data collected via the Jetpack component will not be used to identify the data subject without the prior express consent of the data subject. The data is also made known to Quantcast. Quantcast uses the data for the same purposes as Automattic.

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

Furthermore, the data subject may object to the collection of data generated by the Jetpack cookie and relating to the use of this website and to the processing of this data by Automattic/Quantcast and prevent such collection. To do this, the person concerned must press the opt-out button under the link <https://www.quantcast.com/opt-out/>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the person concerned. If the cookies on the system of the person concerned are deleted after an objection, the person concerned must call up the link again and set a new opt-out cookie.

However, when the opt-out cookie is set, it is possible that the Internet pages of the data controller may no longer be fully usable by the data subject.

Automattic's current data protection regulations can be found at <https://automattic.com/privacy/> .  
Quantcast's current data protection regulations can be found at <https://www.quantcast.com/privacy/>

### **33. Privacy policy for the use of LinkedIn**

The data controller has integrated LinkedIn Corporation components into this website. LinkedIn is an Internet-based social network that allows users to connect to existing business contacts and make new business contacts. Over 400 million registered users use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For privacy matters outside the United States, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

Each time a LinkedIn component (LinkedIn plug-in) is installed on our website, the LinkedIn component causes the browser used by the individual to download an appropriate representation of the LinkedIn component. More information about LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn receives information about which specific subpage of our website is visited by the person concerned.

If the person concerned is logged in to LinkedIn at the same time, LinkedIn recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the person concerned. If the person concerned clicks on an integrated LinkedIn button on our website, LinkedIn assigns this information to the personal LinkedIn user account of the person concerned and saves this personal data.

LinkedIn always receives information through the LinkedIn component that the person concerned has visited our website if the person concerned is logged in to LinkedIn at the same time as accessing our website; this occurs regardless of whether the person concerned clicks on the LinkedIn component or not. If the data subject does not want LinkedIn to receive such information, he or she can prevent the transmission by logging out of his or her LinkedIn account before accessing our website.

LinkedIn offers at <https://www.linkedin.com/psettings/guest-controls> the possibility to unsubscribe from e-mail messages, SMS messages and targeted ads as well as to manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame who can set cookies. Such cookies may be declined at <https://www.linkedin.com/legal/cookie-policy> LinkedIn's current privacy policy can be found at <https://www.linkedin.com/legal/privacy-policy> LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>

#### **34. Privacy Policy on the Use and Usage of Pinterest**

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

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

Each time one of the individual pages of this Internet site is accessed, which is operated by the data controller and on which a Pinterest component (Pinterest plug-in) has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Pinterest component to download a representation of the corresponding Pinterest component from Pinterest. More information on Pinterest can be found at <https://pinterest.com/> As part of this technical process, Pinterest is informed which specific page of our website is visited by the person concerned.

If the person concerned is logged into Pinterest at the same time, Pinterest recognizes which specific page of our website the person concerned is visiting each time the person visits our website and for the entire duration of that person's stay on our website. This information is collected by the Pinterest component and assigned by Pinterest to the respective Pinterest account of the person concerned. If the person concerned presses a Pinterest button integrated into our website, Pinterest assigns this information to the personal Pinterest user account of the person concerned and saves this personal data.

Pinterest always receives information via the Pinterest component that the person concerned has visited our website if the person concerned is logged in to Pinterest at the same time as accessing our website; this takes place regardless of whether the person concerned clicks on the Pinterest component or not. If the data subject does not want Pinterest to receive such information, Pinterest may prevent the transmission by logging out of their Pinterest account before accessing our website.

Pinterest's privacy policy, which is available at <https://about.pinterest.com/privacy-policy>, discloses the collection, processing and use of personal data by Pinterest.

### **35. Shariff Privacy Policy on the Use and Application of Shariff**

The data controller has integrated the Shariff component on this website. The Shariff component provides social media buttons that comply with data protection regulations. Shariff was developed for the German computer magazine c't and is published by GitHub, Inc.

Developer of the component is GitHub, Inc. 88 Colin P. Kelly Junior Street, San Francisco, CA 94107, USA.

Usually, the button solutions provided by the social networks already transfer personal data to the respective social network when a user visits a website in which a social media button has been integrated. By using the Shariff component, personal data is only transferred to social networks if the visitor to a website actively presses one of the social media buttons. Further information on the Shariff component can be found in the computer magazine c't at <http://www.heise.de/newsticker/meldung/Datenschutz-und-Social-Media-Der-c-t-Shariff-ist-im-Einsatz-2470103.html>. The use of the Shariff component has the purpose of protecting the personal data of visitors to our website and at the same time enabling us to integrate a button solution for social networks on this website.

Further information and the valid data protection regulations of GitHub can be found at <https://help.github.com/articles/github-privacy-policy/>.

### **36. Privacy Policy on the Use and Usage of Twitter**

The data controller has integrated Twitter components into this website. Twitter is a multilingual, publicly accessible microblogging service on which users can publish and distribute so-called tweets, i.e. short messages limited to 280 characters. These short messages can be accessed by anyone, including those not registered on Twitter. However, the tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow a user's tweets. Furthermore, Twitter makes it possible to address a broad audience via hashtags, links or retweets.

The operating company of Twitter is Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website is accessed, which is operated by the data controller and on which a Twitter component (Twitter button) has been integrated, the Internet browser on the information technology system of the person concerned is automatically prompted by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Further information on the Twitter buttons can be found at <https://about.twitter.com/de/resources/buttons>. As part of this technical process, Twitter obtains information about which specific subpage of our website is visited by the person concerned. The purpose

of integrating the Twitter component is to enable our users to disseminate the content of this website, to make this website known in the digital world and to increase our visitor numbers.

If the person concerned is logged in to Twitter at the same time, Twitter recognizes which specific subpage of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's stay on our website. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the person concerned. If the person concerned clicks on one of the Twitter buttons integrated into our website, the data and information transmitted will be assigned to the personal Twitter user account of the person concerned and stored and processed by Twitter.

Twitter always receives information via the Twitter component that the person concerned has visited our website if the person concerned is logged on to Twitter at the same time as accessing our website; this takes place regardless of whether the person concerned clicks on the Twitter component or not. If the data subject does not wish to transmit this information to Twitter in this way, he or she can prevent the transmission by logging out of his or her Twitter account before accessing our website.

Twitter's current privacy policy can be found at <https://twitter.com/privacy?lang=de> .

### **37. Privacy Policy on the Use and Usage of Xing**

The data controller has integrated Xing components into this website. Xing is an Internet-based social network that allows users to connect to existing business contacts and make new business contacts. Individual users can create a personal profile of themselves at Xing. Companies can, for example, create company profiles or publish job offers on Xing.

Xing's operating company is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

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

If the person concerned is logged in to Xing at the same time, Xing recognizes which specific page of our website the person concerned is visiting each time the person concerned accesses our website and for the entire duration of that person's stay on our website. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the person concerned. If the person concerned activates one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the personal Xing user account of the person concerned and saves this personal data.

Xing always receives information via the Xing component that the person concerned has visited our website if the person concerned is logged in to Xing at the same time as accessing our website; this takes place regardless of whether the person concerned clicks on the Xing component or not. If the data subject does not wish to transmit this information to Xing in this way, he or she can prevent the transmission by logging out of his or her Xing account before accessing our website.

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

### **38. Privacy Policy on the Use and Usage of YouTube**

The data controller has integrated YouTube components into this website. YouTube is an Internet video portal that enables video publishers to post video clips and other users to view, rate and comment on



them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programmes, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal.

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

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

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

YouTube and Google always receive information via the YouTube component that the person concerned has visited our website if the person concerned is logged on to YouTube at the same time as accessing our website; this occurs regardless of whether the person concerned clicks on a YouTube video or not. If such transmission of this information to YouTube and Google is not requested by the data subject, the data subject may prevent the transmission by logging out of his/her YouTube account before accessing our website.

The data protection regulations published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.

### **39. Privacy Policy on the Use and Usage of Vimeo Components**

We use components of the supplier Vimeo on our site. Vimeo is a service of Vimeo LCC, 555 West 18th Street, New York, New York 10011, USA. Each time you visit our Web site that is equipped with such a component, the component causes the browser you are using to download an appropriate representation of the Vimeo component. When you visit our site while logged into Vimeo, Vimeo uses the information collected by the component to identify which specific page you are visiting and associates that information with your personal Vimeo account. If, for example, you click on the "Play" button or make comments, this information is transferred to your personal Vimeo account and stored there. In addition, the information that you have visited our site will be shared with Vimeo. This happens regardless of whether or not you click on the component or comment on it.

If you want Vimeo to prevent this transfer and storage of information about you and your conduct on our website, you must log out of Vimeo before visiting our site. Vimeo's privacy policy provides further information, in particular on the collection and use of data by Vimeo: <https://vimeo.com/privacy>

### **40. Privacy Policy on the Use and Usage of TradeTracker**

The data controller has integrated TradeTracker components into this website. TradeTracker is an affiliate network that offers affiliate marketing. Affiliate marketing is an Internet-supported form of distribution, which is used by commercial operators of Internet sites, the so-called. Merchants or advertisers, enables advertising, which is usually paid by click or sale commissions, to be displayed on third-party websites, i.e. on sales partners who are also called affiliates or publishers. Via the affiliate network, the merchant provides an advertising medium, i.e. an advertising banner or other suitable means of Internet advertising, which is subsequently integrated by an affiliate on its own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing.

The operating company of TradeTracker is TradeTracker Deutschland GmbH, Eiffestraße 426, 20537 Hamburg, Germany.

TradeTracker places a cookie on the information technology system of the person concerned. What cookies are has already been explained above. TradeTracker's tracking cookie does not store any personal data. Only the identification number of the affiliate, i.e. the partner referring the potential customer, as well as the order number of the visitor to a website and the advertising medium clicked on are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which are processed via the affiliate network, i.e. TradeTracker.

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

TradeTracker's current privacy policy can be found at <https://tradetracker.com/de/privacy-policy/>

#### **41. Legal basis of the processing**

Art. 6 I lit. a DS-GVO serves our company as a legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b DS-GVO. The same shall apply to such processing operations which are necessary for the implementation of pre-contractual measures, for example in cases of inquiries regarding our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as for the fulfilment of tax obligations, the processing is based on Art. 6 I lit. c DS-GVO. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our site were injured and his name, age, health insurance information or other vital information would have to be disclosed to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d DS-GVO.

Ultimately, processing operations could be based on Art. 6 I lit. f DS-GVO. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the data subject do not predominate. Such processing operations are permitted to us in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the data controller (recital 47 sentence 2 DS-GVO).

#### **42. Legitimate interests in the processing pursued by the controller or by a third party**

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

#### **43. Duration for which the personal data will be stored**

The criterion for the duration of the storage of personal data is the respective legal retention period. After this period has expired, the corresponding data will be routinely deleted unless they are no longer required for the fulfilment or initiation of the contract.

#### **44. Legal or contractual provisions governing the provision of personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of not providing the data**

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

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

The data subject must contact one of our employees before providing personal data. Our employee will inform the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of a contract, whether there is an obligation to provide the personal data and the consequences of not providing the personal data.

#### **45. Existence of an automated decision making process**

As a responsible company, we refrain from automatic decision-making or profiling.

This privacy statement has been created by the Privacy Statement Generator of <https://dg-datenschutz.de>

Duisburg external data protection commissioner in cooperation with RC GmbH, which recycles <http://remarketing.company/> used notebooks and creates <https://www.wbs-law.de/it-recht/datenschutzrecht/> data protection lawyers of the law firm WILDE BEUGER SOLMECKE | Rechtsanwälte.