Privacy policy

Privacy

We have written this Privacy Policy (version 14.03.2021-111676784) to explain to you what information we collect, how we use data and what choices you have as a visitor to this website.

Privacy statements usually sound very technical. This version, on the other hand, is meant to describe the most important things as simple and clear as possible. As far as possible, technical terms are explained in a reader-friendly manner. We would also like to convey that we collect and use information with this website only if there is a corresponding legal basis. This is certainly not possible if you make as concise technical statements as possible, as they are often standard on the Internet when it comes to data protection. I hope you will find the following explanations interesting and informative and perhaps there is some information that you did not know yet. If there are still questions, we would like to follow the existing links and look at further information on third-party sites, or simply write us an e-mail. Our contact details can be found in the imprint.

Automatic data storage

When you visit websites today, certain information is automatically created and stored, including on this website. This collected data should be collected as sparingly as possible and only on the basis of justification. By the way, by website we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one). By domain, for example, we mean beispiel.de or musterbeispiel.com.

Even while you are currently visiting our website, our web server – that is the computer on which this website is stored – usually automatically stores data such as

- the complete Internet address (URL) of the website accessed (e.B. https://www.beispielwebsite.de/beispielunterseite.html/)
- Browser and browser version (e.B. Chrome 87)
- the operating system used (e.B. Windows 10)
- the address (URL) of the previously visited page (referrer URL) (e.B. https://www.beispielquellsite.de/vondabinichgekommen.html/)
- the host name and IP address of the device from which it is accessed (e.B. COMPUTERNAME and 194.23.43.121)
- Date and time
- in files, the so-called web server log files.

To illustrate:

Typically, these files are saved for two weeks and then automatically deleted. We do not share this data, but we cannot rule out the possibility that this data will be viewed by authorities in the presence of unlawful conduct.

In short, your visit will be logged by our provider (company that runs our website on special computers (servers), but we will not share your data!

Cookies

Our website uses HTTP cookies to store user-specific data. In the following, we explain what cookies are and why you are being used to help you better understand the following privacy policy.

What exactly are cookies?

Whenever you browse the Internet, use a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be dismissed: cookies are really useful helpers. Almost all websites use cookies. More specifically, they are HTTP cookies, as there are other cookies for other areas of application. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically stored in the cookie folder, the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data from you, such as language or personal page settings. When you visit our site again, your browser will return the "user-related" information to our site. Thanks to cookies, our website knows who you are and offers you the setting you are used to. In some browsers each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly from our site, third-party cookies are created by partner websites (e..B. Google Analytics). Each cookie must be assessed individually, as each cookie stores different data. The expiration time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojan horses or other "pests". Cookies also cannot access information from your PC.

For example, this is what cookie data might look like:

Name: _ga
Value: GA1.2.1326744211.152111676784-9
Purpose: Differentiation of website visitors
Expiration date: after 2 years

These minimum sizes should be supported by a browser:

- At least 4096 bytes per cookie
- At least 50 cookies per domain
- At least 3000 cookies in total

What types of cookies are there?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point, we would like to briefly discuss the different types of HTTP cookies.

You can distinguish between 4 types of cookies:

Essential cookies
These cookies are necessary to ensure basic functions of the website. For example, you need these cookies when a user puts a product in the shopping cart, then continues to surf on other pages and later goes to checkout. These cookies do not delete the shopping cart, even if the user closes his browser window.

Useful cookies
These cookies collect information about the user's behaviour and whether the user receives any error messages. In addition, these cookies also measure the loading time and behaviour of the website in different browsers.

Target-oriented cookies
These cookies improve the user experience. For example, you can save entered locations, font sizes, or form data.

Advertising cookies

These cookies are also called targeting cookies. They are used to provide the user with customized advertising. This can be very practical, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these types of cookies you would like to allow. And of course, this decision is also stored in a cookie.

How can I delete cookies?

You decide for yourself how and whether you want to use cookies. Regardless of which service or website the cookies originate, you always have the option to delete, deactivate or only partially allow cookies. For example, you can block third-party cookies, but allow all other cookies.

If you want to determine which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow the cookie for each cookie. The procedure varies depending on the browser. It is best to search the manual in Google with the search term "Delete cookies Chrome" or "Disable cookies Chrome" in the case of a Chrome browser.

What about my privacy policy?

The so-called "cookie guidelines" have been in place since 2009. It states that storing cookies requires your consent. However, there are still very different reactions to these directives within the EU countries. In Austria, however, this directive was implemented in Paragraph 96(3) of the Telecommunications Act (TKG).

If you want to know more about cookies and don't shy away from technical documentation, we recommend https://tools.ietf.org/html/rfc6265, the Request for Comments of the Internet Engineering Task Force (IETF) called the HTTP State Management Mechanism.

Storage of personal data

Personal data that you transmit to us electronically on this website, such as name, e-mail address, address or other personal information in connection with the transmission of a form or comments in the blog, will be used by us together with the time and the IP address only for the specified purpose, securely stored and not passed on to third parties.

We therefore only use your personal data for communication with those visitors who expressly wish to contact and for the processing of the services and products offered on this website. We do not share your personal information without consent, but we cannot rule out the possibility that this data will be viewed in the presence of unlawful conduct.

If you send us personal data by e-mail, i.e. away from this website, we cannot guarantee the secure transmission and protection of your data. We recommend that you never send confidential data unencrypted by e-mail.

Rights under the General Data Protection Regulation

According to the provisions of the GDPR and the Austrian Data Protection Act (DSG), you are entitled in principle to the following rights:

- Right to correction (Article 16 GDPR)
- Right to erasure ("Right to be forgotten") (Article 17 GDPR)
- Right to restrict processing (Article 18 GDPR)
- Right to notification - obligation to notify in connection with the rectification or deletion of personal data or the restriction of processing (Article 19 GDPR)
- Right to data portability (Article 20 GDPR)
- Right to object (Article 21 GDPR)
- Right not to be subject to a decision based solely on automated processing, including profiling (Article 22 GDPR)

If you believe that the processing of your data violates data protection law or your data protection claims have otherwise been violated in any way, you can complain to the supervisory authority, which in Austria is the data protection authority whose website you can find under https://www.dsb.gv.at/.

Evaluation of visitor behaviour

In the following privacy policy, we inform you whether and how we evaluate data about your visit to this website. The analysis of the collected data is usually anonymous and we cannot insinuate your behaviour on this website as your person.

You can find out more about the possibilities of contradicting this evaluation of the visit data in the following data protection declaration.

TLS encryption with https

TLS, encryption and https sound very technical and they are. We use HTTPS (the Hypertext Transfer Protocol Secure stands for "secure hypertext transmission protocol") to transmit data securely on the Internet. This means that the complete transfer of all data from your browser to our web server is secured – no one can "listen".

In this way, we have introduced an additional layer of security and comply with data protection through technical design Article 25 paragraph 1 GDPR). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission over the Internet, we can ensure the protection of confidential data. You can see the use of this data transfer protection at the small lock icon in the upper left of the browser to the left of the Internet address (e.B. beispielseite.de) and the use of the scheme https (instead of http) as part of our Internet address. If you want to know more about encryption, we

recommend google search for "Hypertext Transfer Protocol Secure wiki" to get good links to further information.

Google Maps Privacy Policy

We use Google Maps from Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With Google Maps, we can better show you locations and adapt our service to your needs. By using Google Maps, data is transferred to Google and stored on google servers. Here we want to go into more detail about what Google Maps is, why we use this Google service, what data is stored and how you can prevent it.

What is Google Maps?

Google Maps is an internet map service provided by Google. With Google Maps, you can search for exact locations of cities, landmarks, accommodations or businesses online using a PC, tablet, or app. If companies are represented on Google My Business, more information about the company is displayed next to the location. In order to indicate the way to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a road map or as an aerial or satellite image. Thanks to the Street View images and the high-quality satellite images, very accurate representations are possible.

Why do we use Google Maps on our website?

All our efforts on this site are aimed at providing you with a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information about various locations. You can see at a glance where we have our headquarters. The directions always show you the best or fastest way to us. You can access the route for routes by car, public transport, on foot or by bicycle. For us, providing Google Maps is part of our customer service.

What data is stored by Google Maps?

For Google Maps to offer its service in its entirety, the company must collect and store data from you. This includes, among other things, the search terms entered, your IP address and also the latitude or longitude coordinates. Use the route planner function to save the entered start address. However, this data storage happens on the websites of Google Maps. We can only inform you about this, but we cannot influence it. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie stores data about your user behaviour. Google uses this data primarily to optimize its own services and to provide individual, personalized advertising for you.

The following cookie is set due to the integration of Google Maps in your browser:

Name: NID
Value: 188=h26c1Ktha7fCQTx8rXgLyATyITJ111676784-5
Purpose: NID is used by Google to customize ads to suit your Google search. With the help of the cookie, Google "remembers" your most frequently entered searches or your previous interaction with ads. This way you always get tailored advertisements. The cookie contains a unique ID that Google uses to collect your personal settings for advertising purposes.
Expiration date: after 6 months

Note: We cannot guarantee completeness of the data stored. Especially when using cookies, changes can never be ruled out. In order to identify the cookie NID, a separate test page was created, where only Google Maps was included.

How long and where is the data stored?

Google's servers are located in data centers around the world. However, most servers are located in America. For this reason, your data is increasingly stored in the USA. Here you can read exactly where the Google data centers are located: https://www.google.com/about/datacenters/inside/locations/?hl=de

Google distributes the data on various data carriers. This makes the data more retrieval and better protected against possible attempts at manipulation. Each data center also has special emergency programs. For example, if there are problems with Google hardware or a natural disaster paralyzes the servers, the data will almost certainly remain protected.

Google stores some data for a specified period of time. For other data, Google only offers the possibility to delete it manually. Furthermore, the company also anonymizes information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months respectively.

How can I delete my data or prevent data storage?

The automatic deletion feature of location and activity data, introduced in 2019, stores location and activity information for either 3 or 18 months, depending on your decision, and then deletes it. In addition, you can also manually delete this data from the history via the Google account at any time. If you want to completely prevent your location capture, you need to pause the "Web and App Activity" section in your Google Account. Click Data and Personalization, and then click the Activity Setting option. Here you can turn the activities on or off.

In your browser, you can also disable, delete or manage individual cookies. Depending on which browser you are using, this always works a little differently. The following instructions show how to manage cookies in your browser:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow it for each cookie.

Google is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. More information can be found on https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI. If you want to learn more about Google's data processing, we recommend the company's in-house privacy policy at https://policies.google.com/privacy?hl=de.

Google Fonts Local Privacy Policy

On our website we use Google Fonts of the company Google Inc. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for the European area. We have integrated the Google fonts locally, i.e. on our web server, not on Google's servers. As a result, there is no connection to Google servers and therefore no data transfer or storage.

What are Google Fonts?

Previously, Google Fonts were also called Google Web Fonts. This is an interactive directory with over 800 fonts, which Google provides for free. With Google Fonts, you could use fonts without uploading them to your own server. However, in order to prevent any transfer of information to Google servers, we have downloaded the fonts to our server. In this way, we act in accordance with data protection and do not forward any data to Google Fonts.

Unlike other web fonts, Google allows us unrestricted access to all fonts. So we can access a sea of fonts indefinitely and get the best out of our website. For more information about Google Fonts and other questions, please visit https://developers.google.com/fonts/faq?tid=111676784.

Google Analytics Privacy Policy

We use the analysis tracking tool Google Analytics (GA) of the American company Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. Google Analytics collects data about your actions on our website. For example, if you click on a link, this action is stored in a cookie and sent to Google Analytics. With the reports we receive from Google Analytics, we can better adapt our website and service to your needs. In the following we will go into more detail about the tracking tool and inform you in particular about what data is stored and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool that is used to analyze the traffic of our website. For Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions that you perform on our website. As soon as you leave our website, this data is sent to the Google Analytics servers and stored there.

Google processes the data and we receive reports about your user behaviour. These may include, but are not many of the reports:

- Target group reports: We get to know our users better through target group reports and know more precisely who is interested in our service.
- Ad Reports: Ad reports make it easier for us to analyze and improve our online advertising.
- Acquisition Reports: Acquisition Reports give us helpful information on how we can inspire more people to our service.
- Behavioral Reports: Learn how you interact with our website. We can understand which way you are going on our site and which links you click on.
- Conversion reports: Conversion is a process where you perform a desired action based on a marketing message. For example, if you become a buyer or newsletter subscriber from a pure website visitor. These reports help us learn more about how our marketing efforts get you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always find out immediately what is happening on our website. For example, we see how many users are reading this text.

Why do we use Google Analytics on our website?

Our goal with this website is clear: We want to offer you the best possible service. The statistics and data from Google Analytics help us achieve this goal.

The statistically evaluated data show us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimize our site so that it is easier to find by interested people on Google. On the other hand, the data helps us to better understand you as a visitor. We therefore know very well what we need to improve on our website in order to provide you with the best possible service. The data also serves us to carry out our advertising and marketing measures more individually and cost-effectively. After all, it only makes sense to show our products and services to people who are interested in them.

What data is stored by Google Analytics?

Google Analytics uses a tracking code to create a random, unique ID that is associated with your browser cookie. This is how Google Analytics recognizes you as a new user. The next time you visit our site, you will be recognized as a "recurring" user. All collected data is stored together with this user ID. Thus, it is possible to evaluate pseudonymous user profiles in the first place.

In order to analyze our website with Google Analytics, a property ID must be inserted into the tracking code. The data is then stored in the corresponding property. For each newly created property, the Google Analytics 4 property is by default. Alternatively, you can create the Universal Analytics Property. Depending on the property used, data is stored for different lengths of time.

Labels such as cookies and app instance IDs measure your interactions on our website. Interactions are all kinds of actions you perform on our website. If you also use other Google systems (such as .B. a Google account), data generated via Google Analytics can be linked to third-party cookies. Google does not share Google Analytics data unless we, as the website operator, approve it. Exceptions may occur if required by law.

The following cookies are used by Google Analytics:

Name: _ga
Value: 2.1326744211.152111676784-5
Purpose: By default, analytics.js uses the cookie _ga to store the user ID. Basically, it is used to distinguish website visitors.
Expiration date: after 2 years

Name: _gid
Value: 2.1687193234.152111676784-1
Purpose: The cookie is also used to distinguish website visitors
Expiration date: after 24 hours

Name: _gat_gtag_UA_<property-id>
Value: 1
Purpose: Used to lower the request rate. When Google Analytics is provided through Google Tag Manager, this cookie is named _dc_gtm_ <property-id>.
Expiration date: after 1 minute

Name: AMP_TOKEN
value: no usage:
Purpose: The cookie has a token that can be used to retrieve a user ID from the AMP client ID service. Other possible values indicate a logoff, request, or error.
Expiration date: after 30 seconds up to one year

Name: __utma
Value: 1564498958.1564498958.1564498958.1
Purpose: This cookie allows you to track your behavior on the website and measure performance. The cookie is updated every time information is sent to Google Analytics.
Expiration date: after 2 years

Name: __utmt
Value: 1
Purpose: The cookie is used as _gat_gtag_UA_<property-id> to throttle the request rate.
Expiration date: after 10 minutes

Name: __utmb
Value: 3.10.1564498958

Purpose: This cookie is used to determine new sessions. It is updated every time new data or info is sent to Google Analytics.
Expiration date: after 30 minutes

Name: __utmc
Value: 167421564
Purpose: This cookie is used to set new sessions for returning visitors. This is a session cookie and is only stored until you close the browser again.
Expiration date: After the browser closes

Name: __utmz
Value: m|utmccn=(referral)|utmcmd=referral|utmcct=/
Purpose: The cookie is used to identify the source of the number of visitors to our website. That is, the cookie stores where you came to our website. This may have been a different page or an advertisement.
Expiration date: after 6 months

Name: __utmv
value: no indicationof
purpose: The cookie is used to store user data. It is always updated when information is sent to Google Analytics.
Expiration date: after 2 years

Note: This list cannot claim to be complete, as Google also changes the choice of its cookies again and again.

Here we show you an overview of the most important data collected with Google Analytics:

Heatmaps: Google creates so-called heat maps. Heatmaps show exactly the areas you click on. This gives us information about where you are on our site.

Session duration: Google refers to the amount of time you spend on our site without leaving the site. If you were inactive for 20 minutes, the session ends automatically.

Bounce rate: There is talk of a bounce rate if you only view one page on our website and then leave our website again.

Account creation: When you create an account or place an order on our website, Google Analytics collects this data.

IP address: The IP address is only displayed in truncated form, so that a unique assignment is not possible.

Location: The IP address can be used to determine the country and your approximate location. This process is also called IP location determination.

Technical information: Technical information includes, but is not covered by your browser type, Internet service provider, or screen resolution.

Source of origin: Google Analytics or we are of course also interested in which website or which advertisements you came to our site.

Other data includes contact details, any ratings, playing media (e..B g. when you play a video through our site), sharing content via social media or adding to your favorites. The list does not claim to be complete and serves only as a general orientation of data storage by Google Analytics.

How long and where is the data stored?

Google has distributed your servers around the world. Most servers are located in America, so most of your data is stored on American servers. Here you can read exactly where the Google data centers are located:
https://www.google.com/about/datacenters/inside/locations/?hl=de

Your data is distributed on different physical disks. This has the advantage that the data can be retrieved more quickly and is better protected against manipulation. Every Google data center has appropriate emergency programs for your data. For example, if Google's hardware fails or natural disasters paralyze servers, the risk of service interruption at Google remains low.

The retention period of the data depends on the properties used. When using the newer Google Analytics 4 properties, the retention period of your user data is set to 14 months fixed. For other so-called event data we have the possibility to choose a retention period of 2 months or 14 months.

With Universal Analytics-Properties, Google Analytics has a retention period of your user data of 26 months in a standardized way. Then your user data will be deleted. However, we have the option to choose the retention period of user data ourselves. We have five variants at our disposal:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

In addition, there is also the option that data will not be deleted until you no longer visit our website within the time period we have chosen. In this case, the retention period will be reset each time you visit our website within the specified period of time.

If the specified time period has expired, the data is deleted once a month. This retention period applies to your data, which are linked to cookies, user recognition and advertising IDs (e..B. cookies of the DoubleClick domain). Report results are based on aggregated data and are stored independently of user data. Aggregated data is a merging of individual data into a larger unit.

How can I delete my data or prevent data storage?

Under European Union data protection law, you have the right to receive, update, delete or restrict information about your data. You use the browser add-on to disable Google Analytics JavaScript (ga.js, analytics.js, dc.js) to prevent Google Analytics from using your data. You can download and install the browser add-on under https://tools.google.com/dlpage/gaoptout?hl=de. Please note that this add-on only disables data collection by Google Analytics.

If you want to disable, delete or manage cookies (regardless of Google Analytics), there is a separate guide for each browser:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

Google Analytics is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. More information can be found on https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111676784. We hope we have been able to introduce you to the most important information about the data processing of Google Analytics. If you want to learn more about the tracking service, we recommend these two links: http://www.google.com/analytics/terms/de.html and https://support.google.com/analytics/answer/6004245?hl=de.

Google Analytics Reports on Demographics and Interests

We've turned on the ad reporting features in Google Analytics. The reports on demographic characteristics and interests contain information on age, gender and interests. This allows us to get a better picture of our users without being able to assign this data to individuals. To learn more about the advertising features, visit https://support.google.com/analytics/answer/3450482?hl=de_AT&utm_id=ad.

You can stop using your Google Account's activities and information under "Advertising Settings" on https://adssettings.google.com/authenticated via checkbox.

Facebook Pixel Privacy Policy

We use the Facebook pixel of Facebook on our website. For this we have implemented a code on our website. The Facebook pixel is a snippet of JavaScript code that loads a collection of features that Allow Facebook to track your user actions if you have come to our website via Facebook ads. For example, when you purchase a product on our website, the Facebook pixel is triggered and your actions on our website are stored in one or more cookies. These cookies allow Facebook to compare your user data (customer data such as IP address, user ID) with the data of your Facebook account. Then Facebook deletes this data again. The collected data is anonymous and unavailable to us and can only be used in the context of advertisements. If you are a Facebook user yourself and are logged in, your visit to our website will be automatically assigned to your Facebook user account.

We want to show our services or products only to those people who are really interested in them. With the help of Facebook pixels, our advertising measures can be better tailored to your wishes and interests. This way, Facebook users (if they have allowed personalized advertising) will see suitable advertisements. Furthermore, Facebook uses the collected data for analysis purposes and its own advertisements.

In the following we show you those cookies that were set by including Facebook pixels on a test page. Please note that these are only example cookies. Depending on the interaction on our website, different cookies are set.

Name: _fbp
Value: fb.1.1568287647779.257405483-6111676784-7
Purpose: This cookie uses Facebook to display promotional products.
Expiration date: after 3 months

Name: fr
Value: 0aPf312HOS5Pboo2r.. Bdeiuf... 1.0.Bdeiuf.
Purpose: This cookie is used to make Facebook pixels work properly.
Expiration date: after 3 months

Name: comment_author_50ae8267e2bdf1253ec1a5769f48e062111676784-3
Value: Name of the author
Purpose: This cookie stores the text and name of a user who, for example, leaves a comment.
Expiration date: after 12 months

Name: comment_author_url_50ae8267e2bdf1253ec1a5769f48e062
Value: https%3A%2F%2Fwww.testpage...%2F (author's URL)
Purpose: This cookie stores the URL of the website that the user enters in a text box on our website.
Expiration date: after 12 months

Name: comment_author_email_50ae8267e2bdf1253ec1a5769f48e062
Value: E-mail address of the author
Purpose: This cookie stores the e-mail address of the user, provided that he has posted it on the website.
Expiration date: after 12 months

Note: The above cookies refer to an individual user behavior. Especially when using cookies, changes in Facebook can never be ruled out.

If you're signed in to Facebook, you can change your ad settings under https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen yourself. If you are not a Facebook user, you can always manage your usage-based online advertising on http://www.youronlinechoices.com/de/praferenzmanagement/. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's privacy, we recommend your own data policies on https://www.facebook.com/policy.php.

WP Statistics Privacy Policy

We use the analysis plugin WP Statistics on our website. This plugin was developed by Veronalabs (5460 W Main St, Verona, NY 13478, United States), an American software company. With this plugin we get simple statistics on how you use our website as a user. In this privacy policy, we will go into more detail about the analysis tool and show you what data is stored where and for how long.

What is WP Statistics?

This plugin is an analysis software designed specifically for websites that use the WordPress content management system. WordPress helps us to easily edit our website even without programming knowledge. Wp Statistics may collect data on how long you stay on our website, which subpages you visit, how many visitors are on the website or from which website you have come to us. WP Statistics does not set cookies and you cannot be identified as a person by the data collected.

Why do we use WP Statistics?

With THE help of WP Statistics, we get simple statistics that help us make our website even more interesting and better for you. Our website and the content, products and/or services offered on it should meet your requirements and wishes as best as possible. In order to achieve this objective, we must, of course, also find out where we should make improvements and changes. The statistics we receive help us to move one step closer to this goal.

What data is stored by WP Statistics?

WP Statistics does not set cookies and the data collected only generates statistics on the use of our website in an anonymised form. WP Statistics also anonymizes your IP address. You cannot be identified as a person.

WP Statistics collects visitor data (so-called Visitos'Data) when your web browser connects to our web server. This data is stored in our database on our server. These include, for example:

- the address (URL) of the website accessed
- Browser and browser version
- the operating system used
- the address (URL) of the previously visited page (Referrer URL)
- the host name and IP address of the device from which it is accessed
- Date and time
- Country/City Information
- Number of visitors coming from a search engine
- Duration of website stay
- Clicks on the website

The data will not be passed on or sold.

How long and where is the data stored?

All data is stored locally on our web server. The data is stored on our web server until it is no longer needed for the above purposes.

How can I delete my data or prevent data storage?

You have the right to access, rectify or delete and restrict the processing of your personal data at any time. You can also revoke your consent to the processing of data at any time.

We have now provided you with the most important information about data processing through WP Analytics. Due to the fact that the plugin does not use cookies and the data for statistical analysis are stored locally in the web server, your data is handled very carefully here. If you want to learn more about WP Analytics, you should check out the company's privacy policy at https://wp-statistics.com/privacy-and-policy/.

Jetpack Privacy Policy

We use the WordPress plug-in jetpack on our website. Jetpack is software that provides us with web analytics, among other things. Jetpack is operated by Automattic (Inc. 132 Hawthorne Street San Francisco, CA 94107, USA), which uses Quantcast technology (Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA) for this product. The integrated tracking tool also collects, stores and processes personal data from you. We will show you exactly what data is involved, why we use Jetpack and how you can prevent this data storage in this privacy policy.

What is Jetpack?

Jetpack is a plug-in for WordPress websites with many different features and modules. All these tools help us make our website more beautiful, safer and welcome more visitors here. The tool can also display related posts, share content, and Jetpack can also improve the loading speed of our website. All features are hosted and provided by WordPress.

Why do we use Jetpack?

For us, it is crucial that you feel comfortable on our website and find what you are looking for. Only if you are satisfied with our service can we be successful. And to know how and where we can improve our website, we need information. By Jetpack we can see, for example, how often and for how long you are on a single website or which buttons you like to click on. With this information, we can improve our website and adapt it to your wishes and preferences.

What data does Jetpack store?

Especially through the built-in tracking tool WordPress.com statistics, personal data is also collected, stored and processed by you. To make the Jetpack tool work, Jetpack sets a cookie in your browser when you open a web page that has components of the tool built in. The collected data is synchronized with Automattic and stored there.

In addition to IP address (anonymized before storage) and user behavior data, this includes, for example, browser type, unique device identifier, preferred language, data and time of page entry, operating system and information about the mobile network. Jetpack uses this information to improve its services and offerings and gain better insight into how to use its own service. In addition, the following data can also be synchronized and stored:

- Google Ads customers synchronize the account's email address and physical address
- Successful and unsuccessful login attempts. For this purpose, your IP address and the user agent are also stored
- The user IDs, user names, email addresses, roles, and capabilities of the registered users. But no passwords are stored
- The user ID of users making changes to the website
- Twitter username if configured with Jetpack

Jetpack also uses cookies to store data. Below are some selected, exemplary cookies that Jetpack uses:

Name: eucookielaw
Value: 16136510613776111676784-6
Purpose: Saves the status of the user's consent to the use of cookies.
Expiration date: after 180 days

Name: tk_ai
Value: 0
Purpose: This cookie stores a randomly generated anonymous ID. It is used only within the administration area to track the general analyses.
Expiration date: after the end of the session

Name: tk_tc
Value: E3%2BgJ1Pw6iYKk%2Fvj111676784-3
Purpose: This is a so-called referral cookie. This analyzes the connection between WooCommerce and a website with a jetpack plugin.
Expiration date: after the end of the session

Note: Jetpack uses many different cookies. Which cookies are used in concrete terms depends on the jetpack functions used on the one hand and on your actions on the websites with integrated jetpack plug-in on the other. Under https://de.jetpack.com/support/cookies/, you can see a list of possible cookies that Jetpack uses.

How long and where is the data stored?

Automattic stores the collected data until it is no longer used for its own services. In addition to this period, the data will only be retained if the company is obliged to do so for legal reasons. Web server logs such as your IP address, browser type, and operating system will be deleted after about 30 days. The data is stored on the company's American servers.

How can I delete my data or prevent data storage?

As mentioned above, Jetpack uses cookies to store data. If you do not want Jetpack to collect data from you in the future, you can request an "opt-out" cookie under https://www.quantcast.com/opt-out/. Quantcast sets this cookie and therefore no visitor data is stored by you. This is the case until you delete this cookie again.

Alternatively, you can simply manage, deactivate or delete cookies in your browser at will. Depending on the browser type, cookie management works slightly differently. Here you will find the most common browsers and the corresponding instructions.

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

If you would like to learn more about the privacy policy and the processing of data by Jetpack or Automattic, we recommend the privacy policy under https://automattic.com/privacy/, the cookie policy under https://automattic.com/cookies/ and also the information page https://jetpack.com/support/what-data-does-jetpack-sync/. We hope we have been able to give you a good insight into data processing by Jetpack.

Google AdSense Privacy Policy

We use Google AdSense on this website. This is an ad program from Google Inc. In Europe, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With Google AdSense, we can display ads that match our theme on this website. In this way, we offer you advertisements that ideally represent a real added value for you. In the course of this privacy policy via Google AdSense, we explain to you why we use Google AdSense on our website, which of your data is processed and stored, and how you can prevent this data storage.

What is Google AdSense?

The advertising program Google AdSense has been available since 2003. Unlike Google Ads (formerly Google AdWords), you can't advertise here yourself. Google AdSense plays ads on websites such as ours. The biggest advantage of this ad service compared to many others is that Google AdSense only shows you ads that match our content. Google has its own algorithm that calculates which ads you see. Of course, we only want to offer you advertising that interests you and offers you added value. Google checks on the basis of your interests or user behaviour and on the basis of our offer which advertisements are suitable for our website and for our users. At this point, we would also like to mention that we are not responsible for the selection of advertisements. With our website, we only offer the advertising space. Google selects the displayed advertisement. Since August 2013, the ads have also been adapted to the respective user interface. That means, whether you visit our website from your smartphone, PC or laptop, the ads adapt to your device.

Why do we use Google AdSense on our website?

Running a high-quality website requires a lot of dedication and dedication. Basically, we are never finished working on our website. We always try to maintain our site and keep it as up-to-date as possible. Of course, we also want to achieve economic success with this work. That's why we chose ads as a source of revenue. However, the most important thing for us is not to disturb your visit to our website by these advertisements. Google AdSense only offers you ads that match our themes and interests.

Similar to Google indexing for a website, a bot examines the corresponding content and offers of our website. Then the advertisements are adapted in terms of content and presented on the website. In addition to the content overlap between the ad and the website offer, AdSense also supports interest-based targeting. This means that Google also uses your data to offer advertising tailored to you. This way you get advertising that ideally offers you real added value and we have a higher chance of earning a bit of something.

What data is stored by Google AdSense?

In order for Google AdSense to display a customized advertisement tailored to you, cookies are used, among other things. Cookies are small text files that store certain information on your computer.

In AdSense, cookies are designed to provide better advertising. The cookies do not contain any personally identifiable data. However, it should be noted that Google considers data such as "pseudonymcookie cookie IDs" (name or other identifier is replaced by a pseudonym) or IP addresses as non-personally identifiable information. However, under the GDPR, this data may be considered as personal data. Google AdSense sends a cookie to the browser after each impression (which is always the case when you see an ad), every click and any other activity that leads to a call to the Google AdSense server. If the browser accepts the cookie, it is stored there.

Third parties may be able to place and read cookies in your browser as part of AdSense or use web beacons to store data they receive through the ad posting on the website. Web beacons are small graphics that make a log file analysis and a recording of the log file. This analysis enables a statistical evaluation for online marketing.

Google may use these cookies to collect certain information about your user behaviour on our website. These include:

- Information on how to handle an ad (clicks, impressions, mouse movements)
- Information whether an ad has already appeared in your browser at an earlier time. This data helps you not to show you an ad more often.

Google analyzes and evaluates the data on the displayed advertising materials and your IP address. Google uses the data primarily to measure the effectiveness of an ad and improve its advertising offering. This information will not be linked to any personal information that Google may have about other Google services from you.

In the following, we introduce you to cookies that Google AdSense uses for tracking purposes. Here we refer to a test website that has only Google AdSense installed:

Name: uid
Value: 891269189111676784-8
Purpose: The cookie is stored under the domain adform.net. It provides a uniquely assigned, machine-generated user ID and collects data about the activity on our website.
Expiration date: after 2 months

Name: C
Value: 1Purpose: This cookie
identifies whether your browser accepts cookies. The cookie is stored under the track.adform.net domain.
Expiration date: after 1 month

Name: cid
Value: 8912691894970695056,0,0,0,0
Purpose: This cookie is stored under the domain track.adform.net, stands for client ID and is used to improve the advertising for you. It can forward more relevant advertising to the visitor and helps to improve campaign performance reports.
Expiration date: after 2 months

Name: IDE
Value: zOtj4TWxwbFDjaATZ2TzNaQmxrU111676784-1
Purpose: The cookie is stored under the domain doubleclick.net. It is used to register your actions after the display or after clicking the ad. This allows you to measure how well an ad is received by our visitors.
Expiration date: after 1 month

Name: test_cookie

Value: no indicationof

purpose: Using the "test_cookies" you can check whether your browser supports cookies at all. The cookie is stored under the domain doubleclick.net.

Expiration date: after 1 month

Name: CT592996

Value:733366

Purpose: Stored under the domain adform.net. The cookie is set as soon as you click on an ad. We were not able to find out more detailed information about the use of this cookie.

Expiration date: after one hour

Note: This list cannot claim to be exhaustive, as experience shows that Google changes the choice of its cookies over and over again.

How long and where is the data stored?

Google collects your IP address and various activities that you perform on the website. Cookies store this information about the interactions on our website. According to Google, the company securely collects and stores the information provided on Google's in-house servers in the United States.

If you do not have a Google account or are not logged in, Google usually stores the collected data with a unique identifier (ID) on your browser. The unique IDs stored in cookies are used, for example, to ensure personalized advertising. If you are logged into a Google Account, Google may also collect personal information.

You can delete some of the data that Google stores at any time (see next section). Many information stored in cookies is automatically deleted after a certain period of time. However, there is also data that Is stored by Google over a longer period of time. This is the case when Google, for economic or legal reasons, has to store certain data for an indefinite, longer period of time.

How can I delete my data or prevent data storage?

You always have the option to delete or deactivate cookies that are on your computer. How exactly this works depends on your browser.

Here's how to manage cookies in your browser:

[Chrome: Delete, enable, and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and Managing Cookies](#)

[Microsoft Edge: Deleting and Managing Cookies](#)

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow the cookie for each cookie. Downloading and installing this browser plug-in on https://support.google.com/ads/answer/7395996 will also disable all "advertising cookies". Keep in mind that by disabling these cookies, you are not preventing the ads, but only personalized advertising.

If you have a Google account, you can turn off https://adssettings.google.com/authenticated personalized advertising on the website. Again, you'll see ads, but they're no longer adapted to your interests. However, the ads are displayed based on a few factors, such as your location, browser type, and search terms.

You can find out which data Google collects and what it uses this data for on https://www.google.com/intl/de/policies/privacy/.

Google Ads (Google AdWords) Conversion Tracking Privacy Policy

We use Google Ads (formerly Google AdWords) as an online marketing measure to promote our products and services. In this way, we want to make more people aware of the high quality of our offers on the Internet. As part of our advertising measures through Google Ads, we use the conversion tracking of Google Inc. on our website. In Europe, however, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With this free tracking tool, we can better adapt our promotional offerings to your interests and needs. In the following article, we want to go into more detail about why we use conversion tracking, what data is stored and how you prevent this data storage.

What is Google Ads Conversion Tracking?

Google Ads (formerly Google AdWords) is the in-house online advertising system of Google Inc. We are convinced of the quality of our offer and want as many people as possible to get to know our website. In the online area, Google Ads offers the best platform for this. Of course, we also want to gain an accurate overview of the cost-benefit factor of our promotions. That's why we use the conversion tracking tool from Google Ads.

But what is a conversion? A conversion occurs when you become a purely interested website visitor to an acting visitor. This happens whenever you click on our ad and then perform another action, such as visiting our website. With Google's conversion tracking tool, we capture what happens after a user clicks on our Google Ads ad. For example, we can see whether products are purchased, services are used or whether users have subscribed to our newsletter.

Why do we use Google Ads conversion tracking on our website?

We use Google Ads to draw attention to our offer on other websites as well. The aim is that our advertising campaigns really only reach those people who are interested in our offers. With the conversion tracking tool, we can see which keywords, ads, ad groups, and campaigns lead to the desired customer actions. We see how many customers interact with our ads on a device and then perform a conversion. This data enables us to calculate our cost-benefit factor, measure the success of individual advertising measures, and thus optimize our online marketing efforts. We can also use the data we have gained to make our website more interesting for you and to tailor our advertising offer even more individually to your needs.

What data is stored in Google Ads conversion tracking?

We have included a conversion tracking tag or code snippet on our website in order to better analyze certain user actions. If you now click on one of our Google Ads ads, the "Conversion" cookie from a Google domain is stored on your computer (usually in the browser) or mobile device. Cookies are small text files that store information on your computer.

Here is the data of the most important cookies for the conversion tracking of Google:

Name: Conversion
Value: EhMI_aySuoyv4gIVled3Ch0llweVGAEgt-mr6aXd7dYlSAGQ111676784-3
Purpose: This cookie stores every conversion you make on our site after you have come to us via a Google ad.
Expiration date: after 3 months

Name: _gac
Value: 1.1558695989.EAIaIQobChMIiOmEgYO04gIVj5AYCh2CBAPrEAAYASAAEgIYQfD_BwE
Purpose: This is a classic Google Analytics cookie and is used to record various actions on our website.
Expiration date: after 3 months

Note: The cookie _gac only appears in conjunction with Google Analytics. The above list is not exhaustive, as Google repeatedly uses other cookies for analytical analysis.

As soon as you complete an action on our website, Google recognizes the cookie and stores your action as a so-called conversion. As long as you are browsing our website and the cookie has not yet expired, we and Google will recognize that you have found us via our Google Ads ad. The cookie is read out and sent back to Google Ads with the conversion data. It is also possible that other cookies may be used to measure conversions. Google Ads conversion tracking can be further refined and improved using Google Analytics. For ads that Google displays in different places on the web, cookies named "__gads" or "_gac" may be placed under our domain. Since September 2017, various campaign information from analytics.js with the _gac cookie are stored. The cookie stores this data as soon as you visit one of our pages for which the automatic tagging of Google Ads has been set up. Unlike cookies set for Google domains, Google can only read these

conversion cookies if you are on our website. We do not collect or receive any personal data. We get a report from Google with statistical evaluations. For example, we find out the total number of users who clicked on our ad and we see which advertising measures were well received.

How long and where is the data stored?

At this point, we would like to point out that we have no influence on how Google reuses the data collected. According to Google, the data is encrypted and stored on secure servers. In most cases, conversion cookies expire after 30 days and do not transmit any personal data. The cookies named "Conversion" and "_gac" (which is used in conjunction with Google Analytics) have an expiration date of 3 months.

How can I delete my data or prevent data storage?

You do not have the option to participate in the conversion tracking of Google Ads. If you disable the Google Conversion Tracking cookie through your browser, you block conversion tracking. In this case, you will not be included in the tracking tool statistics. You can change the cookie settings in your browser at any time. With each browser, this works a little differently. Here's how to manage cookies in your browser:

[Chrome: Delete, enable, and manage cookies in Chrome](#)

[Safari: Manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Deleting and Managing Cookies](#)

[Microsoft Edge: Deleting and Managing Cookies](#)

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow the cookie for each cookie. Downloading and installing this browser plug-in on https://support.google.com/ads/answer/7395996 will also disable all "advertising cookies". Keep in mind that by disabling these cookies, you are not preventing the ads, but only personalized advertising.

By certifying the US-European Privacy Shield Convention, the American company Google LLC must comply with the data protection laws in force in the EU. If you would like to learn more about Google's privacy policy, we recommend Google's general privacy policy: https://policies.google.com/privacy?hl=de.

Embedded Social Media Elements Privacy Policy

We include elements of social media services on our website to display images, videos and texts. By visiting pages that represent these elements, data is transferred from your browser to the respective social media service and stored there. We do not have access to this data. The following links will take you to the pages of the respective social media services where it explains how they handle your data:

- Instagram Privacy Policy: https://help.instagram.com/519522125107875
- For YouTube, the Google privacy policy applies: https://policies.google.com/privacy?hl=de
- Facebook data guideline: https://www.facebook.com/about/privacy
- Twitter Privacy Policy: https://twitter.com/de/privacy

Facebook Privacy Policy

We use selected tools from Facebook on our website. Facebook is a social media network of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With these tools, we can offer you and people who are interested in our products and services the best possible deal. Below we give an overview of the various Facebook tools, what data is sent to Facebook and how you can delete this data.

What are Facebook tools?

In addition to many other products, Facebook also offers the so-called "Facebook Business Tools". This is the official name of Facebook. However, since the term is hardly known, we decided to call it only Facebook tools. Among them are:

- Facebook pixels
- social plug-ins (such as .B the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (programming interface)
- SDKs (collection of programming tools)
- Platform integrations
- Plugins
- codes
- specifications
- Documentation
- Technologies and services

Through these tools, Facebook extends services and has the ability to get information about user activities outside of Facebook.

Why do we use Facebook tools on our website?

We want to show our services and products only to people who are really interested in them. We can use facebook ads to reach these very people. However, in order to show users suitable advertising, Facebook needs information about people's wishes and needs. In this way, information about the user behavior (and contact details) is made available to the company on our website. As a result, Facebook collects better user data and can display the appropriate advertising about our products or services to interested people. The tools thus enable tailor-made advertising campaigns on Facebook.

Facebook calls data about your behavior on our website "event data". These are also used for measurement and analysis services. Facebook can thus create "campaign reports" on our behalf about the impact of our advertising campaigns. Furthermore, we get a better insight into how you use our services, website or products through analyses. In this way, we optimize your user experience on our website with some of these tools. For example, you can use the social plug-ins to share content on our site directly on Facebook.

What data is stored by Facebook tools?

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address can be sent.

Facebook uses this information to match the data it has of you (if you are a Facebook member). Before customer data is transmitted to Facebook, a so-called "hashing" takes place. This means that any record is transformed into a string. This is also used to encrypt data.

In addition to the contact details, "event data" is also transmitted. "Event Data" refers to the information we receive about you on our website. For example, which subpages you visit or which products you buy from us. Facebook does not share the information it obtains with third parties (such as advertisers), unless the company has explicit permission or is legally required to do so. "Event data" can also be connected to contact details. This allows Facebook to offer better personalized advertising. After the already mentioned reconciliation process, Facebook deletes the contact details.

In order to deliver ads in an optimized manner, Facebook uses the event data only if it has been combined with other data (which was collected by Facebook in other ways). Facebook also uses this event data for security, protection, development and research purposes. Many of this data is transmitted to Facebook via cookies. Cookies are small text files that are used to store data or information in browsers. Depending on the tools used and whether you are a Facebook member, different number of cookies are created in your browser. In the descriptions of the individual Facebook tools we go into more detail about individual Facebook cookies. General information about the use of Facebook cookies can also be found on https://www.facebook.com/policies/cookies.

How long and where is the data stored?

Basically, Facebook stores data until it is no longer needed for its own services and Facebook products. Facebook has distributed servers around the world where its data is stored. However, customer data will be deleted within 48 hours after it has been matched with your own user data.

How can I delete my data or prevent data storage?

In accordance with the General Data Protection Regulation, you have the right to access, rectify, transmit and delete your data.

A complete deletion of the data will only take place if you delete your Facebook account completely. Here's how deleting your Facebook account works:

1) On the right side of Facebook, click Settings.

2) Then click on "Your Facebook Information" in the left column.

3) Now click "Deactivation and deletion".

4) Select "Delete account" now and then click on "Delete Next and Account"

5) Now enter your password, click "Next" and then on "Delete account"

The storage of the data that Facebook receives via our website is carried out, among other things, by cookies (e.B. for social plugins). In your browser, you can disable, delete or manage individual or all cookies. Depending on which browser you are using, this works in different ways. The following instructions show how to manage cookies in your browser:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow it for each cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. More information can be found on https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC. We hope we have brought you the most important information about the use and data processing by the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend the data policies on https://www.facebook.com/about/privacy/update.

Facebook Social Plug-ins Privacy Policy

Our website includes so-called social plug-ins of Facebook Inc. You can recognize these buttons by the classic Facebook logo, such as the "Like" button (the hand with a raised thumb) or a unique "Facebook plug-in" label. A social plug-in is a small part of Facebook that is integrated into our site. Each plug-in has its own function. The most commonly used functions are the well-known "Like" and "Share" buttons.

The following social plug-ins are offered by Facebook:

- "Save" button
- Like, Share, Send and Quote
- Page plug-in
- comments

- Messenger plug-in
- Embedded posts and video players
- Group plug-in

On https://developers.facebook.com/docs/plugins, you can learn more about how to use each plug-in. We use the social plug-ins on the one hand to offer you a better user experience on our site, on the other hand because Facebook can optimize our ads.

If you have a Facebook account or have visited facebook.com before, Facebook has already set at least one cookie in your browser. In this case, your browser sends information to Facebook via this cookie as soon as you visit our site or interact with social plug-ins (e.B.dem "Like" button).

The information received will be deleted or anonymized within 90 days. According to Facebook, this information includes your IP address, which website you have visited, the date, time and other information concerning your browser.

In order to prevent Facebook from collecting a lot of data during your visit to our website and connecting it to the Facebook data, you must log out (log out) of Facebook during your visit to the website.

If you're not signed in to Facebook or don't have a Facebook account, your browser sends less information to Facebook because you have fewer Facebook cookies. However, data such as your IP address or which website you visit can be transferred to Facebook. We would like to make it clear that we do not know exactly what the exact contents of the data are. However, we try to inform you as much as possible about data processing according to our current state of knowledge. You can also find out how Facebook uses the data in the company's data guideline at https://www.facebook.com/about/privacy/update.

The following cookies are set in your browser at least when you visit a website with social plug-ins from Facebook:

Name: dpr
Value: no indicationof
purpose: This cookie is used to make the social plug-ins work on our website.
Expiration date: after the end of the session

Name: fr
Value: 0jieyh4111676784c2GnlufEJ9.. Bde09j... 1.0.Bde09j
Purpose: The cookie is also necessary for the plug-ins to function properly.
Expiration date: after 3 months

Note: These cookies were set after a test, even if you are not a Facebook member.

If you're signed in to Facebook, you can change your ad settings under https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen yourself. If you are not a Facebook user, you can always manage your usage-based online advertising on http://www.youronlinechoices.com/de/praferenzmanagement/. There you have the option to deactivate or activate providers.

If you want to learn more about Facebook's privacy, we recommend your own data policies on https://www.facebook.com/policy.php.

LinkedIn Privacy Policy

We use on our website social plug-ins of the social media network LinkedIn, the company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The social plug-ins can be feeds, sharing content, or linking to our LinkedIn page. The social plug-ins are clearly marked with the well-known LinkedIn logo and allow, for example, interesting content to be shared directly via our website. LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing for the European Economic Area and Switzerland.

By embedding such plug-ins, data can be sent to LinkedIn, stored and processed there. In this data protection declaration, we want to inform you about what data is involved, how the network uses this data and how you can manage or prevent data storage.

What is LinkedIn?

LinkedIn is the largest social network for business contacts. Unlike Facebook, for example, the company focuses exclusively on building business contacts. Companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to find a job or to find suitable employees for their own company. In Germany alone, the network has more than 11 million members. In Austria, there are about 1.3 million.

Why do we use LinkedIn on our website?

We know how busy you are. You can't track all social media channels individually. Even if, as in our case, it would be worthwhile. Because again and again we post interesting news or reports that are worth spreading. That's why we have created the possibility to share interesting content directly on LinkedIn or to refer directly to our LinkedIn page. We consider built-in social plug-ins as an advanced service on our website. The data that LinkedIn collects also helps us to show possible advertising measures only to people who are interested in our offer.

What data is stored by LinkedIn?

LinkedIn does not store any personal data simply by simply integrating the social plug-ins. LinkedIn calls this data generated by plug-ins passive impressions. However, if you click on a social plug-in to share our content, for example, the platform stores personal data as so-called "active impressions". Whether you have a LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

Your browser connects directly to LinkedIn servers when you interact with our plug-ins. In this way, the company logs various usage data. In addition to your IP address, this can include, for example, login data, device information or information about your Internet or mobile phone provider. When you access LinkedIn services from your smartphone, your location can also be determined (after you have allowed it). LinkedIn can also share this data with third-party advertisers in a "hate-like" form. Hashing means turning a record into a string. This allows you to encrypt the data in such a way that people can no longer be identified.

Most data about your user behavior is stored in cookies. These are small text files that are usually set in your browser. LinkedIn can also use web beacons, pixel tags, display tags, and other device detections.

Various tests also show which cookies are set when a user interacts with a social plug-in. The data found cannot claim completeness and serve only as an example. The following cookies have been set without being logged in to LinkedIn:

Name: bcookie
Value: =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16111676784-
Purpose: The cookie is a so-called "browser ID cookie" and therefore stores your identification number (ID).
Expiration date: After 2 years

Name: long
Value: v=2&lang=en Purpose:
Purpose: This cookie stores your default or preferred language.
Expiration date: after the end of the session

Name: lidc
Value: 1818367:t=1571904767:s=AQF6KNnJ0G111676784...
Purpose: This cookie is used for routing. Routing records the ways you came to LinkedIn and how you navigate the website there.
Expiration date: after 24 hours

Name: rtc
Value: kt0lrv3NF3x3t6xvDgGrZGDKkX
Purpose: No further information could be found for this cookie.
Expiration date: after 2 minutes

Name: JSESSIONID
Value: ajax:1116767842907777718326218137
Purpose: This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.
Expiration date: after the end of the session

Name: bscookie
Value: "v=1&201910230812...
Purpose: This cookie is a security cookie. LinkedIn describes it as a Secure Browser ID cookie.
Expiration date: after 2 years

Name: fid
Value: AQHj7Ii23ZBcqAAAA...
Purpose: No further information could be found about this cookie.
Expiration date: after 7 days

Note: LinkedIn also works with third-party vendors. That's why we recognized the two Google Analytics cookies _ga and _gat during our test.

How long and where is the data stored?

In principle, LinkedIn retains your personal data for as long as the company declaims it is necessary to provide its own services. However, LinkedIn deletes your personal information when you delete your account. In some exceptional cases, LinkedIn retains some data in aggregated and anonymized form even after you delete your account. Once you delete your account, other people won't be able to see your data within a day. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is required by law. Data that can no longer be assigned to people will remain stored even after the account is closed. The data is stored on various servers in America and probably also in Europe.

How can I delete my data or prevent data storage?

You have the right to access and delete your personal data at any time. In your LinkedIn account, you can manage, change, and delete your data. You can also request a copy of your personal information from LinkedIn.

To access the account information in your LinkedIn profile:

In LinkedIn, click your profile icon and select the "Settings and Privacy" section. Now click "Privacy" and then in the "How LinkedIn uses your data" section to "Change". In just a short time, you can download selected data about your web activity and account history.

You can also use LinkedIn to prevent data processing in your browser. As mentioned above, LinkedIn stores most of the data about cookies that are set in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, the management works slightly differently. The instructions of the most common browsers can be found here:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

You can also set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

LinkedIn is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the UNITED States and the European Union. You can find out more at https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0. We have tried to provide you with the most important information about LinkedIn's data processing. On https://www.linkedin.com/legal/privacy-policy you can learn more about the data processing of the social media network LinkedIn.

XING Privacy Policy

We use on our website social plugins of the social media network Xing, the company Xing SE, Dammtorstraße 30, 20354 Hamburg, Germany. For example, these features allow you to share content on Xing directly from our website, log in via Xing, or follow interesting content. You recognize the plug-ins by the company name or the Xing logo. When you visit a Web page that uses a Xing plug-in, data can be transmitted, stored, and evaluated to the "Xing servers." In this data protection declaration, we want to inform you about what data it is and how you manage or prevent this data storage.

What is Xing?

Xing is a social network headquartered in Hamburg. The company specializes in managing professional contacts. In other words, unlike other networks, Xing is primarily about professional networking. The platform is often used for job search or to find employees for your own company. In addition, Xing offers interesting content on various professional topics. The global equivalent of this is the American company LinkedIn.

Why do we use Xing on our website?

There is now a flood of social media channels and we are well aware that your time is very precious. Not every social media channel of a company can be closely scrutinized. That's why we want to make life as easy as possible so that you can share or follow interesting content directly through our website on Xing. With such "social plug-ins" we extend our service on our website. In addition, the data collected by Xing helps us to carry out targeted advertising activities on the platform. This means that our service is only shown to people who are really interested in it.

What data does Xing store?

Xing offers the Share button, the Follow button and the log-in button as plug-in splug-in for websites. Once you open a page where a Xing social plug-in is built in, your browser connects to servers in a data center used by Xing. In the case of the share button, according to Xing, no data should be stored that could derive a direct reference to a person. In particular, Xing does not store an IP address from you. Furthermore, no cookies are set in connection with the share button. Thus, no evaluation of your user behavior takes place. For more information, please contact
https://www.xing.com/app/share%3Fop%3Ddata_protection.

For the other Xing plug-ins, cookies are not set in your browser until you interact with or click on the plug-in. Personal data such as your IP address, browser data, date and time of your page visit may be stored at Xing. If you have an XING account and are logged in, collected data will be associated with your personal account and the data stored therein.

The following cookies are set in your browser if you click on the following or log-in button and are not yet logged in to Xing. Please keep in mind that this is an exemplary list and we cannot claim to be complete:

Name: AMCVS_0894FF2554F733210A4C98C6%40AdobeOrg
Value: 1
Purpose: This cookie is used to create and store identifications of website visitors.
Expiration date: after the end of the session

Name: c_
Value: 157c60999fe7d7ff56064c6de87b019111676784-8
Purpose: We were unable to provide further information on this cookie.
Expiration date: after one day

Name: prevPage
Value: wbm%2FWelcome%2Flogin
Purpose: This cookie stores the URL of the previous website you visited.
Expiration date: after 30 minutes

Name: s_cc
Value: true
Purpose: This Adobe Site Catalyst cookie determines whether cookies are always enabled in the browser.
Expiration date: after the end of the session

Name: s_fid
Value: 6897CDCD1013221C-39DDACC982217CD11111676784-2
Purpose: This cookie is used to identify a unique visitor.
Expiration date: after 5 years

Name: visitor_id
Value: fe59fbe5-e9c6-4fca-8776-30d0c1a89c32
Purpose: The visitor cookie contains a unique visitor ID and unique identifier for your account.
Expiration date: after 2 years

Name: _session_id
Value: 533a0a6641df82b46383da06ea0e84e7111676784-2
Purpose: This cookie creates a temporary session ID that is used as the in-session user ID. The cookie is absolutely necessary to provide the functions of Xing.
Expiration date: after the end of the session

As soon as you are logged in to Xing or are a member, further personal data will definitely be collected, processed and stored. Xing also discloses personal data to third parties if this is necessary for the fulfilment of its own business purposes, if you have given your consent or if there is a legal obligation.

How long and where is the data stored?

Xing stores the data on different servers in various data centers. The company stores this data until you delete the data or until a user account is deleted. Of course, this only applies to users who are already xing members.

How can I delete my data or prevent data storage?

You have the right to access and delete your personal data at any time. Even if you are not a Xing member, you can use your browser to prevent possible data processing or manage it according to your wishes. Most data is stored via cookies. Depending on which browser you have, the management works slightly differently. The instructions of the most common browsers can be found here:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

You can also set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

We have tried to provide you with the most important information about Xing's data processing. On https://privacy.xing.com/de/datenschutzerklaerung you can learn more about the data processing of the social media network Xing.

YouTube Privacy Policy

We have built In on our website YouTube videos. So we can present you interesting videos directly on our site. YouTube is a video portal that has been a subsidiary of Google since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that has embedded a YouTube video, your browser automatically connects to the YouTube or Google servers. Different data is transferred (depending on the settings). Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all data processing in Europe.

In the following, we want to explain in more detail what data is being processed, why we have included YouTube videos and how you can manage or delete your data.

What is YouTube?

On YouTube, users can watch, rate, comment on and upload videos for free. Over the past few years, YouTube has become one of the most important social media channels in the world. In order to display videos on our website, YouTube provides a snippet of code that we have built into our site.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and the best content. We strive to provide you with the best possible user experience on our website. And of course, interesting videos should not be missing. With our embedded videos, we provide you with other helpful content in addition to our texts and images. In addition, the embedded videos make it easier to find our website on the Google search engine. Even when we run ads through Google Ads, thanks to the data collected, Google can really only show these ads to people who are interested in our offerings.

What data is stored by YouTube?

Once you visit one of our sites that a YouTube video has built in, YouTube sets at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, YouTube can usually use cookies to map your interactions to your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution, or your Internet service provider. Additional data may include contact information, any reviews, sharing content via social media, or adding to your favorites on YouTube.

If you're not signed in to a Google account or Youtube account, Google stores data with a unique identifier associated with your device, browser, or app. For example, your preferred language setting remains. But a lot of interaction data cannot be saved because fewer cookies are set.

In the following list we show cookies that were set in a test in the browser. On the one hand, we show cookies that are set without a youTube account. On the other hand, we show cookies that are set with the account logged in. The list cannot claim completeness because the user data always depends on the interactions on YouTube.

Name: YSC
Value: b9-CV6ojI5Y111676784-1
Purpose: This cookie registers a unique ID to store statistics of the watched video.
Expiration date: after the end of the session

Name: PREF
Value: f1=50000000Purpose: This cookie also
registers your unique ID. Google gets statistics about how you use YouTube videos on our website via PREF.
Expiration date: after 8 months

Name: GPS
Value: 1
Purpose: This cookie registers your unique ID on mobile devices to track the GPS location.
Expiration date: after 30 minutes

Name: VISITOR_INFO1_LIVE
Value: 95Chz8bagyU
Purpose: This cookie tries to estimate the bandwidth of the user on our websites (with built-in YouTube video).
Expiration date: after 8 months

Other cookies that are set when you are logged in with your YouTube account:

Name: APISID
Value: zILlvClZSkqGsSwI/AU1aZI6HY7111676784
Purpose: This cookie is used to create a profile about your interests. The data is used for personalized advertisements.
Expiration date: after 2 years

Name: CONSENT
Value: YES+AT.de+20150628-20-0
Purpose: The cookie stores the status of a user's consent to use different google services. CONSENT is also used for security

to check users and protect user data from unauthorized attacks.
Expiration date: after 19 years

Name: HSID
Value: AcRwpgUik9Dveht0I
Purpose: This cookie is used to create a profile about your interests. This data helps to display personalized ads.
Expiration date: after 2 years

Name: LOGIN_INFO
Value: AFmmF2swRQIhALl6aL...
Purpose: This cookie stores information about your login data.
Expiration date: after 2 years

Name: SAPISID
Value: 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM
Purpose: This cookie works by uniquely identifying your browser and device. It is used to create a profile about your interests.
Expiration date: after 2 years

Name: SID
Value: oQfNKjAsI111676784-
Purpose: This cookie stores your Google Account ID and your last login time in digitally signed and encrypted form.
Expiration date: after 2 years

Name: SIDCC
Value: AN0-TYuqub2JOcDTyL
Purpose: This cookie stores information about how you use the website and what advertisements you may have seen before visiting our site.
Expiration date: after 3 months

How long and where is the data stored?

The data that YouTube receives and processes from you is stored on the Google servers. Most of these servers are located in America. Under https://www.google.com/about/datacenters/inside/locations/?hl=de, you can see exactly where Google's data centers are located. Your data is distributed across the servers. This way, the data can be retrieved more quickly and better protected against manipulation.

Google stores the collected data for different lengths. Some data can be deleted at any time, others are automatically deleted after a limited time and others are stored by Google for a long time. Some data (such as items from My Activity, photos or documents, products) stored in your Google Account will remain stored until you delete them. Even if you're not signed in to a Google Account, you can delete some data associated with your device, browser, or app.

How can I delete my data or prevent data storage?

Basically, you can delete data in the Google Account manually. The automatic deletion feature of location and activity data, introduced in 2019, stores information for either 3 or 18 months, depending on your decision, and then deletes it.

Whether you have a Google account or not, you can configure your browser to delete or disable cookies. Depending on which browser you are using, this works in different ways. The following instructions show how to manage cookies in your browser:

Chrome: Delete, enable, and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Deleting and Managing Cookies

Microsoft Edge: Deleting and Managing Cookies

If you do not want cookies, you can set up your browser to always inform you when a cookie is to be set. This allows you to decide whether or not to allow it for each cookie. Since YouTube is a subsidiary of Google, there is a common privacy policy. If you would like to learn more about how your data is handled, we recommend the privacy policy under https://policies.google.com/privacy?hl=de.

Zoom Privacy Policy

We use the video conferencing tool Zoom Video Communications for our website. The company is headquartered in San Jose, 55 Almaden Boulevard, 6th Floor, CA 95113. Zoom allows us to hold a video conference with customers, business partners, clients and employees without any software installation. In this data protection declaration we will discuss the service in more detail and inform you about the most important aspects of data protection.

What is Zoom?

Zoom is one of the world's best-known video conferencing solutions. With the "Zoom Meetings" service, we can hold an online video conference with you, but also with employees or other users via a digital conference room. This allows us to easily get in touch digitally, exchange information on various topics, send text messages or even make phone calls. You can also use Zoom to share the screen, exchange files and use a whiteboard.

Why do we use Zoom on our website?

It is important to us that we can communicate with you quickly and easily. And that's exactly what Zoom offers us. The software program also works directly from a browser. That means we can simply send you a link and start the video conference. In addition, of course, additional functions such as screen sharing or the exchange of files are very practical.

What data does Zoom store?

When you use Zoom, you also collect data so that Zoom can provide its services. On the one hand, this is data that you deliberately make available to the company. This includes, for example, name, phone number or your e-mail address. However, data is also automatically transmitted to Zoom and stored. This includes, for example, technical data from your browser or your IP address. Here's a closer look at the data Zoom can collect and store from you:

If you provide data such as your name, user name, email address, or phone number, that data is stored at Zoom. Content you upload during zoom usage is also saved. This includes, for example, files or chat logs.

The technical data that Zoom automatically saves includes not only the IP address mentioned above, but also the MAC address, other device IDs, device type, operating system you use, which client you use, camera type, microphone and speaker type. Your approximate location is also determined and stored. Zoom also stores information about how to use the service. For example, whether you are "zooming" via desktop or smartphone, whether you are using a phone call or VoIP, whether you are participating with or without video, or whether you are requesting a password. Zoom also records so-called metadata such as meeting/call duration, start and end of meeting attendance, meeting name, and chat status.

Zoom mentions in its own privacy policy that the Company does not use advertising cookies or tracking technologies for your services. These tracking methods are only used on our own marketing websites, such as www.zoom.us. Zoom does not sell personal data and does not use it for advertising purposes.

How long and where is the data stored?

Zoom does not disclose a specific timeframe in this regard, but emphasizes that the collected data will remain stored for as long as it is necessary to provide the services or for its own purposes. The data will only be stored for a longer period of time if this is required for legal reasons.

In principle, Zoom stores the collected data on American servers, but data can arrive on different data centers worldwide.

How can I delete my data or prevent data storage?

If you don't want data to be stored during the zoom meeting, you'll need to do without the meeting. However, you always have the right and the possibility to have all your personal data deleted. If you have a Zoom account, see

https://support.zoom.us/hc/en-us/articles/201363243-How-Do-I-Delete-Terminate-My-Account for instructions on how to delete your account.

Zoom Video Communications is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure data transfer of personal data. More information can be found on https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW&status=Active. We hope to have provided you with an overview of data processing through zoom. Of course, it can always happen that the company's privacy policies change. Therefore, for more information, we also recommend zoom's privacy policy under https://zoom.us/de-de/privacy.html.

Google reCAPTCHA Privacy Policy

Our ultimate goal is to secure and protect our website for you and for us in the best possible way. To ensure this, we use Google reCAPTCHA of Google Inc. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe. With reCAPTCHA we can determine if you are really a human being of flesh and blood and not a robot or any other spam software. By spam, we mean any, by electronic means, unwanted information that we have unquestioned. With the classic CAPTCHAS, you usually had to solve text or image puzzles for verification. With reCAPTCHA from Google, we usually don't have to bother you with such puzzles. Here, in most cases, it is enough if you simply tick a check mark and confirm that you are not a bot. With the new Invisible reCAPTCHA version, you don't even have to tick a check mark anymore. You can find out exactly how this works and, above all, what data is used for this purpose in the course of this privacy policy.

What is reCAPTCHA?

reCAPTCHA is a free Captcha service from Google that protects websites from spam software and misuse by non-human visitors. This service is most commonly used when you fill out forms on the Internet. A Captcha service is a kind of automatic Turing test designed to ensure that an action is done on the Internet by a human, not a bot. In the classic Turing test (named after the computer scientist Alan Turing), a person determines the distinction between bot and human. With Captchas, this is also done by the computer or a software program. Classic captchas work with small tasks that are easy for humans to solve, but have considerable difficulties for machines. With reCAPTCHA, you don't have to actively solve any puzzles. The tool uses modern risk techniques to distinguish people from bots. Here you only have to tick the text box "I am not a robot" or with Invisible reCAPTCHA even this is no longer necessary. With reCAPTCHA, a JavaScript element is integrated into the source code and then the tool runs in the background and analyzes your user behavior. From these user actions, the software calculates a so-called captcha score. Google uses this score to calculate how likely you are to be human even before entering the captcha. reCAPTCHA or Captchas in general are used whenever bots could manipulate or abuse certain actions (such as.B. registrations, surveys, etc.).

Why do we use reCAPTCHA on our website?

We just want to welcome people of flesh and blood to our side. Bots or spam software of all kinds are allowed to stay at home. That's why we put all the levers in motion to protect ourselves and offer the best possible user experience for you. For this reason, we use Google reCAPTCHA from Google. So we can be pretty sure that we will remain a "bot-free" website. By using reCAPTCHA, data is transmitted to Google to determine whether you are actually a human being. reCAPTCHA therefore serves the security of our website and subsequently also your security. For example, without reCAPTCHA, it could happen that when registering, a bot registers as many email addresses as possible in order to "spam" forums or blogs with unwanted advertising content. With reCAPTCHA we can avoid such bot attacks.

What data is stored by reCAPTCHA?

reCAPTCHA collects personal data from users to determine whether the actions on our website actually originate from people. This means that the IP address and other data that Google needs for the reCAPTCHA service can be sent to Google. IP addresses are almost always truncated within the Member States of the EU or other contracting states of the Agreement on the European Economic Area before the data lands on a server in the USA. The IP address will not be combined with other data from Google unless you are logged in to your Google Account while using reCAPTCHA. First, the reCAPTCHA algorithm checks whether your browser already has Google cookies from other Google services (YouTube. Gmail, etc.) are placed. reCAPTCHA then sets an additional cookie in your browser and captures a snapshot of your browser window.

The following list of collected browser and user data does not claim to be complete. Rather, they are examples of data that we believe are processed by Google.

- Referrer URL (the address of the page from which the visitor comes)
- IP address (e.B. 256.123.123.1)

- Information about the operating system (the software that allows your computer to operate. Known operating systems are Windows, Mac OS X or Linux)
- Cookies (small text files that store data in your browser)
- Mouse and keyboard behavior (any action you perform with the mouse or keyboard is saved)
- Date and language settings (which language or date you have preset on your PC is saved)
- All Javascript objects (JavaScript is a programming language that allows web pages to adapt to the user. JavaScript objects can collect all sorts of data under one name)
- Screen resolution (shows how many pixels the image representation consists of)

It is undisputed that Google uses this data and analyzes it before you click on the "I am not a robot" check mark. With the Invisible reCAPTCHA version, even the ticking is omitted and the whole recognition process runs in the background. Google does not know in detail how much and what data Google stores exactly.

The following cookies are used by reCAPTCHA: We refer to the reCAPTCHA demo version of Google under https://www.google.com/recaptcha/api2/demo. All these cookies require a unique identifier for tracking purposes. Here is a list of cookies that Google reCAPTCHA has set on the demo version:

Name: IDE
Value: WqTUmlnmv_qXyi_DGNPLESKnRNrpgXoy1K-pAZtAkMbHI-111676784-8
Purpose: This cookie is set by the company DoubleClick (also owned by Google) to register and report the actions of a user on the website when handling advertisements. In this way, the advertising effectiveness can be measured and appropriate optimization measures can be taken. IDE is stored in browsers under the domain doubleclick.net.
Expiration date: after one year

Name: 1P_JAR
Value: 2019-5-14-12
Purpose: This cookie collects statistics on website usage and measures conversions. A conversion occurs .B when a user becomes a buyer. The cookie is also used to show users relevant advertisements. Furthermore, you can use the cookie to prevent a user from viewing the same ad more than once.
Expiration date: after one month

Name: ANID
Value: U7j1v3dZa1116767840xgZFmiqWppRWKOr
Purpose: We couldn't find out a lot of information about this cookie. Google's privacy policy mentions the cookie in connection with "advertising cookies" such as .B." "DSID", "FLC", "AID", "TAID". ANID is stored under Domain google.com.
Expiration date: after 9 months

Name: CONSENT
Value: YES+AT.de+20150628-20-0
Purpose: The cookie stores the status of a user's consent to use different google services. CONSENT is also used for security to verify users, prevent credential fraud, and protect user data from unauthorized attacks.
Expiration date: after 19 years

Name: NID
Value: 0WmuWqy111676784zILzqV_nmt3sDXwPeM5Q
Purpose: NID is used by Google to customize ads to fit your Google search. With the help of the cookie, Google "remembers" your most frequently entered searches or your previous interaction with ads. This way you always get tailored advertisements. The cookie contains a unique ID to collect the user's personal settings for advertising purposes.
Expiration date: after 6 months

Name: DV
Value: gEAABBCjJMXcI0dSAAAANbqc111676784-4
Purpose: Once you have ticked the "I am not a robot" check mark, this cookie will be set. The cookie is used by Google Analytics for personalized advertising. DV collects information in anonymized form and is also used to make user distinctions.
Expiration date: after 10 minutes

Note: This list cannot claim to be exhaustive, as experience shows that Google also changes the choice of its cookies over and over again.

How long and where is the data stored?

By inserting reCAPTCHA, data is transferred from you to the Google server. Exactly where this data is stored is not clear, even after repeated requests. Without receiving confirmation from Google, it can be assumed that data such as mouse interaction, length of stay on the website or language settings are stored on the European or American Google servers. The IP address that your browser transmits to Google will not be merged with other Google data from other Google services. However, if you are logged in to your Google Account while using the reCAPTCHA plug-in, the data will be merged. The different data protection regulations of Google apply to this.

How can I delete my data or prevent data storage?

If you do not want any data to be transmitted to Google about you and your behaviour, you must log out of Google and delete all Google cookies before you visit our website or use the reCAPTCHA software. As a rule, the data will be automatically transmitted to Google as soon as you visit our site. To delete this data again, you must contact Google Support on https://support.google.com/?hl=de&tid=111676784.

Therefore, by using our website, you agree that Google LLC and its agents will automatically collect, edit and use data.

You can learn more about reCAPTCHA on Google's web developer page on https://developers.google.com/recaptcha/. Google is going into more detail about the technical development of reCAPTCHA, but precise information about data storage and data protection-related topics is also searched in vain there. A good overview of the basic use of data at Google can be found in the in-house privacy policy on https://www.google.com/intl/de/policies/privacy/.

All texts are protected by copyright.

Source: Created with AdSimple's Privacy Generator