Data Protection

Data Protection

We have written this data protection declaration (version 04.04.2020-311167297) in order to explain to you in accordance with the requirements of the General Data Protection Regulation (EU) 2016/679 what information we collect, how we use data and what decision options you have as a visitor to this website .

Unfortunately, it is in the nature of things that these explanations sound very technical, but we tried to describe the most important things as simply and clearly as possible.

Cookies

Our website uses HTTP cookies to store user-specific data.

Below we explain what cookies are and why they are used so that you can better understand the following data protection declaration.

What exactly are cookies?

Whenever you surf 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 denied: Cookies are really useful helpers. Almost all websites use cookies. More specifically, they are HTTP cookies because there are also other cookies for other areas of application. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed 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 about you, such as language or personal page settings. When you visit our site again, your browser transmits the "user-related" information back to our site. Thanks to cookies, our website knows who you are and offers you your usual standard setting. 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 by our website, third-party cookies are created by partner

websites (e.g. Google Analytics). Each cookie is to be assessed individually, since 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, Trojans or other "pests". Cookies also cannot access information from your PC.

For example, cookie data can look like this:

- Name: _ga

- Expiry time: 2 years

- Use: Differentiation of website visitors

- Example value: GA1.2.1326744211.152311167297

A browser should support the following minimum sizes:

- A cookie should contain at least 4096 bytes

- At least 50 cookies should be saved per domain

- A total of at least 3000 cookies should be saved

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 data protection declaration. At this point we would like to briefly discuss the different types of HTTP cookies.

There are 4 types of cookies:

Strictly necessary cookies

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed if a user places a product in the shopping cart, then surfs on other pages and only later checks out. These cookies do not delete the shopping cart, even if the user closes his browser window.

Functional cookies

These cookies collect information about user behavior and whether the user receives any error messages. These cookies are also used to measure the loading time and behavior of the website in different browsers.

Targeted cookies

These cookies make it easier to use. For example, entered locations, font sizes or form data are saved.

Advertising cookies

These cookies are also called targeting cookies. They serve to deliver customized advertising to the user. This can be very practical, but it can also be very annoying.

When you visit a website for the first time, you are usually asked which of these types of cookies you want to allow. And of course this decision is also saved in a cookie.

How can I delete cookies?

You decide how and whether you want to use cookies. Regardless of which service or website the cookies come from, you always have the option of deleting cookies, only partially allowing or disabling them. For example, you can block third-party cookies but allow all other cookies.

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

Chrome: delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

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

Internet Explorer: delete and manage cookies

Microsoft Edge: delete and manage cookies

If you basically do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. For each individual cookie, you can decide whether you want to allow the cookie or not. The procedure differs depending on the browser. It is best to search for the instructions in Google with the search terms "Delete cookies Chrome" or "Deactivate cookies Chrome" in the case of a Chrome browser or exchange the word "Chrome" for the name of your browser, e.g. Edge, Firefox, Safari off.

What about my data protection?

The so-called "Cookie Policy" has been in existence since 2009. This states that the storage of cookies requires the consent of the website visitor (i.e. you). However, there are still very different reactions to these guidelines within the EU countries. In Germany, the cookie guidelines were not implemented as national law. Instead, this directive was largely implemented in Section 15 (3) of the Telemedia Act (TMG).

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

Storage of personal data

Personal data that you transmit to us electronically on this website, such as name, email address, address or other personal information in the context of the submission of a form or comments in the blog, will be collected by us together with the time and the IP address. Address used only for the specified purpose, kept safe and not passed on to third parties.

We therefore use your personal data only for communication with those visitors who expressly request contact and for the processing of the services and products offered on this website. We will not pass on your personal data without consent, but we cannot rule out that this data will be viewed in the event of illegal behavior.

If you send us personal data by e-mail - thus outside of this website - we cannot guarantee secure transmission and protection of your data. We recommend that you never send confidential data unencrypted by email.

The legal basis according to Article 6 Paragraph 1 a GDPR (lawfulness of processing) is that you give us your consent to the processing of the data you have entered. You can revoke this consent at any time - an informal email is sufficient, you will find our contact details in the imprint.

Rights under the General Data Protection Regulation

According to the provisions of the GDPR, you have the following basic rights:

- Right to rectification (Article 16 GDPR)
- Right to erasure ("right to be forgotten") (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification - notification obligation in connection with the correction 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 contact the Federal Commissioner for Data Protection and Freedom of Information (BfDI).

Google Fonts privacy policy

We use Google Fonts from Google Inc. (1600 Amphitheater Parkway Mountain View, CA 94043, USA) on our website.

You do not have to log in or enter a password to use Google fonts. Furthermore, no cookies are stored in your browser. The files (CSS, fonts / fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you do not need to worry that your Google account information will be transmitted to Google while you are using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. We will take a closer look at what the data storage looks like in detail.

What are Google fonts?
Google Fonts (formerly Google Web Fonts) is an interactive directory with more than 800 fonts that Google LLC provides for free use.

Many of these fonts are released under the SIL Open Font License, while others are released under the Apache license. Both are free software licenses. So we can use them freely without paying license fees.

Why do we use Google Fonts on our website?
With Google Fonts we can use fonts on our own website and do not have to upload them to our own server. Google Fonts is an important building block to keep the quality of our website high. All Google fonts are automatically optimized for the web and this saves data volume and is a great advantage especially for use with mobile devices. When you visit our site, the small file size ensures a fast loading time. Furthermore, Google Fonts are so-

called secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partially distort text or entire websites. Thanks to the fast content delivery network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod).

We use Google Fonts so that we can present our entire online service as nicely and consistently as possible. According to Art. 6 para. 1 f lit. F DSGVO already represents a "legitimate interest" in the processing of personal data. In this case, "legitimate interest" means legal as well as economic or non-material interests that are recognized by the legal system.

Welche Daten werden von Google gespeichert?

Wenn Sie unsere Webseite besuchen, werden die Schriften über einen Google-Server nachgeladen. Durch diesen externen Aufruf werden Daten an die Google-Server übermittelt. So erkennt Google auch, dass Sie bzw. Ihre IP-Adresse unsere Webseite besucht. Die Google Fonts API wurde entwickelt, um die Erfassung, Speicherung und Verwendung von Endnutzerdaten auf das zu reduzieren, was für eine effiziente Bereitstellung von Schriften nötig ist. API steht übrigens für „Application Programming Interface" und dient unter anderem als Datenübermittler im Softwarebereich.

Google Fonts speichert CSS- und Font-Anfragen sicher bei Google und ist somit geschützt. Durch die gesammelten Nutzungszahlen kann Google die Beliebtheit der Schriften feststellen. Die Ergebnisse veröffentlicht Google auf internen Analyseseiten, wie beispielsweise Google Analytics. Zudem verwendet Google auch Daten des eigenen Web-Crawlers, um festzustellen, welche Webseiten Google-Schriften verwenden. Diese Daten werden in der BigQuery-Datenbank von Google Fonts veröffentlicht. BigQuery ist ein Webservice von Google für Unternehmen, die große Datenmengen bewegen und analysieren wollen.

Zu bedenken gilt allerdings noch, dass durch jede Google Font Anfrage auch Informationen wie IP-Adresse, Spracheinstellungen, Bildschirmauflösung des Browsers, Version des Browsers und Name des Browsers automatisch an die Google-Server übertragen werden. Ob diese Daten auch gespeichert werden, ist nicht klar feststellbar bzw. wird von Google nicht eindeutig kommuniziert.

How long and where is the data stored?

Google stores requests for CSS assets on your servers, which are mainly located outside the EU, for a day. This enables us to use the fonts using a Google stylesheet. A stylesheet is a format template that you can use to quickly and easily, e.g. can change the design or font of a website.

The font files are saved by Google for one year. Google's goal is to fundamentally improve the loading time of websites. If millions of websites refer to the same fonts, they are cached after the first visit and reappear immediately on all other websites visited later.

Sometimes Google updates font files to reduce file size, increase language coverage, and improve design.

How can I delete my data or prevent data storage?

The data that Google stores for a day or a year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. To be able to delete this data prematurely, you must contact Google Support at https://support.google.com/?hl=de&tid=311167297. In this case, you only prevent data storage if you do not visit our website.

Unlike other web fonts, Google allows us unlimited access to all fonts. So we can have unlimited access to a sea of fonts and get the most out of our website. You can find more about Google Fonts and other questions at https://developers.google.com/fonts/faq?tid=311167297. Although Google deals with data protection-related matters there, it does not contain any really detailed information about data storage. It is relatively difficult (almost impossible) to get really accurate information about stored data from Google.

You can also find out which data is collected by Google and what this data is used for at https://www.google.com/intl/de/policies/privacy/.

Automatic data storage

When you visit websites these days, certain information is automatically created and saved, including on this website.

If you visit our website as you are now, our web server (computer on which this website is stored) automatically stores data such as

- 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 the IP address of the device from which it is accessed

- Date and Time

- in files (web server log files).

Usually web server log files are saved for two weeks and then automatically deleted. We do not pass on this data, but we cannot rule out that this data will be viewed in the event of illegal behavior.

Facebook privacy policy

We use selected Facebook tools from Facebook on our website. Facebook is a social media network of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2 Ireland. With these tools, we can offer you and people who are interested in our products and services the best possible offer. 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 only call it Facebook tools. These include:

- Facebook pixel

- social plug-ins (such as 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 option of receiving information about user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are really interested in them. With the help of advertisements (Facebook ads) we can reach exactly these people.

However, Facebook needs information about people's wishes and needs so that suitable advertising can be shown to users. The company is provided with information about user behavior (and contact details) on our website. As a result, Facebook collects better user data and can show interested people the right advertising about our products or services. 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 regarding the effectiveness of our advertising campaigns. Furthermore, we get a better insight into how you use our services, website or products through analyzes. This enables us to 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 saved 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 compare the data with your own data (if you are a Facebook member). So-called hashing occurs before customer data is transmitted to Facebook. This means that any data record of any size is transformed into a character string. This also serves to encrypt data.

In addition to the contact details, "event data" are also transmitted. "Event data" means the information that 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 receives with third parties (such as advertisers) unless the company has explicit permission or is legally required to do so. "Event data" can also be linked to contact details. This allows Facebook to offer better personalized advertising. After the matching process already mentioned, Facebook deletes the contact details.

In order to be able to deliver advertisements in an optimized manner, Facebook only uses the event data if it has been combined with other data (which was collected in another way by Facebook). Facebook also uses this event data for security, protection, development and research purposes. Much 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 numbers of cookies are created in your browser. In the descriptions of the individual Facebook tools, we take a closer look at individual Facebook cookies. General information on the use of Facebook cookies can also be found at 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 servers all over the world where your data is stored. However, customer data will be deleted within 48 hours after it has been compared 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 information, correction, portability and deletion of your data.

The data will only be deleted if you completely delete your Facebook account. Here's how to delete your Facebook account:

1) Click on Settings on the right side of Facebook.

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

3) Now click "Deactivation and Deletion".

4) Now select "Delete account" and then click on "Next and delete account"

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

The data that Facebook receives via our site is stored, among other things, using cookies (e.g. for social plugins). You can deactivate, delete or manage individual or all cookies in your browser. Depending on the browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

- Chrome: delete, activate and manage cookies in Chrome

- Safari: Manage cookies and website data with Safari

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

- Internet Explorer: delete and manage cookies

- Microsoft Edge: delete and manage cookies

If you basically do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you allow it or not.

Facebook 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 at https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC. We hope we have brought you the most important information about the use and data processing through the Facebook tools. If you want to learn more about how Facebook uses your data, we recommend the data guidelines at https://www.facebook.com/about/privacy/update.

Facebook social plug-ins privacy policy

So-called social plug-ins from Facebook Inc. are installed on our website. You can recognize these buttons by the classic Facebook logo, such as the "Like" button (hand with thumb raised) or by a clear "Facebook plug-in" label. A social plug-in is a small part of

Facebook that is integrated into our page. Each plug-in has its own function. The most used functions are the well-known "Like" and "Share" buttons.

Facebook offers the following social plug-ins:

- "Save" button

- Like button, share, send and quote

- Page plug-in

- Comments

- Messenger plug-in

- Embedded posts and video player

- Group plug-in

At https://developers.facebook.com/docs/plugins you can find more information on how the individual plug-ins are used. We use the social plug-ins on the one hand to offer you a better user experience on our site, and on the other hand because Facebook can optimize our advertisements.

If you have a Facebook account or have already visited facebook.com, 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 website or interact with social plug-ins (e.g. the "Like" button).

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

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

If you are not logged in to Facebook or do not have a Facebook account, your browser sends less information to Facebook because you have fewer Facebook cookies. Nevertheless, data such as your IP address or which website you visit can be transmitted to Facebook. We would like to expressly point out that we do not know the exact content of the data exactly. However, based on our current state of knowledge, we try to inform you as best we can about data processing. You can also read about how Facebook uses the data in the company's data policy 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: not specified
Purpose: This cookie is used so that the social plug-ins on our website work.

Expiration date: after the session ends

- Name: fr
- Value: 0jieyh4311167297c2GnlufEJ9..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 are logged in to Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can basically manage your usage-based online advertising at 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 data protection, we recommend the company's own data guidelines at https://www.facebook.com/policy.php.

Facebook login privacy policy

We have integrated the practical Facebook login on our website. So you can easily log in to us with your Facebook account without having to create another user account. If you decide to register via the Facebook login, you will be redirected to the social media network Facebook. You can log in there using your Facebook user data. This login procedure saves data about you and your user behavior and transmits it to Facebook.

Facebook uses various cookies to store the data. In the following we show you the most important cookies that are set in your browser or already exist when you log in to our page using the Facebook login:

- Name: fr

- Value: 0jieyh4c2GnlufEJ9..Bde09j… 1.0.Bde09j

- Purpose: This cookie is used so that the social plugin on our website works as well as possible.

- Expiry date: after 3 months

- Name: datr

- Value: 4Jh7XUA2311167297SEmPsSfzCOO4JFFl

- Purpose: Facebook sets the "datr" cookie when a web browser accesses facebook.com, and the cookie helps to identify login activities and protect users.

- Expiry date: after 2 years

- Name: _js_datr

- Value: deleted

Purpose: This session cookie is used by Facebook for tracking purposes, even if you do not have a Facebook account or are logged out.

Expiration date: after the session ends

Note: The cookies listed are only a small selection of the cookies that are available to

Facebook. Other cookies include _ fbp, sb or wd. A complete list is not possible because Facebook has a large number of cookies and uses them variably.

The Facebook login offers you on the one hand a quick and easy registration process, on the other hand we have the possibility to share data with Facebook. This enables us to better adapt our offer and our promotions to your interests and needs. Data that we receive from Facebook in this way is public data such as

- Your Facebook name

- Your profile picture

- a stored email address

- Friends lists

- Button information (e.g. "Like" button)

- Birthday date

- language

- place of residence

In return, we provide Facebook with information about your activities on our website. This includes information about the device you use, which sub-pages you visit from us or which products you have purchased from us.

By using Facebook Login, you consent to data processing. You can revoke this agreement at any time. If you want to find out more information about data processing by Facebook, we recommend the Facebook data protection declaration at https://de-de.facebook.com/policy.php.

If you are logged in to Facebook, you can change your settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

Instagram privacy policy

We have integrated Instagram functions on our website. Instagram is a social media platform of Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of the Facebook products. Embedding Instagram content on our website is called embedding. This enables us to show you content such as buttons, photos or videos from Instagram directly on our website. When you visit websites on our website that have an Instagram function integrated, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data will thus be processed across all Facebook companies.

In the following we want to give you a closer look why Instagram collects data, what data it is and how you can largely control data processing. Since Instagram is part of Facebook Inc., we obtain our information from the Instagram guidelines on the one hand, but also

from the Facebook data guidelines themselves on the other.

What is Instagram?

Instagram is one of the most famous social media networks worldwide. Instagram combines the advantages of a blog with the advantages of audiovisual platforms such as YouTube or Vimeo. You can upload photos and short videos to "Insta" (as many of the users call the platform casual), edit them with various filters and also spread them on other social networks. And if you don't want to be active yourself, you can only follow other interesting users.

Why do we use Instagram on our website?

Instagram is the social media platform that has really gone through the roof in recent years. And of course we also reacted to this boom. We want you to feel as comfortable as possible on our website. That is why a varied preparation of our content is a matter of course for us. Thanks to the embedded Instagram functions, we can enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also be useful for personalized advertising on Facebook. This means that our ads only get people who are really interested in our products or services.

Instagram also uses the data collected for measurement and analysis purposes. We get summarized statistics and thus more insight into your wishes and interests. It is important to note that these reports do not personally identify you.

What data does Instagram store?

If you come across one of our pages that has built-in Instagram functions (such as Instagram images or plug-ins), your browser automatically connects to the Instagram servers. Data is sent to Instagram, stored and processed. Regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements that you see and how you use our offer. The date and time of your interaction with Instagram are also saved. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook differentiates between customer data and event data. We assume that this is exactly the case with Instagram. Customer data are, for example, name, address, telephone number and IP address. It is important to mention that this customer data is only transmitted to Instagram if it has been "hashed" beforehand. Hashing means that a data record is transformed into a character string. This allows you to encrypt the contact details. In addition, the "event data" mentioned above are also transmitted. "Event data" means Facebook - and consequently also Instagram - data about your user behavior. It can also happen that contact details are combined with event data. The contact details collected are combined with the data that Instagram provides

Name: csrftoken

Value: ""

Purpose: It is very likely that this cookie will be set for security reasons to prevent falsification of requests. However, we could not find out more precisely.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram uses this cookie to optimize its own services and offers in and outside of Instagram. The cookie specifies a unique user ID.

Expiration date: after the end of the session

Name: fbsr_311167297124024

Value: no information

Purpose: This cookie saves the login request for users of the Instagram app.

Expiration date: after the end of the session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie that ensures functionality on Instagram.

Expiration date: after the end of the session

Name: urlgen

Value: "{\" 194.96.75.33 \ ": 1901}: 1iEtYv: Y833k2_UjKvXgYe311167297"

Purpose: This cookie serves the marketing purposes of Instagram.

Expiration date: after the end of the session

Note: We cannot claim to be complete here. Which cookies are set in individual cases depends on the embedded functions and your use of Instagram.

How long and where is the data stored?

Instagram shares the information received between the Facebook companies with external partners and with people you connect with worldwide. Data processing is carried out in compliance with our own data guidelines. Your data is distributed on Facebook servers around the world, among other things for security reasons. Most of these servers are located in the United States.

How can I delete my data or prevent data storage?

Thanks to the General Data Protection Regulation, you have the right to information, portability, correction and deletion of your data. You can manage your data in Instagram settings. If you want to completely delete your data on Instagram, you must permanently delete your Instagram account.

Here's how to delete your Instagram account:

First, open the Instagram app. Go down on your profile page and click on "Help". Now you come to the company's website. On the website, click "Manage Account" and then "Delete Your Account".

If you delete your account entirely, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you is not part of your account and is therefore not deleted.

As mentioned above, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, the administration always works a little differently. Here we show you the instructions of the most important browsers.

- Chrome: delete, activate and manage cookies in Chrome
- Safari: Manage cookies and website data with Safari
- Firefox: Delete cookies to remove data that websites have stored on your computer
- Internet Explorer: delete and manage cookies
- Microsoft Edge: delete and manage cookies

You can also basically 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.

Instagram is a subsidiary of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can find out more at https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC. We have tried to give you the most important information about data processing by Instagram. On https://help.instagram.com/519522125107875

you can take a closer look at Instagram's data guidelines.

YouTube privacy policy

We have installed YouTube videos on our website. So we can present you interesting videos directly on our site. YouTube is a video portal that has been a subsidiary of Google LLC 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 a YouTube video embedded, your browser automatically connects to the YouTube or Google servers. Different data are transferred (depending on the settings). Google is responsible for the entire data processing and therefore Google's data protection also applies.

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

What is YouTube?

On YouTube, users can watch, rate and comment on videos for free

What data does YouTube store?

As soon as you visit one of our pages that has a YouTube video installed, YouTube at least sets a cookie that stores your IP address and our URL. If you are logged into your YouTube account, YouTube can usually associate your interactions on our website with your profile using cookies. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Additional data can include contact details, any ratings, content sharing via social media or adding to your favorites on YouTube.

If you are not logged in to a Google account or a YouTube account, Google stores data with a unique identifier that is linked to your device, browser or app. For example, your preferred language setting is retained. 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 registered YouTube account. On the other hand, we show cookies that are set with a registered account. The list cannot claim to be complete because the user data always depend on the interactions on YouTube.

Name: YSC

Value: b9-CV6ojI5Y

Purpose: This cookie registers a unique ID to store statistics of the video viewed.

Expiration date: after the session ends

Name: PREF

Value: f1 = 50000000

Purpose: This cookie also registers your unique ID. Google uses PREF to get statistics on

how you use YouTube videos on our website.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track the GPS location.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU

Purpose: This cookie tries to estimate the bandwidth of the user on our website (with built-in YouTube video).

Expiry date: after 8 months

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

Name: APISID

Value: zILlvClZSkqGsSwI / AU1aZl6HY7311167297-

Purpose: This cookie is used to create a profile about your interests. The data is used for personalized advertisements.

Expiry 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 the use of various Google services. CONSENT also serves as security to check users and protect user data from unauthorized attacks.

Expiry 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 advertising.

Expiry date: after 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQIhALl6aL…

Purpose: This cookie stores information about your login data.

Expiry date: after 2 years

Name: SAPISID

Value: 7oaPxoG-pZsJuuF5 / AnUdDUIsJ9iJz2vdM

Purpose: This cookie works by clearly identifying your browser and device. It is used to create a profile about your interests.

Expiry date: after 2 years

Name: SID

Value: oQfNKjAsI311167297-

Purpose: This cookie stores your Google Account ID and your last login time in digitally signed and encrypted form.

Expiry 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 website.

Expiry 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. At https://www.google.com/about/datacenters/inside/locations/?hl=de you can see exactly where the Google data centers are located. Your data is distributed on the servers. This means the data can be called up more quickly and is better protected against manipulation.

Google stores the data collected for different lengths of time. You can delete some data 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) that are saved in your Google account will be saved until you delete them. Even if you're not signed in to a Google Account, you can still delete some data associated with your device, browser, or app.

How can I delete my data or prevent data storage?

In principle, you can delete data in the Google account manually. With the automatic deletion of location and activity data introduced in 2019, information is saved depending on your decision - either 3 or 18 months and then deleted.

Regardless of whether you have a Google account or not, you can configure your browser so that cookies are deleted or deactivated by Google. Depending on the browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

- Chrome: delete, activate and manage cookies in Chrome
- Safari: Manage cookies and website data with Safari
- Firefox: Delete cookies to remove data that websites have stored on your computer
- Internet Explorer: delete and manage cookies
- Microsoft Edge: delete and manage cookies

If you basically do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you allow it or not. Since YouTube is a subsidiary of Google, there is a common data protection declaration. If you would like to learn more about how we handle your data, we recommend the privacy policy at https://policies.google.com/privacy?hl=de.

YouTube Subscribe Button Privacy Policy

We have integrated the YouTube subscribe button on our website. You can usually recognize the button by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" against a red background in white letters and to the left of it the white "Play symbol". The button can also be displayed in a different design.

Our YouTube channel always offers you funny, interesting or exciting videos. With the built-in "subscribe button" you can subscribe to our channel directly from our website and do not have to go to the YouTube website. We want to make your access to our comprehensive content as easy as possible. Please note that YouTube can save and process your data.

If you see a built-in subscription button on our page, YouTube - according to Google - sets at least one cookie. This cookie stores your IP address and our URL. YouTube can also find out information about your browser, your approximate location and your default language. The following four cookies were set in our test without being logged in to YouTube:

Name: YSC

Value: b9-CV6ojI5311167297Y

Purpose: This cookie registers a unique ID to store statistics of the video viewed.

Expiration date: after the session ends

Name: PREF

Value: f1 = 50000000

Purpose: This cookie also registers your unique ID. Google uses PREF to get statistics on how you use YouTube videos on our website.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track the GPS location.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 31116729795Chz8bagyU

Purpose: This cookie tries to estimate the bandwidth of the user on our website (with built-in YouTube video).

Expiry date: after 8 months

Note: These cookies have been set after a test and cannot claim to be complete.

If you are logged into your YouTube account, YouTube can save many of your actions / interactions on our website with the help of cookies and assign them to your YouTube account. This gives YouTube, for example, information on how long you have been browsing our website, which browser type you use, which screen resolution you prefer or which actions you take.

YouTube uses this data on the one hand to improve its own services and offers, on the other hand to provide analyzes and statistics for advertisers (who use Google Ads).

Twitter privacy policy

We have incorporated Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform from Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To the best of our knowledge, the mere integration of the Twitter function in the European Economic Area and Switzerland means that no personal data or data relating to your web activities is transferred to Twitter. Only when you interact with the Twitter functions, such as clicking a button, can data be sent to Twitter, saved and processed there. We have no influence on this data processing and are not responsible. As part of this data protection declaration, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

What is Twitter?

For some, Twitter is a news service, for others, a social media platform, and for others, it's a microblogging service. All of these terms are justified and mean more or less the same thing.

Both individuals and companies use Twitter to communicate with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets". In contrast to Facebook, for example, the service does not focus on the expansion of a network for "friends", but wants to be understood as a worldwide and open news platform. On Twitter you can also have an anonymous account and tweets can be deleted on the one hand by the company and on the other hand by the users themselves.

Why do we use Twitter on our website?

Like many other websites and companies, we try to offer our services through various channels and communicate with our customers. Twitter in particular has grown dear to us as a useful "small" news service. Again and again we tweet or retweet exciting, funny or interesting content. We understand that you cannot follow every channel separately. After all, you have something else to do. That is why we have also integrated Twitter functions on our website. You can experience our Twitter activity "on site" or come to our Twitter page via a direct link. By integrating, we want to strengthen our service and user-friendliness on our website.

What data does Twitter store?

You will find the built-in Twitter functions on some of our subpages. If you interact with the Twitter content, such as clicking a button, Twitter can collect and save data. Even if you don't have a Twitter account yourself. Twitter calls this data "log data". This includes demographic data, browser cookie IDs, the ID of your smartphone, hashed email addresses, and information about which pages you have visited on Twitter and what actions you have taken. Of course, Twitter stores more data if you have a Twitter account and are logged in. This storage usually takes place via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We are now showing you which cookies are set if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We cannot guarantee completeness here, since the choice of cookies always changes and depends on your individual actions with the Twitter content.

These cookies were used in our test:

Name: personalization_id

Value: "v1_cSJIsogU51SeE311167297"

Purpose: This cookie stores information about how you use the website and what advertisements you may have come to Twitter for.

Expiry date: after 2 years

Name: long

Value: de

Purpose: This cookie saves

Name: guest_id

Value: 311167297v1% 3A157132626

Purpose: This cookie is set to identify you as a guest.

Expiry date: after 2 years

Name: fm

Value: 0

Purpose: Unfortunately we could not find out the intended use of this cookie.

Expiration date: after the session ends

Name: external_referer

Value: 3111672972beTA0sf5lkMrIGt

Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.

Expiry date: After 6 days

Name: EU_CN

Value: 1

Purpose: This cookie stores user activity and is used for various Twitter advertising purposes.

Expiry date: After one year

Name: ct0

Value: c1179f07163a365d2ed7aad84c99d966

Purpose: Unfortunately we have not found any information about this cookie.

Expiry date: after 6 hours

Name: _twitter_sess

Value: 53D% 253D – dd0248311167297-

Purpose: With this cookie you can use functions within the Twitter website.

Expiration date: after the session ends

Note: Twitter also works with third parties. That is why we recognized the three Google Analytics cookies _ga, _gat, _gid in our test.

Twitter uses the data collected on the one hand to better understand user behavior and thus improve your own services and promotional offers, on the other hand the data also serves internal security measures.

How long and where is the data stored?

If Twitter collects data from other websites, it will be deleted, summarized or otherwise covered after a maximum of 30 days. The Twitter servers are located at various server centers in the United States. Accordingly, it can be assumed that the data collected will be collected and stored in America. After our research, we could not clearly determine whether Twitter also has its own servers in Europe. In principle, Twitter can save the data collected until it is no longer useful to the company, until you delete the data or there is a legal deletion period.

How can I delete my data or prevent data storage?

Twitter repeatedly emphasizes in your data protection guidelines that it does not save data from external website visits if you or your browser are located in the European Economic Area or in Switzerland. However, if you interact directly with Twitter, Twitter will of course also store data about you.

If you have a Twitter account, you can manage your data by clicking on "More" under the "Profile" button. Then click on "Settings and data protection". Here you can manage data processing individually.

If you do not have a Twitter account, you can go to twitter.com and then click on "Customization". You can manage the data you have collected under "Individualization and data".

Most of the data, as already mentioned above, is stored via cookies and you can manage, deactivate or delete them in your browser. Please note that you can only "edit" the cookies in the browser of your choice. This means that if you use another browser in the future, you will have to manage your cookies again according to your wishes. Here are the instructions for managing cookies in the most popular browsers.

- Chrome: delete, activate and manage cookies in Chrome
-
- Safari: Manage cookies and website data with Safari
-
- Firefox: Delete cookies to remove data that websites have stored on your computer
-
- Internet Explorer: delete and manage cookies
-

- Microsoft Edge: delete and manage cookies

You can also manage your browser so that you are informed about each individual cookie. Then you can always decide individually whether you allow a cookie or not.

Twitter also uses the data for personalized advertising inside and outside of Twitter. You can switch off personalized advertising in the settings under "Individualization and data". If you use Twitter on a browser, you can deactivate personalized advertising at http://optout.aboutads.info/?c=2&lang=EN.

Twitter is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can find out more at https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO.

We hope we have given you a basic overview of data processing by Twitter. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend the Twitter data protection declaration at https://twitter.com/de/privacy.

Pinterest privacy policy

We use buttons and widgets from the Pinterest social media network, Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA on our website.

By calling up pages that use such functions, data (IP address, browser data, date and time, cookies) are transmitted to Pinterest, saved and evaluated.

The data protection guidelines, what information Pinterest collects and how you use it can be found at https://policy.pinterest.com/de/privacy-policy.

Custom Google Search privacy policy

We have integrated the Google plug-in for custom search on our website. Google is the largest and best-known search engine worldwide and is operated by the American company Google LLC (1600 Amphitheater Parkway Mountain View, CA 94043, USA). Custom Google Search can transfer data from you to Google. In this data protection declaration we inform you why we use this plug-in, which data is processed and how you can manage or prevent this data transmission.

What is Custom Google Search?

The custom Google search plug-in is a Google search bar directly on our website. The search takes place as on www.google.com, only the search results focus on our content and products or on a restricted search circle.

Why do we use custom Google search on our website?

A website with a lot of interesting content often gets so big that you can lose track. Over time, a lot of valuable material has also accumulated with us and as part of our service we want you to find our content as quickly and easily as possible. Custom Google Search makes finding interesting content a breeze. The built-in Google plug-in improves the overall quality of our website and makes your search easier.

What data does Custom Google Search save?

The user-defined Google search only transfers data from you to Google if you actively use the Google search built into our website. This means that only when you enter a search term in the search bar and then confirm this term (e.g. click on "Enter"), in addition to the search term, your IP address is also sent to Google, saved and processed there. Based on the cookies set (such as 1P_JAR), it can be assumed that Google will also receive data on website use. If you search for content while visiting our website using the built-in Google search function and are logged in with your Google account at the same time, Google can also assign the data collected to your Google account. As the website operator, we have no influence on what Google does with the data collected or how Google processes the data.

The following cookies are set in your browser if you use the custom Google search and are not logged in with a Google account:

Name: 1P_JAR

Value: 2020-01-27-13311167297-5

Purpose: This cookie collects website usage statistics and measures conversions. A conversion occurs, for example, when a user becomes a buyer. The cookie is also used to display relevant advertisements to users.

Expiry date: after one month

Name: CONSENT

Value: WP.282f52311167297-9

Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT also serves as security to check users and protect user data from unauthorized attacks.

Expiry date: after 18 years

Name: NID

Value: 196 = pwIo3B5fHr-8

Intended use: NID is used by Google to adapt advertisements to your Google search. With the help of cookies, Google "remembers" your search queries or your previous interaction with ads. So you always get tailor-made advertisements.

Expiry date: after 6 months

Note: This list cannot claim to be complete, since Google keeps changing the choice of its cookies.

How long and where is the data stored?

The Google servers are spread all over the world. Since Google is an American company, most of the data is stored on American servers. At https://www.google.com/about/datacenters/inside/locations/?hl=de you can see exactly where the Google servers are.

Your data is distributed on various physical data carriers. This means that the data can be called up more quickly and is better protected against possible manipulation. Google also has appropriate emergency programs for your data. For example, if there are internal technical problems with Google and servers are no longer working, the risk of an interruption of service and data loss remains low.

Depending on the data, Google stores it for different lengths of time. You can delete some data yourself, others are automatically deleted or anonymized by Google. However, there is also data that Google stores longer if this is necessary for legal or business reasons.

How can I delete my data or prevent data storage?

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it. There is some data that you can delete at any time. If you have a Google account, you can delete data about your web activity there or specify that it should be deleted after a certain time.

In your browser, you also have the option of deactivating, deleting or managing cookies according to your wishes and preferences. Here are instructions for the most important browsers:

- Chrome: delete, activate and manage cookies in Chrome

-

- Safari: Manage cookies and website data with Safari

-

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

-

- Internet Explorer: delete and manage cookies

-

- Microsoft Edge: delete and manage cookies

Google 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 at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI. We hope we were able to give you the most important information about data processing by Google. If you

want to learn more about it, we recommend Google's extensive data protection declaration at https://policies.google.com/privacy?hl=de.

Cookiebot privacy policy

We use functions of the provider Cookiebot on our website. The company behind Cookiebot is Cybot A / S, Havnegade 39, 1058 Copenhagen, DK. Among other things, Cookiebot offers us the opportunity to provide you with an extensive cookie notice (also known as a cookie banner or cookie notice). By using this function, data can be sent, saved and processed by you to Cookiebot or Cybot. In this data protection declaration we inform you why we use Cookiebot, which data is transmitted and how you can prevent this data transmission.

What is Cookiebot?

Cookiebot is a software product from Cybot. The software automatically creates a GDPR-compliant cookie notice for our website visitors. The technology behind Cookiebot also scans, controls and evaluates all cookies and tracking measures on our website.

Why do we use Cookiebot on our website?

We take data protection very seriously. We want to show you exactly what is going on on our website and what data is stored by you. Cookiebot helps us to get a good overview of all our cookies (first and third party cookies). This enables us to inform you precisely and transparently about the use of cookies on our website. You always receive an up-to-date and data protection-compliant cookie notice and decide yourself which cookies you allow and which not.

What data does Cookiebot store?

If you allow cookies, the following data will be transmitted to Cybot, stored and processed.

- IP address (in anonymous form, the last 3 digits are set to 0)
- Date and time of your consent
- our website url
- technical browser data
- encrypted, anonymous key
- the cookies you have approved (as proof of consent)
- The following cookies are set by Cookiebot if you have consented to the use of cookies:
-

Name: CookieConsent

Value: {stamp: 'P7to4eNgIHvJvDerjKneBsmJQd9311167297-2

Purpose: Your consent status is saved in this cookie. This enables our website to read and follow the current status even on future visits.

Expiry date: after one year

Name: CookieConsentBulkTicket

Value: kDSPWpA% 2fjhljZKClPqsncfR8SveTnNWhys5NojaxdFYBPjZ2PaDnUw% 3d% 3311167297-6

Purpose: This cookie is set if you allow all cookies and thus have activated a "collective agreement". The cookie then stores its own, random and unique ID.

Expiry date: after one year

Note: Please keep in mind that this is an exemplary list and we cannot claim to be complete. In the cookie statement at https://www.cookiebot.com/de/cookie-declaration/ you can see which other cookies can be used.

According to Cybot's privacy policy, the company does not resell personal information. However, Cybot shares data with trustworthy third parties or subcontractors who help the company achieve its own business goals. Data will also be passed on if this is legally required.

How long and where is the data stored?

All data collected is only transferred, stored and forwarded within the European Union. The data is stored in an Azure data center (cloud provider is Microsoft). At https://azure.microsoft.com/de-de/global-infrastructure/regions/ you can find out more about all "Azure regions". All user data will be deleted by Cookiebot after 12 months from registration (cookie consent) or immediately after termination of the Cookiebot service.

How can I delete my data or prevent data storage?

You have the right to access and delete your personal data at any time. You can prevent data collection and storage, for example, by rejecting the use of cookies via the cookie notice. Another option to prevent data processing or to manage it according to your wishes is your browser. Depending on the browser, cookie management works somewhat differently. Here you will find the instructions for the currently best known browsers:

- Chrome: delete, activate and manage cookies in Chrome

-

- Safari: Manage cookies and website data with Safari

-

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

-

- Internet Explorer: delete and manage cookies

-
- Microsoft Edge: delete and manage cookies
-

If you want to learn more about the data protection guidelines of "Cookiebot" or the company Cybot, we recommend you to read the data protection guidelines at https://www.cookiebot.com/de/privacy-policy/.

Source: Created with the data protection generator from AdSimple in cooperation with 123familie.de