

Privacy Policy | Arbeitsgemeinschaft für Pharmazeutische Verfahrenstechnik e.V.

As of 17.03.2025

Who we are

The data controller responsible in accordance with the purposes of the General Data Protection Regulation (GDPR) of the European Union and other data protection regulations is:

Arbeitsgemeinschaft für Pharmazeutische Verfahrenstechnik e.V.

Kurfürstenstr. 59

55118 Mainz

Deutschland

0613197690

info@apv-mainz.de

How to contact the data protection officer

The designated data protection officer is:

DataCo GmbH

Sandstr. 33

80335 München

Germany

+49 89 7400 45840

www.dataguard.de

General information on data processing

On this page, we provide you with information regarding the processing of your personal data on our website.

How we collect and use your personal data will depend on how you interact with us or the services you use. We only collect, use or share your personal data where we have a legitimate purpose and a legal basis for doing so.

What do we mean by ‘legal basis’?

Consent (Art. 6(1) (a) GDPR) – You have given us your consent to process your personal data for the specific purpose we have explained to you. You have the right to withdraw your consent at any time. For further information on how to withdraw consent, please see the ‘Exercising your rights’ subsections in the subsequent sections of this Privacy Policy.

Contract (Art 6(1) (b) GDPR) – We need to use your data to fulfil a contract you have with us. Alternatively, it’s necessary to use your data because we have asked you to, or you have taken yourself, specific steps before entering that contract.

Legal Obligation (Art 6(1) (c) GDPR) – We need to use your data to comply with the law.

Vital Interests (Art 6(1) (d) GDPR) – Processing your data is necessary to protect your vital interests or of another person. For example, to prevent you from serious physical harm.

Public Task (Art 6(1) (e) GDPR) – Using your data is necessary for the performance of a task carried out in the public interest, or because it is covered by a task set out in law, for example, for a statutory function.

Legitimate Interests (Art 6(1) (f) GDPR) – Processing your data is necessary to support a legitimate interest we or another party has, only where this is not outweighed by your own interests.

Please note where your data is processed under the performance of a contract or for a legal obligation, if you do not provide the data requested, we may be unable to provide you with our app.

Data sharing and international transfers

As explained throughout this Privacy Policy, we use various service providers to help us deliver our services and keep your data secure. When we use these service providers, it is necessary for us to share your personal data with them.

We have agreements in place with all our service providers that we share your data with that oblige them to protect your data.

Where your personal data is shared outside the EU, we ensure that your personal data is given an equivalent level of protection, either because the jurisdiction to which your data is transferred has an 'adequate' data protection standard according to the European Commission, or by using another safeguard such as an enhanced contractual agreement, i.e. Standard Contractual Clauses adopted by the European Commission (SCCs).

For example, where we use US service providers, we either rely on SCCs or the EU-US Data Protection Framework, depending on the specific provider. You can request a copy of SCCs we have concluded with our service providers by sending an email to the email address provided in this Privacy Policy.

Your rights

When your personal data is processed, you are a data subject within the meaning of the GDPR and have the following rights:

1. Right of access (Art. 15 GDPR)

You may request the data controller to confirm whether your personal data is processed by them.

If such processing occurs, you can request the following information from the data controller:

- Purposes of processing
- Categories of personal data being processed.
- Recipients or categories of recipients to whom the personal data have been or will be disclosed.
- Planned storage period or the criteria for determining this period
- The existence of the rights of rectification, erasure or restriction or opposition.
- The existence of the right to lodge a complaint with a supervisory authority.
- If applicable, origin of the data (if collected from a third party).
- If applicable, existence of automated decision-making including profiling with meaningful information about the logic involved, the scope and the effects to be expected.
- If applicable, transfer of personal data to a third country or international organization.

2. Right to rectification (Art. 16 GDPR)

You have a right to rectification and/or modification of the data, if your processed personal data is incorrect or incomplete. The data controller must correct the data without delay

3. Right to the restriction of processing (Art. 18 GDPR)

You may request the restriction of the processing of your personal data under the following conditions:

- If you challenge the accuracy of your personal data for a period that enables the data controller to verify the accuracy of your personal data.
- The processing is unlawful, and you oppose the erasure of the personal data and instead request the restriction of their use instead.
- The data controller or its representative no longer need the personal data for the purpose of processing, but you need it to assert, exercise or defend legal claims;
or
- If you have objected to the processing pursuant and it is not yet certain whether the legitimate interests of the data controller override your interests.

4. Right to erasure ("Right to be forgotten") (Art. 17 GDPR)

If you request from the data controller to delete your personal data without undue delay, they are required to do so immediately if one of the following applies:

- Personal data concerning you is no longer necessary for the purposes for which they were collected or processed.
- You withdraw your consent on which the processing is based pursuant to and where there is no other legal basis for processing the data.
- You object to the processing of the data and there are no longer overriding legitimate grounds for processing, or you object pursuant to Art. 21 (2) GDPR.
- Your personal data has been processed unlawfully.
- The personal data must be deleted to comply with a legal obligation in Union law or Member State law to which the data controller is subject.
- Your personal data was collected in relation to information society services offered pursuant to Art. 8 (1) GDPR.

The right to deletion does not exist if the processing is necessary

- to exercise the right to freedom of speech and information;
- to fulfil a legal obligation required by the law of the Union or Member States to which the data controller is subject, or to perform a task of public interest or in the exercise of public authority delegated to the representative.
- for reasons of public interest in the field of public health.
- for archival purposes of public interest, scientific or historical research purposes or for statistical purposes.
- to enforce, exercise or defend legal claims.

5. Right to data portability

You have the right to receive your personal data given to the data controller in a structured and machine-readable format. In addition, you have the right to transfer this data to another person without hindrance by the data controller who was initially given the data.

6. Right to object

For reasons that arise from your particular situation, you have, at any time, the right to object to the processing of your personal data pursuant to Art. 6 (1) (e) or 6 (1) (f) GDPR; this also applies to profiling based on these provisions.

If the personal data relating to you are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data in regard to such advertising; this also applies to profiling associated with direct marketing.

7. Right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority if you consider that the processing of personal data concerning you infringes the GDPR. The supervisory authority to which the complaint has been lodged shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy under Art. 78 GDPR. A list, of the locally competent supervisory authorities in Germany can be found on the website of the Federal Commissioner for Data Protection at the following link: <https://www.bfdi.bund.de/DE/Service/Anschriften/Laender/Laender-node.html>

Data processing when you load our website

1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and relevant information from the computer system of the calling device.

The following data is collected:

- Information about the browser type and the version used
- The user's operating system
- The internet service provider of the user
- Date and time of access
- Websites from which the user's system accessed our website
- Websites the user's system accessed through our website

This data is stored in the log files of our system.

2. Purpose of data processing

The temporary storage of the IP address by the system is necessary for the delivery of the website to the computer of the user. For this purpose, the user's IP address must be kept for the duration of the session.

The storage in logfiles is done to ensure the functionality of the website. The data is also used to optimize the website and to ensure the security of our IT systems. An analysis of the data for marketing purposes does not take place.

3. Legal basis for data processing

The legal basis for the temporary storage of data and logfiles is Art. 6 (1) (f) GDPR.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary for the purpose of its collection. The session is complete when the collection of data for the provision of the website is accomplished.

If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this is possible. In this case, the IP addresses of the users are deleted or alienated so that an assignment of the calling client is not possible.

5. Exercising your rights

The collection of data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. The user can object to this. Whether the objection is successful is to be determined within the framework of a balancing of interests.

Use of cookies

1. Description and scope of data processing

When you visit our website, we use technical tools for various functions, in particular cookies, which can be stored on your device. When you visit our website for the first time and at any time later, you have the choice of whether you generally permit the setting of cookies or which individual additional functions you would like to select. You can make changes in your browser settings or via our consent manager. Cookies are text files or information in a database that are stored on your hard drive and assigned to the browser you are using so that certain information can be passed to the entity that sets the cookie.

We use technically necessary cookies, which are required for the technical structure of the website. Without these cookies, our website cannot be displayed (completely correctly) or the support functions are not possible.

The following data is stored and transmitted in the technical necessary cookies:

- Language settings
- Log-in information
- Entered search terms
- Frequency of page views
- Use of website functionalities

2. Purpose of data processing

The purpose of using technically necessary cookies is to ensure the functionality of our website. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page change.

We need technical necessary cookies for the following purposes:

- Storage of language settings
- Storage of search queries
- Functionality of the website

3. Legal basis for data processing

The regulations of the Telecommunications Digital Services Data Protection Act (TDDDG) are relevant for the storage of information in the end user's terminal equipment and/or access to information already stored in the end user's terminal equipment. If the setting and reading of cookies is technically necessary, this is done to ensure the functionality of our website. In this case, the storage of and access to cookies on your terminal equipment is carried out on the basis of § 25(2)(2) TDDDG. This storage of and access to the information in your terminal equipment serves to facilitate your use of our website and to be able to offer you our services as you have requested. Some functions of our website also do not work without the use of these cookies and could therefore not be offered. The cookies are generally deleted after the session ends (e.g. logging out or closing the browser) or after the expiry of a specified duration. Information on different storage periods for cookies can be found in the following sections of this data protection declaration.

As far as cookies are set that are not technically necessary, this is done on the basis of your expressed consent, which you can provide via the cookie banner. The basis for storing and accessing information in this case is § 25(1) TDDDG in conjunction with Art. 6(1)(1)(a), Art. 7 GDPR. You can withdraw your consent at any time with effect for the future or subsequently grant it again by configuring your settings for cookies accordingly. Alternatively, you can prevent the storage of cookies by making the appropriate settings in your browser software. Please note that the browser settings you make only affect the browser you are using. If personal data is processed following the storage of and access to the information on your terminal equipment, the provisions of the GDPR are relevant. Information on this can be found in the following sections of this privacy policy.

4. Exercising your rights

You can revoke consent to the use of cookies and manage your consent preferences at any time at the following link: www.apv-mainz.de/index.html

Newsletter

1. Description and scope of data processing

You can subscribe to a newsletter on our website free of charge. When subscribing for the newsletter, the data from the input mask is transmitted to us.

We collect the following data from you in order to provide this service:

- Email address
- IP address of the user's device
- Date and time of registration

For the processing of data, your consent is obtained during the registration process, and reference is made to this privacy policy.

In connection with data processing for the delivery of newsletters, the collected data is passed on to our service provider, CleverReach. The data is used exclusively for sending the newsletter. Further information can be found in the section “Integrated third-party services.”

2. Purpose of data processing

The user's email address is collected to deliver the newsletter to the recipient.

Additional personal data as part of the registration process is collected to prevent misuse of the services or email address.

3. Legal basis for data processing

The legal basis for the processing of data provided by the user after registration for the newsletter is Art. 6 (1) (a) GDPR if the user has given his consent.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. The user's email address will therefore be stored as long as the newsletter subscription is active.

The other personal data collected during the registration process is generally deleted after a period of seven days.

5. Exercising your rights

The subscription for the newsletter can be cancelled by the data subject at any time. For this purpose, every newsletter contains an opt-out link.

Through this, it is also possible to withdraw the consent to the storage of personal data collected during the registration process.

Contact via Email

1. Description and scope of data processing

You can contact us via the email address provided on our website. In this case the personal data of the user transmitted with the email will be stored.

The data will be used exclusively for the processing of the conversation.

2. Purpose of data processing

If you contact us via email, this also constitutes the necessary legitimate interest in the processing of the data.

3. Legal basis for data processing

The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 (1) (f) GDPR. Our legitimate interest is to optimally answer your request that you send by e-mail.

If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6 (1) (b) GDPR.

4. Duration of storage

The data will be deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. For personal data sent by email, this is the case when the respective conversation with the user has ended. The conversation ends when it can be concluded from the circumstances that the matter in question has been conclusively resolved.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Exercising your rights

You have the possibility to withdraw consent to the processing of their personal data at any time. If you contact us via email, you can object to the storage of his personal data at any time, by the following means:

You can object to this processing at any time. More information about the protection of your data can be found in our privacy policy.

In this case, all personal data stored while establishing contact will be deleted.

Contact form

1. Description and scope of data processing

A contact form is available on our website, which can be used for electronic contact. If you make use of this option, the data entered in the contact form will be transmitted to us and stored.

When sending the message the following data will also be stored:

- Email address
- Last name
- First name

- Address
- Telephone / mobile phone number
- IP address of the user's device
- Date and time

2. Purpose of data processing

The processing of the personal data from the form as well as if you contact us by mail serves us exclusively for the purpose of establishing contact.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

3. Legal basis for data processing

The legal basis for the processing of data transmitted while sending an email is Art. 6 (1) (f) GDPR. Our legitimate interest is to provide you with the best possible response to the request you send to us via the contact form. If the purpose of the email contact is to conclude a contract, the additional legal basis for the processing is Art. 6 (1) (b) GDPR.

4. Duration of storage

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. For the personal data from the contact form and those sent by email, this is the case when the respective conversation with the user has ended. The conversation ends when it can be inferred from the circumstances that the facts in question have been conclusively clarified.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

5. Exercising your rights

If you contact us via the contact form or via e-mail, you can object to the storage of your personal data at any time, by the following means:

You can object to this processing at any time. More information about the protection of your data can be found in our privacy policy.

In this case, all personal data stored while establishing contact will be deleted.

Online Ticket Sales for Our Events

1. Description and scope of data processing

Our website provides the possibility to purchase tickets for events organized by us. During the ordering process, we collect the following personal data:

- First and last name

- Address
- Email address
- If applicable, telephone number
- Billing information
- Payment method details (e.g., PayPal or credit card)
- IP address
- Timestamp of the order

Payment processing is carried out through external payment service providers. Depending on the selection, the processing is conducted via:

- PayPal (PayPal (Europe) S.à r.l. et Cie, S.C.A., Luxembourg)
- Credit card payment, processed through our integrated payment service provider (SumUp Limited)

Further information on data processing during payment transactions can be found in the section “Payment Options.”

2. Purpose of data processing

The processing of your personal data is carried out to process and manage your ticket purchase as well as for invoicing. The data is necessary to fulfill the contract concluded with you.

3. Legal basis for data processing

The legal basis for data processing is Article 6 (1) Sentence 1 lit. b GDPR, as the processing of the data is necessary for the performance of the concluded purchase contract.

4. Duration of storage

We store your data as long as it is necessary for the performance of the contract. Furthermore, we are legally obliged to retain certain data for tax and commercial retention obligations for up to 10 years.

5. Exercising your rights

In connection with ticket purchases, you have the rights mentioned in the section “Your Rights” of this privacy policy.

Payment Options

1. Description and scope of data processing

We offer our customers various payment options for processing their orders. Depending on the payment method chosen, customers are redirected to the platform of the respective payment service provider.

After the payment process is completed, we receive the payment data from the payment service providers or our bank and process this information in our systems for billing and accounting purposes.

Credit Card Payment

It is possible to complete the payment process via credit card.

If you choose to pay by credit card, payment data will be transmitted to payment service providers for processing. All payment service providers comply with the requirements of the “Payment Card Industry (PCI) Data Security Standards” and have been certified by an independent PCI Qualified Security Assessor.

The following data is regularly transmitted during credit card payments:

- Purchase amount
- Date and time of purchase
- First name and last name
- Address
- Email address
- Credit card number
- Expiration date of the credit card
- Security code (CVC)
- IP address
- Telephone number / Mobile phone number

The following payment service providers receive payment data:

- SumUp, provided by SumUp Limited, Block 8, Harcourt Centre, Charlotte Way, Dublin 2, Ireland D02 K580, Registration (Business-ID): 505893, VAT-ID: IE9813461A. More information about the processing of your data by SumUp can be found in the SumUp privacy policy at: <https://www.sumup.com/de-de/datenschutzbestimmungen/>.

PayPal Payment

It is possible to process payments via the PayPal payment service provider. PayPal offers various payment methods, including direct payment, invoice, direct debit, credit card, and installment payment.

The European operating company of PayPal is:

PayPal (Europe) S.à r.l. & Cie, S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg.

If you choose PayPal as the payment method, the data required for the payment process will be automatically transmitted to PayPal.

This includes, in particular, the following data:

- Name
- Address
- Email address
- Telephone / Mobile phone number
- IP address
- Bank details
- Card number
- Expiration date and CVC code
- Number of items
- Item number
- Data about goods and services
- Transaction amount and tax charges
- Information about previous purchase behavior

The data transmitted to PayPal may be shared by PayPal with credit reporting agencies. This transfer is intended for identity and creditworthiness checks.

PayPal may also share your data with third parties as necessary to fulfill contractual obligations or to process the data on behalf of PayPal. When transmitting your personal data within companies affiliated with PayPal, the **Binding Corporate Rules** apply, which have been approved by the competent supervisory authorities. You can find them here: <https://www.paypal.com/de/webapps/mpp/ua/bcr>

Other data transfers may be based on contractual safeguards. For further information, please contact PayPal.

All PayPal transactions are subject to PayPal's privacy policy, which can be found at: <https://www.paypal.com/de/webapps/mpp/ua/privacy-full/>.

2. Purpose of data processing

The transfer of payment data to payment service providers is carried out to process the payment, e.g., when you purchase a product and/or use a service.

3. Legal basis for data processing

The legal basis for data processing is Article 6 (1) Sentence 1 lit. b GDPR, as the processing of the data is necessary for the fulfillment of the concluded purchase contract.

4. Duration of storage

All payment data and data related to potential chargebacks are stored only as long as necessary for payment processing and for the handling of chargebacks and debt collection, as well as for combating abuse.

Furthermore, a longer storage period of the payment data may occur, provided that this is necessary for compliance with legal retention obligations or for the pursuit of a specific case of abuse.

Your personal data will be deleted at the end of the legal retention periods, i.e., after a maximum of 10 years.

5. Exercising your rights

If the data is required to fulfill a contract or to carry out pre-contractual measures, early deletion of the data is only possible if no contractual or legal obligations prevent deletion.

Use of corporate profiles in professionally oriented networks

1. Scope of data processing

Our company profile on LinkedIn is used to provide information about our company, communicate with interested parties, conduct active sourcing, and receive applications.

Please note that we have no control over the processing of personal data by LinkedIn. For more information about data processing by LinkedIn, please refer to their privacy policy: <https://www.linkedin.com/legal/privacy-policy>

When you interact with our company profile (e.g., through comments, posts, or likes), personal data such as your real name or the profile picture of your LinkedIn account may be publicly visible.

2. Legal basis for data processing

The legal basis for processing personal data for the purpose of communicating with customers and interested parties is Art. 6 (1) Sentence 1 lit. f GDPR. Our legitimate interest lies in responding to your inquiries appropriately or providing the requested information.

If the purpose of the contact is the conclusion of a contract, the additional legal basis for the processing is Art. 6 (1) lit. b GDPR.

3. Purpose of the data processing

Our company profile serves to inform users about our services. It is up to each user to publish personal data through their activities.

4. Duration of storage

The data generated on the company profile is not stored in our own systems.

5. Exercising your rights

You can object to the processing of your personal data collected in connection with your use of our company profile at any time and assert your rights as a data subject as outlined in the section “Your Rights” of this privacy policy. To do so, please send an informal email to the email address provided in this privacy policy.

Further information on exercising your rights can be found here: <https://www.linkedin.com/legal/privacy-policy>

Hosting

The website is hosted on servers of a service provider commissioned by us.

Our service provider is:

webmelone | analog. digital. 3D. Spießgasse 58b 55232 Alzey

For further information on the processing of personal data by webmelone please see: webmelone.net/kontakt/datenschutz.html

The servers automatically collect and store information in so-called server log files, which your browser automatically transmits when you visit the website. The stored information is:

- Information about the browser type and the version used
- The user's operating system
- The Internet service provider of the user
- Date and time of access
- Websites from which the user's system accessed our website
- Websites the user's system accessed through our website

This data will not be merged with other data sources. The data is collected on the basis of Art. 6 (1) (f) GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of his website -and server log files are therefore recorded.

The server of the website is geographically located in Germany.

Geotargeting

We use the IP address and other information provided by the user (e.g. the postal code used for registration or ordering) to approach regional target groups (so-called "geotargeting").

The regional target group approach is used, for example, to automatically display regional offers or advertisements that often are more relevant to users. The legal basis for the use of the IP address and any other information provided by the user (e.g. postal code) is Art. 6 (1) (f) GDPR, based on our legitimate interest in ensuring a more precise target group approach and thus providing offers and advertising with greater relevance for our users.

Part of the IP address and the additional information provided by the user (e.g. postal code) are merely processed and not stored separately.

You can prevent geotargeting by, for example, using a VPN or proxy server that prevents accurate localisation. In addition, depending on the browser you are using, you can also deactivate a location localisation in the corresponding browser settings (as far as this is supported by the respective browser).

We use geotargeting on our website for the following purposes:

- Advertising

Integrated third-party services

We use various service providers to deliver the service we offer through the app.

Generally, where such services are essential to providing the basic service offered by the website, we have a legitimate interest in sharing your data with the relevant service providers in order to provide the relevant website service.

Where such services are required for additional services, enhanced functionalities, or additional purposes, your personal data will only be transferred to service providers if you provide consent.

You can manage your consent preferences at any time here: www.apv-mainz.de/index.html

Use of CleverReach

1. Scope of processing of personal data

We use the CleverReach software to send our newsletter, which is operated by CleverReach GmbH & Co KG, Mühlenstraße 43, 26180 Rastede, Germany (Hereinafter referred to as CleverReach). CleverReach is an email marketing provider and enables us to communicate directly with potential customers via email newsletters. If you register

for the newsletter, the data you enter when registering for the newsletter will be transferred to CleverReach and stored there. This allows further personal data to be stored and evaluated, in particular the user's activity (in particular which pages have been visited and which elements have been clicked on) and device and browser information (in particular the IP address and the operating system). Your data will also be stored by CleverReach for this purpose. Your data will not be passed on to third parties to receive the newsletter and CleverReach does not obtain the right to pass on your data.

Further information on the collection and storage of data by CleverReach can be found here:

<https://www.cleverreach.com/en/privacy-policy/>

2. Purpose of data processing

The use of the CleverReach Plug-In serves the acquisition of new customers for our newsletter, as well as the production, the dispatch and the analysis of newsletter campaigns.

3. Legal basis for the processing of personal data

The legal basis for the processing of personal data is the user's given consent in accordance with Art. 6 (1) (a) GDPR.

4. Duration of storage

The data will be stored and evaluated until the processing of the data is objected to or the receipt of the newsletter by the recipient is stopped.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of the consent does not affect the lawfulness of the processing carried out on the basis of the consent up to the revocation.

Your consent to the storage of your data and its use by CleverReach to send you the newsletter may be revoked at any time. You can exercise your right of revocation at any time by sending an email to info@cleverreach.com or by clicking on the link provided in each newsletter.

Further information on the possibilities of objecting to and eliminating CleverReach can be found at:

<https://www.cleverreach.com/en/privacy-policy/>

Use of Google AdSense

1. Description and Scope of Data Processing

We use Google AdSense, provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, and its representative within the EU, Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland (hereinafter referred to as

“Google”). This service is used to display advertisements. Google places a cookie on your computer.

Through this, personal data may be stored and evaluated, particularly user activity (especially which pages have been visited and which elements have been clicked on), device and browser information (especially IP address and operating system), data about the displayed advertisements (especially which ads were shown and whether the user clicked on them), and also data from advertising partners (especially pseudonymized user IDs).

Further information about data processing by Google can be found here: <https://policies.google.com/privacy?gl=DE&hl=de>

2. Purpose of Data Processing

Google evaluates the data to draw conclusions about your user behavior concerning AdSense advertisements. The data may also be passed on to third parties if required by law or if the data is processed on behalf of Google.

3. Legal Basis for the Processing of Personal Data

The legal basis for processing the users' personal data is generally the user's consent pursuant to Art. 6 (1) Sentence 1 lit. a GDPR.

4. Duration of Storage

Your personal information will be stored as long as necessary to fulfill the purposes described in this privacy policy or as legally required, e.g., for tax and accounting purposes.

5. Exercising Your Rights

You have the right to withdraw your data protection consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out based on the consent until the withdrawal.

You can prevent the collection and processing of your personal data by Google by:

- Disabling the storage of cookies from third-party providers on your computer,
- Using the “Do Not Track” function of a supporting browser,
- Disabling script execution in your browser, or
- Installing a script blocker like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser.

You can disable the use of your personal data by Google using the following link: <https://adssettings.google.de>

Further information on objections and deletion options concerning Google can be found at: <https://policies.google.com/privacy?gl=DE&hl=de>

Use of Google AdWords

1. Description and Scope of Data Processing

We use Google AdWords, provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, and its representative within the EU, Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland (hereinafter referred to as “Google”). This service is used to display advertisements. Google places a cookie on your computer.

Through this, personal data may be stored and evaluated, particularly user activity (especially which pages have been visited and which elements have been clicked on), device and browser information (especially IP address and operating system), data about the displayed advertisements (especially which ads were shown and whether the user clicked on them), and also data from advertising partners (especially pseudonymized user IDs).

Further information about data processing by Google can be found here: <https://policies.google.com/privacy?gl=DE&hl=de>

2. Purpose of Data Processing

We only receive information about the total number of users who have responded to our advertisement. No information is shared that would allow us to identify you. The use of data is not intended for tracking.

3. Legal Basis for the Processing of Personal Data

The legal basis for processing the users' personal data is generally the user's consent pursuant to Art. 6 (1) Sentence 1 lit. a GDPR.

4. Duration of Storage

Your personal information will be stored as long as necessary to fulfill the purposes described in this privacy policy or as legally required, e.g., for tax and accounting purposes.

5. Exercising Your Rights

You have the right to withdraw your data protection consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out based on the consent until the withdrawal.

You can prevent the collection and processing of your personal data by Google by:

- Disabling the storage of cookies from third-party providers on your computer,

- Using the “Do Not Track” function of a supporting browser,
- Disabling script execution in your browser, or
- Installing a script blocker like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser.

You can disable the use of your personal data by Google using the following link: <https://adssettings.google.de>

Further information on objections and deletion options concerning Google can be found at: <https://policies.google.com/privacy?gl=DE&hl=de>

Use of Google Analytics 4

1. Description and scope of data processing

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google Analytics examines, among other things, how website visitors use our site. Google sets cookies on your terminal device. During the visit, user behaviour is recorded in the form of "events". As a result, personal data can be stored and analysed, including:

- First visit to the website
- Interaction with the website, usage path
- Clicks on external links
- Video usage
- File downloads
- Advertising impressions and clicks
- Scroll behaviour (if to end of page)
- Searches on the website
- Language selection
- Page visits
- Location (region)
- Your IP address (in shortened form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- Referrer URL

By default, GA 4 has IP address anonymisation enabled. This means that your IP address is shortened by Google within the member states of the European Union or other contracting states to the Agreement on the European Economic Area. Exceptionally, only in rare cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google states that the IP address transmitted by your browser will not be merged with other Google data within the scope of Google Analytics.

You can obtain further information on the processing of data by Google here: <https://policies.google.com/privacy>

2. Purpose of the data processing

We use GA 4 to evaluate the use of our online presence and to generate reports about the activities on our website. The reports are used to analyse the performance of our website and to target advertising to those people who have already expressed an initial interest by visiting our site.

3. Legal basis for the processing of personal data

The legal basis for the processing of the users' personal data is, in principle, the user's consent in accordance with Art. 6(1) (a) GDPR.

4. Duration of the storage

After 2 months your personal data will be deleted. This deletion takes place automatically once a month.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

You can find further information on objection and removal options vis-à-vis Google at: <https://policies.google.com/technologies/partner-sites>

You can also prevent the collection of data generated by the cookie and related to your use of the online presence (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate the use of your personal data by Google using the following link: <https://adssettings.google.de>

Google Analytics 4

1. Description and scope of data processing

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google Analytics examines, among other things, how website visitors use our site. Google sets cookies on your terminal device. During the visit, user behaviour is recorded in the form of "events". As a result, personal data can be stored and analysed, including:

- First visit to the website
- Interaction with the website, usage path
- Clicks on external links
- Video usage
- File downloads
- Advertising impressions and clicks
- Scroll behaviour (if to end of page)
- Searches on the website
- Language selection
- Page visits
- Location (region)
- Your IP address (in shortened form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- Referrer URL

We use the User ID feature. User ID allows us to assign a unique, persistent ID to one or more sessions (and the activities within those sessions) and analyse user behaviour across devices.

By default, GA 4 has IP address anonymisation enabled. This means that your IP address is shortened by Google within the member states of the European Union or other contracting states to the Agreement on the European Economic Area. Exceptionally, only in rare cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google states that the IP address transmitted by your browser will not be merged with other Google data within the scope of Google Analytics.

You can obtain further information on the processing of data by Google here: <https://policies.google.com/privacy>

2. Purpose of the data processing

We use GA 4 to evaluate the use of our online presence and to generate reports about the activities on our website. The reports are used to analyse the performance of our website and to target advertising to those people who have already expressed an initial interest by visiting our site.

3. Legal basis for the processing of personal data

The legal basis for the processing of the users' personal data is, in principle, the user's consent in accordance with Art. 6(1) (a) GDPR.

4. Duration of the storage

After 2 months your personal data will be deleted. This deletion takes place automatically once a month.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

You can find further information on objection and removal options vis-à-vis Google at: <https://policies.google.com/technologies/partner-sites>

You can also prevent the collection of data generated by the cookie and related to your use of the online presence (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate the use of your personal data by Google using the following link: <https://adssettings.google.de>

Use of Google Analytics 4

1. Description and scope of data processing

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google Analytics examines, among other things, how website visitors use our site. Google sets cookies on your terminal device. During the visit, user behaviour is recorded in the form of "events". As a result, personal data can be stored and analysed, including:

- First visit to the website
- Interaction with the website, usage path
- Clicks on external links
- Video usage

- File downloads
- Advertising impressions and clicks
- Scroll behaviour (if to end of page)
- Searches on the website
- Language selection
- Page visits
- Location (region)
- Your IP address (in shortened form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- Referrer URL

We use Google Signals. This captures additional information in Google Analytics about users who have personalised ads enabled (interests and demographics) and ads can be delivered to these users in cross-device remarketing campaigns.

By default, GA 4 has IP address anonymisation enabled. This means that your IP address is shortened by Google within the member states of the European Union or other contracting states to the Agreement on the European Economic Area. Exceptionally, only in rare cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google states that the IP address transmitted by your browser will not be merged with other Google data within the scope of Google Analytics.

You can obtain further information on the processing of data by Google here: <https://policies.google.com/privacy>

2. Purpose of the data processing

We use GA 4 to evaluate the use of our online presence and to generate reports about the activities on our website. The reports are used to analyse the performance of our website and to target advertising to those people who have already expressed an initial interest by visiting our site.

3. Legal basis for the processing of personal data

The legal basis for the processing of the users' personal data is, in principle, the user's consent in accordance with Art. 6(1) (a) GDPR.

4. Duration of the storage

After 2 months your personal data will be deleted. This deletion takes place automatically once a month.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

You can find further information on objection and removal options vis-à-vis Google at: <https://policies.google.com/technologies/partner-sites>

You can also prevent the collection of data generated by the cookie and related to your use of the online presence (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate the use of your personal data by Google using the following link: <https://adssettings.google.de>

Google Analytics 4

1. Description and scope of data processing

We use Google Analytics, a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google Analytics examines, among other things, how website visitors use our site. Google sets cookies on your terminal device. During the visit, user behaviour is recorded in the form of "events". As a result, personal data can be stored and analysed, including:

- First visit to the website
- Interaction with the website, usage path
- Clicks on external links
- Video usage
- File downloads
- Advertising impressions and clicks
- Scroll behaviour (if to end of page)
- Searches on the website
- Language selection
- Page visits
- Location (region)

- Your IP address (in shortened form)
- Technical information about your browser and the end devices you use (e.g. language setting, screen resolution)
- Your internet provider
- Referrer URL

We use the User ID feature. User ID allows us to assign a unique, persistent ID to one or more sessions (and the activities within those sessions) and analyse user behaviour across devices.

We use Google Signals. This captures additional information in Google Analytics about users who have personalised ads enabled (interests and demographics) and ads can be delivered to these users in cross-device remarketing campaigns.

By default, GA 4 has IP address anonymisation enabled. This means that your IP address is shortened by Google within the member states of the European Union or other contracting states to the Agreement on the European Economic Area. Exceptionally, only in rare cases will the full IP address be transmitted to a Google server in the USA and shortened there. Google states that the IP address transmitted by your browser will not be merged with other Google data within the scope of Google Analytics.

You can obtain further information on the processing of data by Google here: <https://policies.google.com/privacy>

2. Purpose of the data processing

We use GA 4 to evaluate the use of our online presence and to generate reports about the activities on our website. The reports are used to analyse the performance of our website and to target advertising to those people who have already expressed an initial interest by visiting our site.

3. Legal basis for the processing of personal data

The legal basis for the processing of the users' personal data is, in principle, the user's consent in accordance with Art. 6(1) (a) GDPR.

4. Duration of the storage

After 2 months your personal data will be deleted. This deletion takes place automatically once a month.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

You can find further information on objection and removal options vis-à-vis Google at: <https://policies.google.com/technologies/partner-sites>

You can also prevent the collection of data generated by the cookie and related to your use of the online presence (incl. your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=de>

You can deactivate the use of your personal data by Google using the following link: <https://adssettings.google.de>

Use of Google Ads Remarketing

1. Description and Scope of Data Processing

We use Google Ads Remarketing, provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, and its representative within the EU, Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland (hereinafter referred to as “Google”).

Google Remarketing is used to re-target visitors of the online presence for advertising purposes through Google Ads. By using Google Ads Remarketing, target audiences ("Similar Audiences") can be created based on visits to certain pages. This makes it possible to identify users on other online presences and display targeted advertising to them.

Google places a cookie on the user's computer. This can result in the storage and evaluation of personal data, particularly user activity (especially which pages have been visited and which elements have been clicked on), device and browser information (especially IP address and operating system), data about the displayed advertisements (especially which ads were shown and whether the user clicked on them), and also data from advertising partners (especially pseudonymized user IDs).

Further information about data processing by Google can be found here: <https://policies.google.com/privacy?gl=DE&hl=de>

2. Purpose of Data Processing

The purpose of processing personal data is to target a specific audience. The cookies stored on the user's device recognize them when they visit an online presence, allowing interest-based advertising to be displayed.

3. Legal Basis for the Processing of Personal Data

The legal basis for processing the users' personal data is generally the user's consent pursuant to Art. 6 (1) Sentence 1 lit. a GDPR.

4. Duration of Storage

Your personal information will be stored as long as necessary to fulfill the purposes described in this privacy policy or as legally required, e.g., for tax and accounting purposes.

5. Exercising Your Rights

You have the right to withdraw your data protection consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out based on the consent until the withdrawal.

You can prevent the collection and processing of your personal data by Google by:

- Disabling the storage of cookies from third-party providers on your computer,
- Using the “Do Not Track” function of a supporting browser,
- Disabling script execution in your browser, or
- Installing a script blocker like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser.

Additionally, you can prevent the collection of data generated by the cookie and related to your use of the online presence (including your IP address) from being processed by Google by downloading and installing the browser plugin available at: <https://tools.google.com/dlpage/gaoptout?hl=de>

You can also deactivate the use of your personal data by Google using the following link: <https://adssettings.google.de>

Further information on objections and deletion options concerning Google can be found at: <https://policies.google.com/privacy?gl=DE&hl=de>

Use of Google Tag Manager

1. Scope of processing of personal data

We use the Google Tag Manager (<https://www.google.com/intl/de/tagmanager/>) of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and its representative in the Union Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland (Hereinafter referred to as Google). With Google Tag Manager, tags from Google and third-party services can be managed and bundled and embedded on an online presence. Tags are small code elements on an online presence that are used, among other things, to measure visitor numbers and behavior, capture the impact of online advertising and social channels, use remarketing and targeting, and test and optimize online presences. When a user visits the online presence, the current tag configuration is sent to the user's browser. It contains statements about which tags are to be triggered. Google Tag Manager triggers other tags that may themselves collect data. You will find information on this in the passages on the use of the corresponding

services in this data protection declaration. Google Tag Manager does not access this data.

For more information about the Google Tag Manager, please visit <https://www.google.com/intl/de/tagmanager/faq.html> and see Google's privacy policy: <https://policies.google.com/privacy?hl=en>

2. Purpose of data processing

The purpose of the processing of personal data lies in the collected and clear administration as well as an efficient integration of the services of third parties.

3. Legal basis for the processing of personal data

The legal basis for the processing of personal data is the user's given consent in accordance with Art. 6 (1) (a) GDPR.

4. Duration of storage

Your personal information will be stored for as long as is necessary to fulfill the purposes described in this Privacy Policy or as required by law. Advertising data in server logs is anonymized by Google's own statements to delete parts of the IP address and cookie information after 9 and 18 months respectively.

5. Exercising your rights

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of the consent does not affect the lawfulness of the processing carried out on the basis of the consent up to the revocation.

You may prevent the collection and processing of your personal data by Google by preventing the storage of cookies by third parties on your computer, by using the "Do Not Track" function of a supporting browser, by deactivating the execution of script code in your browser or by installing a script blocker such as NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser. You can also prevent the collection of data generated by the cookie and related to your use of the online presence (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

With the following link you can deactivate the use of your personal data by Google: <https://adssettings.google.de>

Further information on objection and removal options against Google can be found at: <https://policies.google.com/privacy?gl=EN&hl=en>

Use of the Powermail Extension for TYPO3

1. Description and Scope of Data Processing

We use the Powermail extension for TYPO3, provided by the TYPO3 Association, Gewerbestraße 10, CH-4450 Sissach, Switzerland. Powermail is a versatile tool for creating and managing forms on TYPO3 websites. It processes data such as user inputs in forms (e.g., contact details and messages) as well as device and browser information of users. This data collection is essential for us to effectively process form submissions and ensure that the interactive features of our website are user-friendly and efficient.

2. Purpose of Data Processing

The primary purpose of using the Powermail extension is to facilitate user interactions on our website through forms. By analyzing user submissions and interactions with our forms, we can improve the functionality of our website, respond efficiently to user requests, and tailor our communication to the users' needs.

3. Legal Basis for the Processing of Personal Data

The processing of personal data through the Powermail extension is based on the user's consent pursuant to Art. 6 (1) (a) GDPR.

4. Duration of Storage

The personal data collected through the Powermail extension is stored only as long as necessary for form management and user interaction purposes. Data is securely deleted or anonymized as soon as it is no longer required for its intended purpose or when the user requests its deletion.

5. Exercising Your Rights

You have the right to withdraw your consent to the processing of your personal data at any time in accordance with data protection laws. The withdrawal of consent does not affect the lawfulness of the processing carried out based on the consent before its withdrawal. You can exercise your rights, including requesting the deletion or modification of your data, by contacting us directly, especially in cases where you have previously submitted personal data through our forms.

Use of Usercentrics

This website uses the consent technology of Usercentrics to obtain your consent for the storage of certain cookies on your device or the use of certain technologies, and to document this consent in a data protection-compliant manner. The provider of this technology is Usercentrics GmbH, Sendlinger Straße 7, 80331 Munich, Germany. Website: <https://usercentrics.com/de/> (hereinafter referred to as "Usercentrics").

When you access our website, the following personal data is transmitted to Usercentrics:

- Your consent(s) or withdrawal of your consent(s)
- Your IP address
- Information about your browser
- Information about your device
- Time of your visit to the website
- Geolocation

Additionally, Usercentrics stores a cookie in your browser to associate the consent(s) you have given or withdrawn. The data collected in this way is stored until you request its deletion, delete the Usercentrics cookie yourself, or the purpose for storing the data ceases to apply. Mandatory statutory retention requirements remain unaffected.

The Usercentrics banner on this website was configured using eRecht24. This is indicated by the eRecht24 logo appearing in the banner. To display the eRecht24 logo in the banner, a connection to the image server of eRecht24 is established. During this process, your IP address is also transmitted, but it is only stored in anonymized form in the server logs. The image server of eRecht24 is located in Germany and operated by a German provider. The banner itself is provided exclusively by Usercentrics.

The use of Usercentrics is intended to obtain the legally required consent for the use of certain technologies. The legal basis for this is Art. 6 (1) lit. c GDPR.

This privacy policy has been created with the assistance of [DataGuard](#).