

Data Protection Policy (extended version)

In this extended Data Protection Policy, we go into more detail about the conditions of data collection related to our website as set out in the concise version (the so-called one-pager). Despite thorough content control, we cannot accept any responsibility for external links to third-party content.

Below, you will find information on which data is collected during your visit to our website and how this data is used:

1. Data collection and processing

Each access to our website and each access to any file stored on the website is logged. This information is stored for internal system-related and statistical purposes.

Logged data includes:

name of the accessed file,
date and time of the access,
amount of data transmitted,
notification concerning successful access,
web browser and the domain requesting access,
referrer URL,
IP addresses of the computers requesting access.

At some points, the website uses so-called cookies.

Cookies are small amounts of data in the form of text files sent by the web server to your browser. These files are stored on your hard disk. They can only be read by the server that previously stored them, and they contain information about what you have viewed on a website and when you viewed it. Cookies identify the IP address of the computer and do not store any personal information, such as your name.

You have the choice of whether or not to allow cookies. You can make changes in this regard in your browser settings. At least the following settings are available:

- always allow and save cookies,
- allow cookies but delete them at the end of each session,
- block cookies.

If you block all cookies, you might experience reduced functionality and error messages on our website.

1.1. Newsletter

If you have subscribed to our newsletter or have used other means to provide us with an e-mail address for the purpose of sending out the newsletter, we use the e-mail address you provided for this newsletter. If this e-mail address differs from the one used for other forms of communication, we use it exclusively for the newsletter. You can unsubscribe from the newsletter mailing list at any time. If you have provided us with an exclusive newsletter e-mail address, we will delete it immediately after you unsubscribe.

Within the context of distributing the newsletter, we can track whether you opened the newsletter and which links contained in the newsletter you clicked. We use this data in order to make future newsletters more effective.

Personal data beyond the ones mentioned above is only collected when you provide this data voluntarily, e.g., when contacting us.

1.2. Other data collection forms (e.g., contact form, sign up form)

For any other form which may be embedded in the web presence and which is used to collect data from you, it will be indicated which data is mandatory for that particular form and which data you can provide to us on a voluntary basis.

Such personal data provided on a voluntary basis by a person to a person or entity responsible for processing said data will be stored for purposes of processing and of contacting that person.

None of this personal data is shared with any third party.

2. Sharing of personal data

Your personal data is only shared with or submitted to a third party if such sharing or submission is necessary for the purpose of contract processing or for purposes of billing or if you have agreed to it beforehand. You have the right to withdraw your given consent at any time with effect for the future.

The stored personal data is deleted or suspended if you withdraw your consent to the storing of the data, if knowledge of the data is no longer required in order to fulfill the purpose for which it was stored, or if storing the data would violate any laws. If we have shared your data with others, we will inform the recipients of their obligation to delete it.

3. Google Analytics

To analyze the activities on our website we use Google Analytics.

This is a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow us to analyze your use of the website. As a rule, the information relating to your use of this website generated by the cookie is sent to a Google server in the USA and stored there. In case IP anonymization is activated on this website, however, your IP address is first truncated by Google within member states of the European Union or in other member states of the European Economic Area. Only in exceptional cases is the full IP address sent to a Google server in the USA and then truncated there. Google will use this information on behalf of the operator of this website in order to evaluate your use of the website, generate reports on website activities, and to provide other services associated with the use of the website and the use of the Internet to the operator of the website. The IP address sent by your browser within the context of Google Analytics will not be associated with other Google data. You can prevent the cookies from being stored by configuring the appropriate setting in your browser software; please be aware, however, that this can result in you not being able to use every feature of this website to its fullest extent. Furthermore, you can prevent the data relating to your use of the website (incl. your IP address) generated by the cookie from being collected and from being processed by Google by downloading and installing the browser plug-in available at the following address: <http://tools.google.com/dlpage/gaoptout?hl=en>.

For further information on this topic, see

<https://support.google.com/analytics/answer/6004245?hl=en> (general information on Google Analytics and privacy). Please be aware that this website uses Google Analytics with the extension code "gat._anonymizeip();" in order to guarantee that IP addresses are collected anonymously (so-called IP masking).

We use Google Analytics on the basis of the stipulations set out in Sec. 15 (3) German Telemedia Act (TMG) and Art. 6 (1) lit. f GDPR. The data transmitted by us, associated with cookies, user identifiers (e.g., user ID) or advertising IDs, is automatically deleted after 14 months. Once per month, data whose retention period has elapsed is automatically deleted.

We have signed a contract with Google governing data processing on our behalf, and we fully comply with the strict provisions by the German data protection authorities concerning the use of Google Analytics. For further information on terms of use and privacy, see

<https://www.google.com/analytics/terms/gb.html>.

4. YouTube

Our website uses plug-ins provided by the site YouTube, which is operated by Google. Site operator is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. The videos are embedded using the privacy-enhanced mode. If you visit one of our pages that contains a YouTube plug-in, a connection to the YouTube servers is established. In this process, the YouTube server is told which of our pages you visited. YouTube uses this information, among other things, to generate video statistics, to prevent fraud and to improve usability. This also causes a connection to be established with the Google DoubleClick Network. If you launch the video, this could result in further data processing activities. We have no influence over these activities.

We use YouTube to make our online presence more appealing. This constitutes a legitimate interest as set out in Sec. 6 (1) lit. f GDPR.

For further information on data protection in the context of YouTube, please refer to the Google Privacy Policy found at: <https://policies.google.com/privacy?hl=en>

5. Data Protection Officer

We value your trust, which is another reason why we take data protection very seriously. To that end, we want to be held accountable to you at any time regarding the processing of your personal data. If you have any questions not answered by this Data Protection Policy or you wish to receive more detailed information regarding any particular subject, please contact our data protection officer. Their name and contact information is listed at the bottom of this document.

6. Your rights

To see a list of your rights, please refer to the concise version of this Data Protection Policy, from where you got to this text.

Security notice:

Taking all technical and organizational measures possible (e.g., SSL encryption), we strive to store your personal data in such a way as to make them inaccessible to third parties. However, in e-mail communication we cannot guarantee absolute data security, which is why we recommend you to send any confidential information via a postal service.

This Data Protection Policy is subject to changing regulations and circumstances and will be adjusted accordingly as necessary.

Contact information

Responsible entity
PEXCO GmbH
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