

## **Data Protection Notice (GDPR)**

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We are very pleased that you are interested in our company. Data protection has a particularly high priority for the management of Barthel – Communication Strategy for People & Brands. Use of the Barthel – Communication Strategy for People & Brands website is generally possible without providing any personal data. If a data subject wishes to use our company's special services via our website, processing of personal data may be necessary. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the data subject. The processing of personal data, such as the name, address, email address or telephone number of a data subject, is always carried out in accordance with the General Data Protection Regulation (GDPR) and in accordance with the country-specific data protection regulations applicable to the Barthel – Strategy for People & Brands. By means of this data protection declaration, our company would like to inform the public about the type, scope and purpose of the personal data we collect, use and process. Data subjects are also informed about their rights by means of this data protection declaration.

The Barthel – Communication Strategy for People & Brands, as the controller, has implemented numerous technical and organizational measures to ensure the most complete protection possible for the personal data processed via this website. Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us in alternative ways, for example by phone.

### **Definitions**

The data protection declaration of the Barthel – Communication Strategy for People & Brands is based on the terminology used by the European directive and regulation giver when issuing the General Data Protection Regulation (GDPR). Our data protection declaration should be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

We use the following terms in this data protection declaration:

#### **a) personal data**

Personal data is all information that relates to an identified or identifiable natural person (hereinafter »data subject«). An identifiable person is a natural person who, directly or indirectly, in particular by assigning an identifier such as a name, an identification number, location data, an online identifier or one or more special characteristics, expresses the physical, physiological, genetic, psychological, economic, cultural or social identity of this natural person can be identified.

#### **b) affected person**

Affected person is any identified or identifiable natural person whose personal data are processed by the controller.

#### **c) processing**

Processing is any process or series of processes carried out with or without the help of automated processes in connection with personal data such as the collection, collection, organization, ordering, storage, adaptation or modification, reading, querying, use, the disclosure by transmission, distribution or any other form of provision, comparison or linking, restriction, deletion or destruction.

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### **d) Restriction of processing**

Restriction of processing is the marking of stored personal data with the aim of restricting their future processing.

### **e) Profiling**

Profiling is any type of automated processing of personal data, which consists in the fact that this personal data is used to evaluate certain personal aspects that relate to a natural person, in particular to aspects related to work performance, economic situation, health, personal Analyze or predict the preferences, interests, reliability, behavior, location or relocation of this natural person.

### **f) Pseudonymization**

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, provided that this additional information is kept separately and is subject to technical and organizational measures that ensure that the personal data cannot be assigned to an identified or identifiable natural person.

### **g) Controller**

The controller is the natural or legal person, public authority, agency or other body that alone or together with others decides on the purposes and means of processing personal data. If the purposes and means of this processing are specified by Union law or the law of the Member States, the person responsible or the specific criteria for his naming can be provided according to Union law or the law of the Member States.

### **h) Processor**

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

### **i) Recipient**

The recipient is a natural or legal person, public authority, agency or other body to which personal data is disclosed, regardless of whether it is a third party or not. However, authorities that may receive personal data as part of a specific investigation mandate under Union law or the law of the member states are not considered recipients.

### **j) third party**

A third party is a natural or legal person, public authority, agency or other body other than the data subject, the controller, the processor and the persons who are authorized to process the personal data under the direct responsibility of the controller or processor.

### **k) Consent**

Consent is any expression of will voluntarily given by the data subject for the specific case in an informed manner and unequivocally in the form of a declaration or other clear confirmatory act, with which the data subject indicates that they consent to the processing of their personal data is.

## 2. Name and address of the controller

Responsible within the meaning of the General Data Protection Regulation, other data protection laws applicable in the member states of the European Union and other provisions with data protection character is:

Barthel – Communication for People & Brands  
Michael Barthel  
Neckartal 67  
78628 Rottweil  
Germany

Phone: +49 (0) 741 . 94 22 06 11  
E-Mail: [datenschutz@barthel.rocks](mailto:datenschutz@barthel.rocks)  
Website: [www.barthel.rocks](http://www.barthel.rocks)

## 3. Name and address of the data security officer

The data security officer of the controller is:

DSGVO-Service  
Tobias Hess  
Neckartal 175  
78628 Rottweil  
Germany

Phone: +49 (0) 171 . 230 67 14  
E-Mail: [datenschutz@dsgvo-service.eu](mailto:datenschutz@dsgvo-service.eu)  
Website: [www.dsgvo-service.eu](http://www.dsgvo-service.eu)

Any data subject can contact our data protection officer directly at any time with any questions and suggestions regarding data protection.

## 4. Cookies

The websites of the Barthel – Communication Strategy for People & Brands use cookies. Cookies are text files that are stored and saved on a computer system via an Internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which websites and servers can be assigned to the specific internet browser in which the cookie was stored. This enables the visited websites and servers to distinguish the individual browser of the data subject from other Internet browsers that contain other cookies. A specific internet browser can be recognized and identified using the unique cookie ID.

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By using cookies, the Barthel – Communication strategy for People & Brands can provide users of this website with more user-friendly services that would not be possible without the cookie setting.

A cookie can be used to optimize the information and offers on our website in the interests of the user. As already mentioned, cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. The user of a website that uses cookies, for example, does not have to enter his access data every time he visits the website, because this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping cart via a cookie.

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

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

The website of the Barthel – Communication Strategy for People & Brands collects a series of general data and information each time a person or an automated system calls up the website. This general data and information is stored in the server's log files. The following can be recorded: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites that use an accessing system on our website can be controlled, (5) the date and time of access to the website, (6) an internet protocol address (IP address), (7) the internet service provider of the accessing system and (8) other similar data and information that serves to avert risks in the event of attacks on our information technology systems.

When using this general data and information, the Barthel – Communication Strategy for People & Brands does not draw any conclusions about the person concerned. Rather, this information is required to (1) deliver the content of our website correctly, (2) optimize the content of our website and the advertising for it, (3) to ensure the long-term functionality of our information technology systems and the technology of our website and (4) to provide law enforcement authorities with the information necessary for law enforcement in the event of a cyber-attack. This anonymously collected data and information is therefore statistically evaluated by the Barthel communication strategy for people and brands, and also with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

### **6. Contact option via the website**

The website of the Barthel – Communication for People & Brands contains information that enables fast electronic contact to our company as well as direct communication with us, which also includes a general address of the so-called electronic mail (email address) . If a data subject contacts the data controller by email or via a contact form, the personal data transmitted by the data subject will be automatically saved. Such data transmitted voluntarily by a data subject to the data controller are stored for the purposes of processing or contacting the data subject. This personal data is not passed on to third parties.

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

The Barthel – Communication Strategy for People & Brands offers users the opportunity to leave individual comments on individual blog posts on a blog on the website of the person responsible for processing. A blog is a portal that is usually listed on a website and can be viewed publicly, in which one or more people, called bloggers or web bloggers, can post articles or write down thoughts in so-called blog posts. The blog posts can usually be commented on by third parties.

If a data subject leaves a comment on the blog published on this website, in addition to the comments left by the data subject, information on the time the comment was entered and the username (pseudonym) chosen by the data subject are saved and published. Furthermore, the IP address assigned by the data subject's Internet service provider (ISP) is also logged. This IP address is saved for security reasons and in the event that the data subject violates the rights of third parties by posting a comment or posts illegal content. The storage of this personal data is therefore in the own interest of the person responsible for the processing, so that he could, if necessary, exculpate himself in the event of an infringement. The personal data collected will not be passed on to third parties unless such transfer is required by law or to serve as legal defense for the controller.

### **8. Subscription to comments in the blog on the website**

Comments made in the Barthel –Communication Strategy for People & Brands blog can in principle be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments following a comment on a particular blog post.

If a data subject chooses the option to subscribe to comments, the data controller sends an automatic confirmation email to double-check whether the owner of the email address provided really does Option. The option to subscribe to comments can be terminated at any time.

### **9. Routine deletion and blocking of personal data**

The data controller processes and stores personal data of the data subject only for the period necessary to achieve the storage purpose or if this is done by the European legislator or other legislator in laws or regulations, which of the data controllers subject, was provided.

If the storage purpose ceases to apply or if a storage period stipulated by the European directive and regulation provider or another responsible legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

### **10. Rights of the data subject**

#### **a) Right to confirmation**

Every data subject has the right granted by the European directive and regulation giver to ask the data controller to confirm whether personal data concerning them are being processed. If a data subject wishes to exercise this right of confirmation, they can contact an employee of the controller at any time.

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### **b) Right to information**

Every person affected by the processing of personal data has the right granted by the European directive and regulation given to receive free of charge information about the personal data stored about him and a copy of this information from the person responsible for the processing at any time. Furthermore, the European guideline and regulatory authority has given the data subject access to the following information:

- Processing purposes
- categories of personal data that are processed
- personal data that are processed
- recipients or categories of recipients to whom the personal data has been or will be disclosed, in particular for recipients in third countries or with international organizations
- If possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining this duration
- the existence of a right to correction or deletion of your personal data or restriction of processing by the person responsible or a right to object to this processing
- the right to lodge a complaint with a supervisory authority
- if the personal data is not collected from the data subject: all available information about the origin of the data
- The existence of automated decision-making, including profiling, in accordance with Article 22 Paragraph 1 and 4 GDPR and - at least in these cases - meaningful information about the logic involved and the scope and intended effects of such processing for the data subject

The data subject also has the right to information as to whether personal data has been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to receive information about the appropriate guarantees in connection with the transfer.

If a data subject wishes to exercise this right to information, they can contact an employee of the controller at any time.

### **c) Right to rectification**

Any person affected by the processing of personal data has the right granted by the European directive and regulation given to request the immediate correction of incorrect personal data concerning them. Furthermore, the data subject has the right to request the completion of incomplete personal data, also by means of a supplementary statement, taking into account the purposes of the processing.

If a data subject wishes to exercise this right of correction, they can contact an employee of the controller at any time.

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

Any person affected by the processing of personal data has the right granted by the European directive and regulation given to demand from the responsible person that the personal data concerning them be deleted immediately, provided one of the following reasons applies and insofar as the processing is not necessary:

- The personal data was collected for such purposes or otherwise processed for which it is no longer necessary
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- The data subject withdraws their consent on which the processing was based in accordance with Article 6 (1) (a) GDPR or Article 9 (2) (a) GDPR and there is no other legal basis for the processing.
- The data subject objects to the processing in accordance with Article 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing in accordance with Article 21 (2) GDPR the processing.
- The personal data was processed illegally.
- The deletion of personal data is necessary to fulfill a legal obligation under Union law or the law of the member states to which the controller is subject.
- The personal data was collected in relation to information society services offered in accordance with Art. 8 Para. 1 GDPR.

If one of the above-mentioned reasons applies and a data subject wishes to have personal data stored in the Barthel – Communication Strategy for People & Brands deleted, they can contact an employee of the controller at any time. The Barthel – Communication for People & Brand employee will arrange for the request for deletion to be complied with immediately.

If the personal data have been made public by the Barthel – Communication Strategy for People & Brands and our company as the person responsible is obliged to delete the personal data according to Art. 17 Para. 1 GDPR, the Barthel – Communication Strategy for People & Brands takes into account measures appropriate to the technology and implementation costs, including technical ones, to inform other data controllers who process the published personal data that the data subject has deleted all links to them from these other data controllers has requested personal data or copies or replications of this personal data, as far as the processing is not necessary. The employee of the Barthel – Communication Strategy for People & Brands will arrange the necessary in individual cases.

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

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

- The correctness of the personal data is contested by the data subject for a period of time that enables the person responsible to check the correctness of the personal data
- The data subject disputes the accuracy of the personal data for a period of time that enables the controller to check the accuracy of the personal data.
- The processing is unlawful, the data subject refuses to delete the personal data and instead requests that the use of the personal data be restricted.
- The controller no longer needs the personal data for the purposes of processing, but the data subject needs them to assert, exercise or defend legal claims.
- The data subject has objected to processing in accordance with Art. 21 para. 1 GDPR and it is not yet clear whether the legitimate reasons of the person responsible outweigh those of the data subject.

If one of the above requirements is met and a data subject wishes to request the restriction of personal data stored in the Barthel communication strategy for people and brands, they can contact an employee of the controller at any time. The employee of Barthel – Communication Strategy for People & Brands will limit the processing.

### **f) Right to data portability**

Each person affected by the processing of personal data has the right granted by the European directive and regulation given to receive the personal data concerning them, which were provided to a responsible person by the

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data subject, in a structured, common and machine-readable format. You also have the right to transfer this data to another controller without hindrance from the controller to whom the personal data has been provided, provided that the processing is based on consent in accordance with Art. 6 Para. 1 Letter a GDPR or Art. 9 Para. 2 letter a GDPR or on a contract pursuant to Art. 6 para. 1 letter b GDPR and the processing is carried out using automated procedures, unless the processing is necessary for the performance of a task that is in the public interest or in the exercise of official authority, which has been transferred to the person responsible.

Furthermore, when exercising their right to data portability in accordance with Art. 20 Para. 1 GDPR, the data subject has the right to have the personal data transferred directly from one person responsible to another, insofar as this is technically feasible and if so this does not affect the rights and freedoms of other people.

In order to assert the right to data portability, the data subject can contact an employee of the Barthel – Communication Strategy for People & Brands at any time.

### **g) Right to object**

Each of the perception of personal data fulfillment data has the exception of the right of political directives and regulators authorization, which differs from its own situation, which differs from the way, from the way, from the way, from the art. 6 Paragraph 1 letter e or f GDPR belongs to, repayments. This also applies to profiling based on these settings. The Barthel – Communication Strategy for People & Brands no longer processes the personal data in the event of an objection, unless we can demonstrate compelling reasons for the processing worthy of protection that outweigh the interests, rights and freedoms of the data subject, or the processing serves the Assertion, exercise or defense of legal claims.

If the Barthel – Communication Strategy for People & Brands processes personal data in order to operate direct mail, the data subject has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling insofar as it is connected to such direct advertising. If the data subject objects to the Barthel – Communication Strategy for People & Brands, processing for direct marketing purposes, the Barthel – Communication Strategy for People & Brands will no longer process personal data for these purposes.

In addition, the person concerned has the right, for reasons arising from their particular situation, against the processing of personal data relating to them, which is part of the Barthel – Communication Strategy for People & Brands for scientific or historical research purposes or for statistical purposes in accordance with Art. 89 Paragraph 1 GDPR, to object, unless such processing is necessary to fulfill a task in the public interest.

In order to exercise the right to object, the data subject can contact any employee of the Barthel – Communication Strategy for People & Brands or another employee directly. The data subject is also free to exercise their right to object in connection with the use of information society services, regardless of Directive 2002/58 / EC, using automated procedures that use technical specifications.

### **h) Automated decisions in individual cases including profiling**

Any person affected by the processing of personal data has the right granted by the European directive and regulatory authority not to be subjected to a decision based solely on automated processing - including profiling - which has a legal effect on them or similarly significantly affects them, if the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the controller, or (2) is permissible on the basis of Union or Member State law to which the controller is subject and this legislation takes appropriate measures to protect the rights and freedoms as well as the legitimate interests of the data subject or (3) with the express consent of the data subject.



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If the decision (1) is necessary for the conclusion or fulfillment of a contract between the data subject and the person responsible or (2) it is made with the express consent of the data subject, the Barthel – Communication Strategy for People & Brands takes appropriate measures to protect the rights and to safeguard freedoms and the legitimate interests of the data subject, which includes at least the right to obtain the intervention of a person on the part of the person responsible, to state their own position and to contest the decision.

If the data subject wishes to assert rights in relation to automated decisions, they can contact an employee of the controller at any time.

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

Every person affected by the processing of personal data has the right granted by the European directive and regulatory authority to revoke their consent to the processing of personal data at any time.

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

## **11. Data protection regulations for the application and use of Facebook**

The controller has integrated components of the Facebook company on this website. Facebook is a social network.

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

Facebook is operated by Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. If an affected person lives outside the USA or Canada, the person responsible for processing personal data is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland.

Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a Facebook component (Facebook plug-in) has been integrated, the Internet browser on the information technology system of the person concerned is automatically activated by the respective Facebook Component causes a representation of the corresponding Facebook component to be downloaded from Facebook. A complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=en\\_US](https://developers.facebook.com/docs/plugins/?locale=en_US). As part of this technical process, Facebook receives knowledge of which specific subpage of our website is visited by the data subject.

If the data subject is logged in to Facebook at the same time, Facebook recognizes each time our website is accessed by the data subject and for the entire duration of their stay on our website, which specific subpage of our website the data subject visits. This information is collected by the Facebook component and assigned to the respective Facebook account of the person concerned by Facebook. If the person concerned presses one of the Facebook buttons

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integrated on our website, for example the »Like« button, or if the person concerned makes a comment, Facebook assigns this information to the person's personal Facebook user account and stores this personal data.

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

The data policy published by Facebook, which is available at <https://facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains which setting options Facebook offers to protect the privacy of the data subject. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the data subject to suppress data transmission to Facebook.

### 12. Data protection regulations for the application and use of Instagram

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

Instagram is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2 Ireland.

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

If the data subject is logged in to Instagram at the same time, Instagram recognizes each time our website is accessed by the data subject and for the entire duration of their stay on our website, which specific subpage the data subject visits. This information is collected by the Instagram component and assigned to the respective Instagram account of the data subject by Instagram. If the data subject clicks one of the Instagram buttons integrated on our website, the data and information transmitted with it are assigned to the personal Instagram user account of the data subject and saved and processed by Instagram.

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

Further information and the applicable data protection regulations of Instagram can be found at <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

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### 13. Data protection provisions for the application and use of LinkedIn

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

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

Each time our website is accessed, which is equipped with a LinkedIn component (LinkedIn plug-in), this component causes the browser used by the person concerned to download a corresponding representation of the LinkedIn component. Further information on the LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn receives knowledge of which specific subpage of our website is visited by the data subject.

If the data subject is logged in to LinkedIn at the same time, LinkedIn recognizes each time our website is accessed by the data subject and for the entire duration of their stay on our website, which specific subpage of our website the data subject visits. This information is collected by the LinkedIn component and assigned to the respective LinkedIn account of the person concerned by LinkedIn. If the data subject clicks a LinkedIn button integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores this personal data.

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

At <https://www.linkedin.com/psettings/guest-controls>, LinkedIn offers the option of unsubscribing from e-mail messages, SMS messages and targeted ads as well as managing ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame who can set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. The applicable data protection regulations of LinkedIn are available at <https://www.linkedin.com/legal/privacy-policy>. The LinkedIn cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

### 14. Data protection regulations for the application and use of Xing

The controller has integrated Xing components on this website. Xing is an internet-based social network that enables users to connect with existing business contacts and to make new business contacts. At Xing, the individual users can create a personal profile of themselves. For example, companies can create company profiles or publish job offers on Xing.

Xing is operated by XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a Xing component (Xing plug-in) has been integrated, the Internet browser on the information technology system of

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the data subject is automatically activated by the respective Xing Component causes a representation of the corresponding Xing component to be downloaded from Xing. Further information on the Xing plug-ins can be found at <https://dev.xing.com/plugins>. As part of this technical process, Xing receives knowledge of which specific subpage of our website is visited by the data subject.

If the data subject is logged in to Xing at the same time, Xing recognizes each time our website is accessed by the data subject and for the entire duration of their stay on our website, which specific subpage of our website the data subject visits. This information is collected by the Xing component and assigned to the respective Xing account of the data subject by Xing. If the data subject clicks one of the Xing buttons integrated on our website, for example the »Share« button, Xing assigns this information to the personal Xing user account of the data subject and stores this personal data.

Xing receives information via the Xing component that the data subject has visited our website if the data subject is logged in to Xing at the same time as accessing our website; This takes place regardless of whether the data subject clicks on the Xing component or not. If the data subject does not want this information to be sent to Xing, he or she can prevent the transmission by logging out of their Xing account before accessing our website.

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

### 15. Data protection regulations for the application and use of YouTube

The controller has integrated YouTube components on this website. YouTube is an Internet video portal that enables video publishers to post video clips free of charge and other users to view, evaluate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and TV programs, but also music videos, trailers or videos made by users themselves can be called up via the Internet portal.

YouTube is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

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

If the data subject is logged in to YouTube at the same time, YouTube recognizes which specific subpage of our website the data subject visits by calling up a subpage that contains a YouTube video. This information is collected by YouTube and Google and assigned to the respective YouTube account of the person concerned.

YouTube and Google always receive information via the YouTube component that the person concerned has visited our website if the person concerned is logged in to YouTube at the same time as accessing our website; This happens regardless of whether the person clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before accessing our website.

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The data protection regulations published by YouTube, which are available at <https://policies.google.com/privacy?hl=en&gl=de>, provide information about the collection, processing and use of personal data by YouTube and Google.

### 16. Data protection regulations for the application and use of Vimeo

We use, among other things, for the integration of videos. the provider Vimeo. Vimeo is operated by Vimeo, LLC with headquarters at 555 West 18th Street, New York, New York 10011.

On some of our websites we use plug-ins from Vimeo. If you call up the Internet pages of our website that are equipped with such a plugin - for example, play a video - a connection to the Vimeo servers is established and the plugin is displayed. This tells the Vimeo server which of our websites you have visited. If you are logged in as a member of Vimeo, Vimeo assigns this information to your personal user account. When using the plugin such as Clicking the start button of a video will also assign this information to your user account. You can prevent this assignment by logging out of your Vimeo user account before using our website and deleting the corresponding Vimeo cookies.

Further information on data processing and information on data protection by Vimeo can be found at <https://vimeo.com/privacy>.

### 17. Podcaster.de podcast hosting

We use the podcast hosting service Podcaster.de from the provider Podcaster.de, Ramlerstraße 5a, 13355 Berlin, Germany. The podcasts are loaded from Podcaster.de or transmitted via Podcaster.de.

The use is based on our legitimate interests, i.e. Interest in a safe and efficient provision, analysis and optimization of our podcast offer acc. Art. 6 para. 1 lit. f. GDPR.

Podcaster.de processes IP addresses and device information to enable podcast downloads / playbacks and statistical data, such as Determine call numbers.

This data is anonymized or pseudonymized before being stored in the Podcaster.de database, provided that it is not necessary for the provision of the podcasts. Podcaster.de provides podcast portals such as iTunes, Spotify and Podcast.de with the Aduio files in the form of an RSS feed.

The download via the corresponding portals takes place directly via the podcast host. Further information and options for objection can be found in the data protection declaration of Podcaster.de:

<https://www.podcaster.de/podcaster-datenschutzerklaerung.pdf>.

### 18. Legal basis for processing

Art. 6 I lit. a GDPR serves our company as the legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to

## **Data Protection Notice (GDPR)**

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which the data subject is a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of any other service or consideration, the processing is based on Art. 6 I lit. b GDPR. The same applies to such processing operations that are necessary to carry out pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as to fulfill tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our company were injured and his name, age, health insurance data or other vital information had to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 I lit. d GDPR are based.

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

### **19. Legitimate interests in the processing that are being pursued by the controller or a third party**

Is the processing of personal data based on Article 6 I lit. f GDPR is our legitimate interest in carrying out our business for the benefit of all our employees and our shareholders.

### **20. Duration for which the personal data is stored**

The criterion for the duration of the storage of personal data is the respective legal retention period. After the deadline has expired, the corresponding data will be routinely deleted, provided that it is no longer required to fulfill or initiate a contract.

### **21. Legal or contractual regulations for the provision of personal data; Necessity for the conclusion of the contract; Obligation of the data subject to provide the personal data; possible consequences of not providing**

We inform you that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual regulations (e.g. information about the contracting party). Sometimes it may be necessary to conclude a contract that a data subject provides us with personal data that we subsequently have to process. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with them. Failure to provide personal data would result in the contract not being concluded with the person concerned. Before the data subject provides personal data, the data subject must contact one of our employees. Our employee clarifies the person concerned on a case-by-case basis whether the provision of personal data is required by law or contract or is required for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of not providing the personal data.

## 22. Existing automated decision making

As a responsible company, we do not use automatic decision-making or profiling.

## 23. Links and icons to websites of other providers

Our website contains links and icons to websites of other providers, to which this data protection declaration does not apply. If the collection, processing or use of personal data is associated with the use of the websites of other providers, please note the data protection information of the respective provider.

## 24. Online presence in social networks

We operate online presences within the social networks listed below. If you visit one of these presences, your usage data will be collected and processed by the respective provider. This is usually done using cookies that are stored on the device you are using. Cookies are used to save your usage behavior and interests, and to create appropriate usage profiles. In addition, data can be saved in the usage profiles regardless of the device you are using. This is particularly the case if you are a member of the respective platform and logged in to it.

The data collected is generally used by the provider for the purposes of advertising and market research by creating usage profiles based on your usage behavior. These in turn can be used by the providers to show you interest-based advertising. You have a right of withdrawal against the creation of user profiles. To exercise this, you must contact the respective provider. If you have an account with the provider, your usage data can be linked to it. To prevent such a link to your data, you can log out of the provider's service before visiting our site.

For what purpose and to what extent data is collected from the provider can be found in the respective data protection declarations of the providers, which are communicated below. We ourselves have no influence over which data is collected and how this data is used by the provider. If you request detailed information here or want to exercise your rights as a data subject, you can do this most effectively with the respective provider, since only the respective provider has access to your data.

We would like to point out that your user data can be transferred and processed outside the European Union. In this case, there is a risk that it may be difficult to enforce your rights as a data subject. Those US providers that are certified under the Privacy Shield have committed to comply with EU data protection standards. Information on whether the respective provider has such a certificate can be found in the information on the providers listed below.

## 25. Legal basis

If you have been asked for consent to data processing by one of the providers mentioned below, the legal basis for the processing is Art. 6 Para. 1 lit. a GDPR. Otherwise, your data will be processed on the basis of our legitimate interests to contact you and communicate in accordance with Art. 6 Para. 1 lit. f. GDPR.

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### 26. Opposition option

Regarding the respective options for objection (opt-out), we refer to the information provided below by the provider.

#### XING

Xing is a service of New Work SE | Dammtorstrasse 30 | 20354 Hamburg | Germany

Data protection declaration and opt-out option available at: <https://privacy.xing.com/de/datenschutzerklaerung>.

#### LinkedIn

LinkedIn is a service of the LinkedIn Corporation | 2029 Stierlin Court | Mountain View | CA 94043 | United States  
Based in the EU: LinkedIn Ireland Unlimited Company | Wilton Place | Dublin 2 | Ireland

Data protection declaration available at:

<https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>

Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>

This data protection declaration was created by the data protection declaration generator of the DGD German Society for Data Protection GmbH, which works as external data protection officer Schweinfurt/Germany, in cooperation with the lawyer for data protection law Christian Solmecke.