

# Privacy Policy

We are committed to protecting and respecting your privacy. This Privacy Policy (this “Policy”) describes how we collect, use and disclose personal information of users of our services, including our Website (our “Site”). Please read this Privacy Policy carefully.

We will only use the personal data gathered through this website as set out in this Policy. Below you will find information on how we use your personal data, for which purposes your personal data is used, with whom it is shared and what control and information rights you have. By using our Site, you agree to the collection and use of information in accordance with this policy.

## Information We Collect

We and our third-party service providers may collect and process the following types of personal information about you:

- Name
- Phone Number
- Email Address
- Social Network Profile Information
- Call Data
- Information we collect when you use our Site, such as your domain name, internet protocol (IP) address, mobile device model, internet service provider, Site access times, websites that referred you to us and web pages within our Site that you visit
- Information you communicate to us through our Site, our social media pages or through other means.

# Cookies

Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stores on your computer's hard drive.

We use cookies on our Site in order to understand how you use our website and to improve your experience. Cookies are text files which are stored on your computer. After you have finished your session and closed your browser, many of the text files are deleted ("session cookies"). So-called "persistent cookies" are also stored and these allow us to recognize you during your next visit on our website. With persistent cookies, the data continues to be stored on the system and may be accessed and processed during a specific period of time by the manager of the cookie, which may range between several minutes and up to two years. You can prevent cookies being saved on your computer by changing your browser settings. This may result in some functions used by our website being restricted.

## Types of Cookies

There are a few types of cookies we may use on our Site. These include:

- **Necessary Cookies:** These cookies help make a website usable by enabling basic functions like page navigation and access to secure area of the website. The website cannot function properly without these cookies.
- **Statistic Cookies:** These cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.
- **Marketing Cookies:** These cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third party advertisers. Marketing cookies are also helpful with retargeting ads and collecting call data to help the website owners better serve you.

## **Google Tag Manager**

This website may use Google Tag Manager. Google Tag Manager is a solution operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”) that allows marketed website tags to be managed using an interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not register personal data. The tool causes other tags to be activated which may, for their part, register data under certain circumstances. Google Tag Manager does not access this information. If recording has been deactivated on domain or cookie level, this setting will remain in place for all tracking tags implemented with Google Tag Manager.

## **Use of Google Analytics**

This website may use Google Analytics, an analyzing service provided by Google. Google Analytics uses cookies to help the website analyze how users use our Site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the USA.

Google will use this information on behalf of the operator of this website for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing them other services related to website activity and internet usage.

The IP-address that your browser conveys within the scope of Google Analytics, will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also opt-out from being tracked by Google Analytics with effect for the future by downloading and

installing Google Analytics Opt-out Browser Add-on for your current web browser: <http://tools.google.com/dlpage/gaoptout?hl=en>.

Please refer to further information on usage rights or data protection please visit the following websites:

<https://www.google.com/policies/privacy/> or

<https://www.google.com/intl/en/policies/terms/>

As an alternative to the browser Add-on or within browsers on mobile devices click this link in order to opt-out from being tracked by Google Analytics within this website in the future (the opt-out applies only for the browser in which you set it and within this domain): [Disable Google Analytics](#)

Please note that in case of deletion of your cookies you will need to click on the links above again to secure your data.

## **Use of Facebook-Pixel / Custom Audiences**

This website may use the remarketing function “Custom Audiences” of Facebook Inc., 1601 Willow Road, Menlo Park, CA, USA (“Facebook”). This function is used to present interest-based advertisements to visitors to this website when they visit the social network Facebook. For this purpose, Facebook’s remarketing tag may have been implemented on this website. This tag establishes a direct connection to the Facebook servers when you visit the website. This information is transmitted to the Facebook server that you have visited this website and Facebook assigns this information to your personal Facebook user account. We are not using advanced matching (creating Custom Audiences from Customer Lists). For more information about Facebook’s collection and use of the data and your rights and choices about protecting your privacy, please see Facebook’s privacy policy at <https://www.facebook.com/about/privacy/>. You can deactivate the remarketing function “Custom Audiences” at <https://www.facebook.com/settings>. You must be logged into Facebook to do this.

## YouTube/Vimeo Videos

On our website you may be able to watch videos uploaded on YouTube (a Google company) or Vimeo (Vimeo Inc., 555 West 18th Street, New York, NY 10011, USA (“Vimeo”)) that are integrated via iFrame. The iFrames are set in a way that a connection is firstly established when you click on the “play” button.

If you are logged in to YouTube or Vimeo account at the same time when you press play, YouTube or Vimeo may associate your surfing behavior with your user profile. You can prevent such data processing by logging out of your account before visiting our website.

As this is the service of a third party, we have no influence on the processing of such data by Google or Vimeo. The purpose and scope of data collection and the further processing and use of the data by Google or Vimeo as well as your rights and setting options for the protection of your privacy can be found in the relevant information on data protection at <https://www.google.de/intl/de/policies/privacy/> or <https://vimeo.com/privacy>

The purpose and legitimate interest is to increase the visibility of this website and the attractiveness and user-friendliness of our services.

## How We Use the Information Collected

We and our third-party service providers may use information collected to:

- Operate, maintain and improve our Site.
- Conduct analytics to help us better understand our customers and improve our products and services.
- Process and manage purchases made by you.
- Respond to your customer service inquiries, post your comments related to our product and services on our social networking pages and

take other actions in response to your questions, comments or Site activity.

- Communicate with you about special offers, services and promotions that may be of interest to you.
- Help us develop, customize, deliver, support and improve our services.
- Allow you to participate in interactive features of our service when you choose to do so.
- Notify you about changes to our service.

We and our third-party service providers may use the information collected from cookies, call data, tracking pixels and other similar technologies to target advertising to you personally, through online and offline methods including email, display media, video media and direct mail.

When you log in to visit our Site, your IP address may be combined with other de-identified data (such as a hashed, non-readable email or postal address) and such information may be used by third-party service providers to send ads and materials to you based on your preferences, interests and attributes. Such information may also be combined with aggregate information collected from other users or sources and used by third-party service providers to conduct market research and to better target their advertising. Although you may not opt out of receiving online advertisements generally, you may find out how to opt out of having your online behavior collected by third-party advertisers for advertising purposes. You may visit each ad network's website individually to opt-out and review their privacy policies, or you may visit the Digital Advertising Alliance's opt-out website at <http://www.aboutads.info/> or the Network Advertising Initiative's opt-out website at <http://networkadvertising.org/>.

## **How We Disclose the Information Collected**

We and our third-party service providers may share your personal information under the following circumstances:

- We may share your personal information with any member of our group of companies (our subsidiaries and our ultimate parent company and its subsidiaries).
- We may share your personal information with companies that provide services to us, such as credit card processors, website hosts, email vendors and other companies that help us provide our services for our Site.
- We may disclose your personal information in response to legal process, when required to comply with laws, to combat fraudulent or criminal activity, to enforce our agreements, corporate policies and the terms of use of our Site, and to protect the rights, property and safety of our business, our employees, agents, customer or others.
- We may share technical data that we collect about your browsing habits and your device (such as data collected via our cookies, call data, tracking pixels and similar technologies as discussed above) with third-party service providers and other advertising companies. This enables them and us to better target ads to you and other consumers.

## **No Requirement to Provide Personal Data**

The provision of your personal data will generally be voluntarily and there is no statutory nor contractual obligation to provide your personal data. We generally do not contractually require provision of your personal data; but note that in any event non-provision of personal data might exclude you from using some of our services or parts thereof.

## **Security**

The security of your Personal Information is important to us, but remember that no method of transmission over the internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **How to Contact Us**

If you have any questions, comments or requests regarding this policy, please contact us using the contact information shown on our Site.

## **Changes to This Policy**

We reserve the right to amend this policy from time to time.

Effective Date: September 17, 2019

Last Updated: September 18, 2019