

## **VER GmbH - Privacy policy**

The operators of these pages take the protection of your personal data very seriously. The responsible party in terms of data protection laws, in particular the EU General Data Protection Regulation (DSGVO), is:

### **Managing Director**

Dipl. Engineer Norbert Topf

### **VER Verfahreningenieure GmbH**

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Web: [www.ver-gmbh.com](http://www.ver-gmbh.com)

We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

### **1. your data subject rights**

You can exercise the following rights at any time using the contact details provided by our data protection officer: - Information about your data stored by us and its processing (Art. 15 DSGVO) - Correction of incorrect personal data (Art. 16 DSGVO) - Deletion of your data stored by us (Art. 17 DSGVO) - Restriction of data processing, insofar as we are not yet permitted to delete your data due to legal obligations (Art. 18 DSGVO) - Objection to the processing of your data by us (Art. 21 DSGVO) - Data portability, provided you have consented to the data processing or have concluded a contract with us (Art. 20 DSGVO) If you have given us consent, you can revoke it at any time with effect for the future. You may at any time lodge a complaint with the supervisory authority responsible for you (Art. 77 DSGVO in conjunction with § 19 BDSG). Your competent supervisory authority depends on the federal state of your residence, your work or the alleged violation. A list of supervisory authorities (for the non-public sector) with address can be found at: [https://www.bfdi.bund.de/DE-Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE-Infothek/Anschriften_Links/anschriften_links-node.html).

### **2. provision of the website and creation of log files.**

#### **Nature and purpose of processing:**

Each time our website is called up, our system automatically collects data and information from the computer system of the calling computer. The following data is collected in this context: 1. information about the browser type and version used 2. the user's operating system 3. the user's internet service provider 4. the user's IP address 5. the date and time of access 6. websites from which the user's system accesses our website 7. websites that are accessed by the user's system via our website The data is also stored in the log files of our system. Storage of this data together with other personal data of the user does not take place. The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session. The storage in log files is done to ensure the functionality of the website. In addition, we use the data to optimize the website and

to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context. In these purposes also lies our legitimate interest in data processing according to Art. 6 para. 1 lit. f DSGVO.

#### **Legal basis:**

The legal basis for the temporary storage of the data and the log files is Art. 6 (1) lit. f DSGVO.

Storage period: The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. In the case of storage of data in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or alienated, so that an assignment of the calling client is no longer possible.

#### **Data provision/ objection:**

The collection of data for the provision of the website and the storage of the data in log files is mandatory for the operation of the website. Consequently, there is no possibility of objection on the part of the user.

### **3. visit of this website**

#### **Nature and purpose of processing:**

When you access our website, i.e., when you do not register or otherwise submit information, information of a general nature is automatically collected. This information (server log files) includes the type of web browser, the operating system used, the domain name of your Internet service provider, your IP address and the like. This is exclusively information that does not allow any conclusions to be drawn about your person. In particular, they are processed for the following purposes: 1. to ensure that the website connection is established without problems 2. to ensure that our website can be used smoothly 3. to evaluate system security and stability and 4. for other administrative purposes. We do not use your data to draw conclusions about your person. Information of this kind is statistically evaluated by us, if necessary, in order to optimize our website and the technology behind it.

#### **Legal basis:**

The legal basis for the temporary storage of the data and the log files is Art. 6 para. 1 lit. f DSGVO.

#### **Recipients:**

Recipients of the data are only the responsible party and, if applicable, technical service providers who act as order processors for the operation and maintenance of our website.

#### **Storage period:**

The data is deleted as soon as it is no longer required for the purpose of collection. This is generally the case for data used to provide the website when the respective session has ended.

#### **Data provision/ objection:**

The provision of the aforementioned personal data is neither legally nor contractually required. However, without the IP address, the service and functionality of our website is not guaranteed. In addition, individual services and services may not be available or may be limited. For this reason, an objection is excluded.

#### **4. registration on our website**

##### **Nature and purpose of processing:**

When registering to use our personalized services, some personal data is collected, such as name, address, contact and communication data (e.g. telephone number and e-mail address). If you are registered with us, you can access content and services that we offer only to registered users. Registered users also have the option, if necessary, to change or delete the data provided during registration at any time. Of course, we will also provide you with information about the personal data we have stored about you at any time.

##### **Legal basis:**

The processing of the data entered in the contact form is based on a legitimate interest (Art 6 (1) lit f DSGVO). By providing the contact form, we would like to enable you to contact us in an uncomplicated manner. The information you provide will be stored for the purpose of processing the request and for possible follow-up questions. If you contact us to request a quote, the data entered in the contact form will be processed to carry out pre-contractual measures (Art 6 (1) lit b DSGVO).

##### **Recipients:**

Recipients of the data are only the responsible party and, if applicable, order processors.

##### **Storage period:**

Data will be deleted no later than 6 months after processing the request. If a contractual relationship arises, we are subject to the statutory retention periods according to the German Commercial Code (HGB) and delete your data after these periods have expired.

##### **Data provision/ objection:**

The provision of your personal data is voluntary. However, we can only process your request if you provide us with your name, e-mail address and the reason for the request.

#### **5. contact form**

##### **Nature and purpose of processing:**

When registering to use our personalized services, some personal data is collected, such as name, address, contact and communication data (e.g. phone number and email address). If you are registered with us, you can access content and services that we offer only to registered users. Registered users also have the option, if necessary, to change or delete the data provided during registration at any time. Of course, we will also provide you with information about the personal data we have stored about you at any time. Legal basis:

The processing of the data entered during registration is based on the user's consent (Art. 6 para. 1 lit. a DSGVO).

**Recipients:**

Recipients of the data are only the responsible body and, if applicable, technical service providers who act as order processors for the operation and maintenance of our website.

**Storage period:**

Data are only processed in this context as long as the corresponding consent is available. Afterwards, they will be deleted, provided that there are no legal storage obligations to the contrary. To contact us in this context, please use the contact details provided at the end of this privacy policy.

**Data provision/ objection:**

The provision of your personal data is voluntary, based solely on your consent. Without the provision of your personal data, we cannot grant you access to our offered content and services.

**6. cookies****Type and purpose of processing:**

Like many other websites, we also use so-called "cookies". Cookies are small text files that are transferred from a website server to your hard drive. Through this, we automatically receive certain data such as IP address, browser used, operating system and your connection to the Internet. Cookies cannot be used to run programs or deliver viruses to a computer. Based on the information contained in cookies, we can facilitate your navigation and enable the correct display of our web pages. Under no circumstances will the data we collect be passed on to third parties or linked to personal data without your consent. Of course, you can also view our website without cookies. Internet browsers are regularly set to accept cookies. In general, you can deactivate the use of cookies at any time via your browser settings. Please use the help functions of your Internet browser to find out how to change these settings. Please note that individual functions of our website may not work if you have disabled the use of cookies.

**Storage period:**

To the extent that you allow us to use cookies through your browser settings or consent, cookies may be used on our websites. Insofar as these cookies may affect personal data, we will inform you about this in the following sections. You can delete individual cookies or the entire cookie inventory via your browser settings. In addition, you will receive information and instructions on how to delete these cookies or block their storage in advance. Depending on the provider of your browser, you will find the necessary information under the following links: - Mozilla Firefox:

<https://support.mozilla.org/de/kb/cookies-loeschen-daten-von-websites-entfernen> - Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies> - Google Chrome: <https://support.google.com/accounts/answer/61416?hl=de> - Opera: <http://www.opera.com/de/help> - Safari:

[https://support.apple.com/kb/PH17191?locale=de\\_DE&viewlocale=de\\_DE](https://support.apple.com/kb/PH17191?locale=de_DE&viewlocale=de_DE)

**Data provision/ objection:**

The provision of your personal data is voluntary, based solely on your consent. Without the provision of your personal data, we cannot grant you access to our offered content and services.

**7. provision of chargeable services****Type and purpose of processing:**

For the provision of chargeable services, we request additional data such as payment details in order to be able to execute your order.

**Legal basis:**

The processing of the data required for the conclusion of the contract is based on Art. 6 (1) lit. b DSGVO.

**Recipients:**

Recipients of the data are only the responsible party and, if applicable, order processors.

**Storage period:**

We store this data in our systems until the statutory retention periods have expired. These are generally 6 or 10 years for reasons of proper accounting and tax law requirements.

**Data provision/ objection:**

The provision of your personal data is voluntary. Without the provision of your personal data, we cannot grant you access to our offered content and services.

**8. newsletter****Type and purpose of processing:**

Your data will be used exclusively to send you the subscribed newsletter by e-mail. Your name is provided in order to be able to address you personally in the newsletter and, if necessary, to identify you if you wish to exercise your rights as a data subject.

To receive the newsletter, it is sufficient to provide your e-mail address. When registering to receive our newsletter, the data you provide will be used exclusively for this purpose. Subscribers may also be informed by e-mail about circumstances relevant to the service or registration (for example, changes to the newsletter offer or technical circumstances).

For an effective registration we need a valid e-mail address. In order to verify that a registration is actually made by the owner of an e-mail address, we use the "double-opt-in" procedure. For this purpose, we log the order of the newsletter, the sending of a confirmation e-mail and the receipt of the response requested herewith. No further data is collected. The data is used exclusively for the newsletter dispatch and is not passed on to third parties.

**Legal basis:**

Based on your explicit consent (Art. 6 para. 1 lit. a DSGVO), we will regularly send you our newsletter or comparable information by e-mail to your specified e-mail address. You can revoke your consent to the storage of your personal data and its use for sending the newsletter at any time with effect for the future. You will find a link to this effect in every newsletter. In addition, you can also unsubscribe directly on this website at any time or inform us of your revocation via the contact option provided at the end of this privacy notice.

**Recipients:**

Recipients of the data are only the responsible party and, if applicable, order processors.

**Storage period:**

In this context, the data will only be processed as long as the corresponding consent is available. After that, they will be deleted.

**Data provision/ objection:**

The provision of your personal data is voluntary, based solely on your consent. Without existing consent, we can unfortunately not send you our newsletter.

**9. comment function****Nature and purpose of processing:**

When users leave comments on our website, in addition to these details, the time of their creation and the user name previously selected by the website visitor are also stored. This serves our security, as we can be prosecuted for unlawful content on our website, even if it was created by users.

**Legal basis:**

The data is processed on the basis of the user's consent (Art. 6 para. 1 lit. a DSGVO).

**Recipients:**

Recipients of the data are only the responsible party and, if applicable, order processors.

**Storage period:**

The data is deleted as soon as it is no longer required for the purpose of collection. This is generally the case when the communication with the user has been completed and the company can infer from the circumstances that the matter in question has been conclusively clarified.

**Data provision/ objection:**

The provision of your personal data is voluntary. Without the provision of your personal data, we cannot grant you access to our comment function.

## 10. use of Google Analytics

Nature and purpose of processing:

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA(hereinafter: "Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these web pages, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google. The purposes of data processing are to evaluate the use of the website and to compile reports on website activities. Based on the use of the website and the Internet, other related services shall then be provided.

Legal basis:

The processing of data is based on the consent of the user (Art. 6 para. 1 lit. a DSGVO).

Recipients:

Recipients of the data are the controller and Google as processor. For this purpose, we have concluded the corresponding order processing agreement with Google.

Storage period:

The data is deleted as soon as it is no longer required for our recording purposes.

Google processes your data in the USA and has submitted to the EU\_US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>. We have also concluded standard data protection clauses with Google for the use of Google Analytics.

Data provision/ objection:

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

Revocation of consent:

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 prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: Browser Add On to disable Google Analytics. In addition or as an alternative to the browser add-on, you can prevent

tracking by Google Analytics on our pages by clicking this link. This will install an opt-out cookie on your device. This will prevent the collection by Google Analytics for this website and for this browser in the future, as long as the cookie remains installed in your browser.

#### **Profiling:**

The Google Analytics tracking tool can be used to evaluate the behavior of visitors to the website and analyze their interests. For this purpose, we create a pseudonymous user profile.

#### 11. use of script libraries (Google Web Fonts).

Nature and purpose of processing:

In order to display our content correctly across browsers and in a graphically appealing manner, we use "Google Web Fonts" from Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google") on this website to display fonts. The privacy policy of the library operator Google can be found here: <https://www.google.com/policies/privacy/>

#### **Legal basis:**

The legal basis for the integration of Google Web Fonts and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

#### **Recipients:**

Calling up script libraries or font libraries automatically triggers a connection to the operator of the library. It is theoretically possible - although currently also unclear whether and, if so, for what purposes - that the operator collects Google data in this case.

#### **Storage period:**

We do not collect any personal data through the integration of Google Web Fonts. Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

#### **Third country transfer:**

Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>.

#### **Data provision/ objection:**

The provision of personal data is neither legally, nor contractually required. However, the correct display of the content of standard fonts cannot be made possible without it.

#### **Revocation of consent:**

The JavaScript programming language is regularly used to display the content. You can therefore object to data processing by deactivating the execution of JavaScript in your browser or installing a JavaScript blocker. Please note that this may result in functional restrictions on the website.

**Profiling:**

With the help of the tracking tool Google Analytics, the behavior of visitors to the website can be evaluated and interests analyzed. For this purpose, we create a pseudonymous user profile.

**12. use of Adobe Typekit****Nature and purpose of processing:**

We use Adobe Typekit for the visual design of our website. Typekit is a service provided by Adobe Systems Software Ireland Companies (4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland; hereinafter "Adobe"), which grants us access to a font library. In order to integrate the fonts we use, your browser must establish a connection to an Adobe server in the USA and download the font required for our website. Adobe thereby receives the information that our website was accessed from your IP address. For more information on Adobe Typekit, please see Adobe's privacy policy, which you can access here: <https://www.adobe.com/de/privacy/policy.html>

**Legal basis:**

The legal basis for the integration of Adobe Typekit and the associated data transfer to Adobe is your consent (Art. 6 para. 1 lit. a DSGVO).

**Recipients:**

Calling up script libraries or font libraries automatically triggers a connection to the operator of the library. Information about the use of your data by Adobe Typekit Web Fonts you can find at <https://typekit.com/> and in the privacy policy of Adobe Typekit: <https://www.adobe.com/de/privacy/-policies/typekit.html>.

**Storage period:**

We do not collect any personal data through the integration of Adobe Typekit Web Fonts.

**Third-country transfers:**

Adobe is certified under the Privacy Shield agreement, thereby providing a guarantee of compliance with European data protection law (<https://www.privacyshield.gov/participant-id=a2zt0000000TNo9AAG&status=Active>).

**Data provision/objection:**

The provision of personal data is neither legally, nor contractually required. However, the correct display of the content of standard fonts cannot be made possible without it.

**13. use of google maps****Nature and purpose of processing:**

On this website, we use the offer of Google Maps. Google Maps is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). This allows us to display interactive maps directly on the website and enables you to use the map function conveniently. You can find more information about data processing by Google in the Google privacy

policy. There you can also change your personal privacy settings in the Privacy Center. Detailed instructions on managing your own data in connection with Google products can be found here.

**Legal basis:**

The legal basis for the integration of Google Maps and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

**Recipients:**

By visiting the website, Google receives information that you have called up the corresponding sub-page of our website. This occurs regardless of whether Google provides a user account through which you are logged in or whether there is no user account. If you are logged in to Google, your data will be directly assigned to your account. If you do not want the assignment in your profile at Google, you must log out of Google before activating the button. Google stores your data as usage profiles and uses them for purposes of advertising, market research and / or needs-based design of its website. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have a right to object to the formation of these user profiles, whereby you must contact Google to exercise this.

**Storage period:**

We do not collect any personal data, through the integration of Google Maps.

**Third country transfer:**

Google processes your data in the USA and has submitted to the EU-US Privacy Shield  
<https://www.privacyshield.gov/EU-US-Framework>.

**Withdrawal of consent:**

If you do not want Google to collect, process or use data about you via our website, you can deactivate JavaScript in your browser settings. In this case, however, you will not be able to use our website or only to a limited extent.

**14. embedded YouTube videos.**

**Type and purpose of processing:**

On some of our websites, we embed YouTube videos. The operator of the corresponding plugins is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA (hereinafter "YouTube"). When you visit a page with the YouTube plugin, a connection to YouTube servers is established. In the process, YouTube is informed which pages you are visiting. If you are logged into your YouTube account, YouTube can assign your surfing behavior to you personally. You can prevent this by logging out of your YouTube account beforehand. If a YouTube video is started, the provider uses cookies that collect information about user behavior. For more information about the purpose and scope of data collection and processing by YouTube, please refer to the provider's privacy policy, where you will also find more information about your rights in this regard and settings options to protect your privacy (<https://policies.google.com/privacy>). Google processes your data in the USA and has

submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>  
<https://www.adobe.com/de/privacy/policy.html>

**Legal basis:**

The legal basis for the integration of YouTube and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

**Recipient:**

Calling up YouTube automatically triggers a connection to Google.

**Storage duration:**

Anyone who has deactivated the storage of cookies for the Google ad program will not have to deal with any such cookies when watching YouTube videos. However, YouTube also stores non-personal usage information in other cookies. If you would like to prevent this, you must block the storage of cookies in the browser. For more information on data protection at "YouTube", see the provider's privacy policy at: <https://www.google.de/intl/de/policies/privacy/>

**Third-country transfer:**

Google processes your data in the USA and has submitted to the EU-US Privacy Shield  
<https://www.privacyshield.gov/EU-US-Framework>.

**Data provision/ objection:**

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

## 15. social plugins

**Nature and purpose of processing:**

Social plugins from the providers listed below are used on our websites. You can recognize the plugins by the fact that they are marked with the corresponding logo. Information, which may include personal data, may be sent to the service provider via these plugins and may be used by the service provider. We prevent the unconscious and unintentional collection and transmission of data to the service provider through a 2-click solution. To activate a desired social plugin, it must first be activated by clicking on the corresponding button. Only this activation of the plugin also triggers the collection of information and its transmission to the service provider. We do not collect any personal data ourselves by means of the social plugins or about their use. We have no influence on what data an activated plugin collects and how it is used by the provider. Currently, it must be assumed that a direct connection to the provider's services is established and that at least the IP address and device-related information is collected and used. There is also the possibility that the service providers try to save cookies on the computer used. Please refer to the data protection information of the respective service provider to find out which specific data is collected and how it is used. Note: If you are logged into Facebook at the same time, Facebook can identify you as a visitor to a particular page. We have integrated the social media buttons of the following companies on our website:

- a) Facebook Social media plugins from Facebook are used on our website to make their use more personal. For this purpose, we use the "LIKE" or "SHARE" button. This is an offer from Facebook. When you call up a page of our website that contains such a plugin, your browser establishes a direct connection with Facebook's servers. The content of the plugin is transmitted by Facebook directly to your browser, which then integrates it into the website. By integrating the plugins, Facebook receives the information that your browser has accessed the corresponding page of our website, even if you do not have a Facebook account or are not currently logged in to Facebook. This information (including your IP address) is transmitted by your browser directly to a Facebook server in the USA and stored there. If you are logged in to Facebook, Facebook can directly assign your visit to our website to your Facebook account. If you interact with the plugins, for example by clicking the "LIKE" or "SHARE" button, the corresponding information is also transmitted directly to a Facebook server and stored there. The information is also published on Facebook for everyone to see. Facebook may use this information for the purposes of advertising, market research and demand-oriented design of the Facebook pages. For this purpose, Facebook creates usage, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook. If you do not want Facebook to assign the data collected via our website to your Facebook account, you must log out of Facebook before visiting my website. For the purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for protecting your privacy, please refer to the data protection information, in particular the data policy of Facebook, which you can view at the following link: <https://www.facebook.com/about/privacy/>
- b) Google "+1" button Our website uses the "+1" button of the social network Google, which is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043-1351, USA. The button is marked with a "+1". The "+1" button is an abbreviation for "that's pretty cool" or "check this out". The button is not used to track your visits to the web. If a web page of our website contains the "+1" button, your internet browser will load and display this button from the Google server. The Google server is automatically informed of the website of our Internet presence that you have visited. When displaying a +1 button, Google does not permanently log your browsing history, but only for a period of up to two weeks. Google keeps this data about your visit stored for this period for system maintenance and troubleshooting purposes. However, this data is not structured by individual profiles, usernames or URLs. This information is also not accessible to website publishers or advertisers. This information is used only for maintenance and troubleshooting purposes in internal systems at Google. Your visit to a page with a +1 button is also not evaluated by Google in any other way. There will be no further evaluation of your visit to a web page of our website with a "+1" button. The assignment of +1 itself is a public process, i.e. anyone who performs a Google search or calls up content on the web to which you give +1 can potentially see that you have given a +1 to the content in question. Therefore, only give +1 if you are absolutely sure that you want to share this recommendation with the whole world. Clicking on this +1 button serves as a recommendation for other users in Google's search results. You can publicly share that you like our website, that our website meets your approval or that you can recommend our website. If you have registered for Google+ and are

logged in, the +1 button will turn blue when clicked. In addition, the +1 will be added to the +1 tab in your Google profile. On this tab, you can manage your +1s and decide whether you want to make the +1 tab public. In order to store your +1 recommendation and make it publicly available, Google collects information about your recommended URL, your IP address and other browser-related information via your profile. If you withdraw your +1, this information will be deleted. All +1 recommendations from you are listed on the +1- tab in your profile. Further notes and the applicable data protection provisions of Google can be found at <https://www.google.de/intl/de/policies/privacy/>. Further notes from Google on the Google+1 button can be found at the link <https://developers.google.com/+web/buttons-policy>

#### **16. Google AdWords Type and purpose of processing:**

Our website uses Google Conversion Tracking. The operator of the Google AdWords services is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. If you have reached our website via an ad placed by Google, Google AdWords will set a cookie on your computer. The cookie for conversion tracking is set when a user clicks on an ad placed by Google. If the user visits certain pages of our website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies can therefore not be tracked across AdWords customers' websites. The information obtained using the conversion cookie is used to create conversion statistics for AdWords customers who have signed up for who have opted for conversion tracking. The customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information with which users can be personally identified. Legal basis: The legal basis for the integration of Google AdWords and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO). Recipient: Every time you visit our website, personal data, including your IP address, is transferred to Google in the USA. This personal data is stored by Google. Google may pass on this personal data collected via the technical process to third parties. Our company does not contain any information from Google by means of which the data subject could be identified. Storage period: These cookies lose their validity after 30 days and are not used for personal identification. Third country transfer: Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>. Data provision/objection: The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website. Revocation of consent: If you do not wish to participate in tracking, you can refuse the setting of a cookie required for this purpose - for example, by using a browser setting that generally deactivates the automatic setting of cookies or by setting your browser to block cookies from the domain "googleleadservices.com". Please note that you may not delete the opt-out cookies as long as you do not want any measurement data to be recorded. If you have deleted all your cookies in the browser, you must set the respective opt-out cookie again.

#### **17. Use of Google Remarketing Type and purpose of processing:**

This website uses the remarketing function of Google Inc. The operator of the Google Remarketing services is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). The function is used to present interest-based advertisements to website

visitors within the Google advertising network. A so-called "cookie" is stored in the browser of the website visitor, which makes it possible to recognize the visitor when they visit websites that belong to the Google advertising network. On these pages, the visitor can be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google's remarketing function. Legal basis: Legal basis for the integration of Google Remarketing and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO). Recipient: Every time you visit our website, personal data, including your IP address, is transferred to Google in the USA. This personal data is stored by Google. Google may pass on this personal data collected via the technical procedure to third parties. Our company does not contain any information from Google by means of which the data subject could be identified. Storage period: According to its own information, Google does not collect any personal data during this process. If you nevertheless do not wish to use Google's remarketing function, you can deactivate it in principle by making the appropriate settings at <https://support.google.com/adwordspolicy/answer/143465>. Alternatively, you can deactivate the use of cookies for interest-based advertising via the advertising network initiative by following the instructions at [http://www.networkadvertising.org/-managing/opt\\_out.aspfolgen](http://www.networkadvertising.org/-managing/opt_out.aspfolgen).

Data provision/opposition: The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

**19. questions to the data protection officer** If you have any questions about data protection, please write us an email or contact directly the person responsible for data protection in our organization: the data protection declaration was created with the support of the data protection declaration generator of activeMind AG (version 2018-06-15).

**20. information According to the Federal Data Protection Act**, you have a right to free information about your stored data and, if applicable, a right to correct, block or delete this data. You can ask questions, for example, via the following e-mail address: datenschutz@acio.de  
Source: [www.datenschutzbeauftragter-info.de](http://www.datenschutzbeauftragter-info.de)

Source: [www.e-recht24.de/](http://www.e-recht24.de/) sample data protection declaration