

# Data protection declaration

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## Preamble

This data protection declaration explains the type, scope and purpose of the processing of personal data (abbreviated to “data” in the following) as part of providing our services and within our online content and the associated websites, functions and contents, and also external online presences such as our social media profiles (commonly referred to as “online content” in the following). With regard to the terminology used, such as “processing” or “person responsible”, we refer to the definitions in Art. 4 of the General Data Protection Regulation (GDPR).

You can examine, download and print out our current data protection declaration at any time at <https://www.haacon.com>.

## 1. Responsible

haacon hebetchnik GmbH  
Josef-Haamann-Str. 6  
97896 Freudenberg-Kirschfurt, Germany  
Management: Miroslava Lotz

Link to legal information: <https://www.haacon.com/de/impressum/>

Data protection officer contact: [datenschutz@haacon.de](mailto:datenschutz@haacon.de)

## 2. Types of processed data

- Personal information (e.g. personal master data, names or addresses).
- Contact data (e.g. email, telephone numbers).
- Content data (e.g. text entries, photographs, videos).
- Usage data (e.g. websites visited, interest in content, access times).
- Metadata / communication data (e.g. equipment information, IP addresses).

## 3. Categories of affected persons

Visitors and users of the online service (affected persons are commonly referred to as “users” in the following).

## 4. Purpose of the processing

- Provision of the online service and the functionality and contents thereof.
- Responding to contact inquiries and communication with users.
- Security measures.
- Range measurement / marketing

## 5. Terminology used

**Personal data** is all information that relates to an identified or identifiable individual person (referred to as the “affected person” in the following); an individual person is regarded as identifiable, directly or indirectly, particularly by means of assignment to an identifier such as a name, an identification number, location data, an online identifier (e.g. cookie) or can be identified on the basis of one or more special features that are an expression of the physical, physiological, genetic, mental, economic, cultural or social identity of this individual person.

**Processing** is any procedure that is carried out with or without the aid of automated processes or a series of processes in connection with personal data. The term is extensive and includes practically any handling of data.

**Pseudonymisation** is the processing of personal data in such a way that the personal data can no longer be assigned to a specific affected person without the involvement of additional information, provided that this additional information is stored separately and is subject to technical and organisational measures that guarantee that the personal data is not assigned to an identified or identifiable individual person.

**Profiling** is any kind of automated processing of personal data that consists of using this personal data to evaluate certain personal aspects that relate to an individual person, particularly in order to analyse or predict aspects with regard to job performance, financial situation, health, personal preferences, interests, reliability, behaviour, whereabouts or change of location of this individual person.

The **person responsible** is the individual or legal person, agency, body or other authority who decides on the purpose and means of the processing of personal data, either individually or together with other persons.

The **order processor** is the individual or legal person, agency, body or other authority who processes the personal data on behalf of the person responsible.

## 6. Applicable legal basis

We will inform you about the legal basis of our data processing in accordance with Art. 13 of the GDPR. For users within the scope of validity of the General Data Protection Regulation (GDPR), i.e. the EU and EEC, if the legal basis is not mentioned in the data protection declaration the following applies:

The legal basis for obtaining consent is Art. 6 para. 1 lit. a and Art. 7 of the GDPR;

The legal basis for processing of data for the fulfilment of our services and carrying out contractual measures and responding to inquiries is Art. 6 para. 1 lit. b of the GDPR;

The legal basis for processing for the fulfilment of our legal responsibilities is Art. 6 para. 1 lit. c of the GDPR;

If vitally important interests of the affected person or another natural person makes the processing of personal data necessary, Art. 6 para. 1 lit. d of the GDPR applies as the legal basis.

The legal basis for processing that is necessary to perform a task that is in the public interest or takes place in the exercise of official authority which has been transferred to the person responsible is Art. 6 para. 1 lit. e of the GDPR.

The legal basis for processing in order to protect our legitimate interests is Art. 6 para. 1 lit. f of the GDPR.

The processing of data for purposes other than what it was collected for is determined in accordance with the provisions of Art. 6 para. 4 of the GDPR.

The processing of special categories of data (in accordance with Art. 9 para. 1 of the GDPR) is determined in accordance with the provisions of Art. 9 para. 2 of the GDPR.

## 7. Security measures

In accordance with the legal provisions and considering the state of technology, the implementation costs and the type, scope, circumstances and purposes of the processing and the different probability of occurrence and severity of the risk for the rights and freedom of natural persons, we take suitable technical and organisational measures for ensuring that a protection level that is appropriate for the risk is provided.

The measures particularly include safeguarding the confidentiality, integrity and availability of data by monitoring physical access to the data, and also access, entry, passing on, ensuring availability and separation pertaining to the data. We have also set up procedures which ensure that the rights of affected persons are upheld, data is deleted and a reaction takes place if the data is under threat. We also take the protection of personal information into consideration during the development or selection of hardware, software and procedures in accordance with the principle of data protection by means of technology engineering and data protection-friendly pre-settings.

## **8. Collaboration with order processing companies, persons with joint responsibility and third parties**

If we disclose data to other persons and companies (order processing companies, persons with joint responsibility or third parties), transfer it to them or otherwise grant them access to the data within the scope of our processing, this will only take place on the basis of legal permission (e.g. if data is transferred to third parties such as payment service providers, which is necessary in order to fulfil the contract), users have given their consent, there is a legal obligation to do this or on the basis of our legitimate interests (e.g. when using agents, web hosting companies, etc.).

If we disclose our data to other companies within our company group, transfer it or grant access to it in any other way, this takes place as a legitimate interest, particularly for administrative purposes, and also on a basis that is in accordance with legal requirements.

## **9. Transfers to third countries**

If we process data in a third country (i.e. outside the European Union (EU), the European Economic Area (EEA) or the Swiss Confederation) or this takes place within the scope of using the services of third parties or disclosure or transfer of data to other persons or companies, this shall only take place in order to fulfil our (pre-) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we only process or leave the data in a third country if the legal prerequisites exist. In other words, the processing takes place on the basis of special guarantees, for example, such as the officially recognised determination of a data protection level that is relevant for the EU (e.g. the "Privacy Shield" in the USA) or in accordance with officially recognised special contractual obligations.

## **10. Rights of affected persons**

You have the right to demand confirmation as to whether affected data is being processed, information about this data and also other information and a copy of the data in accordance with the legal provisions.

In accordance with the legal provisions, you have the right to demand completion of data that affects you or correction of incorrect data that affects you.

In accordance with the legal provisions, you have the right to demand immediate deletion of the affected data, or alternatively demand restriction of the processing of the data in accordance with the legal provisions.

You have the right to demand that the data which you have provided is retained in accordance with the legal provisions and request the transfer thereof to other responsible persons.

In accordance with legal provisions, you also have the right to submit a complaint to the responsible supervisory authority.

## **11. Right to withdrawal**

You have the right to withdraw consent that you have given with effect for the future.

## 12. Right to object

**You can object to the future processing of the information that affects you at any time in accordance with the legal provisions. You are particularly entitled to object to processing for the purpose of direct advertising.**

## 13. Cookies and right of objection to direct advertising

Small files that are stored on the user's computer are known as "cookies". Different information can be stored within cookies. A cookie is used primarily for storing information about a user (or the device on which the cookie is stored) during or after his visit within the online service. Cookies which are deleted after a user has left an online service and closed his browser are known as temporary cookies, "session cookies" or "transient cookies". The contents of the shopping cart in an online shop or a login status can be stored in a cookie such as this, for example. Cookies that remain stored even after the browser has been closed are known as "permanent" or "persistent". In this way, the login status can be stored if the user visits the site again after several days, for example. The interests of the user can also be stored in such a cookie for range measurement or marketing purposes. Cookies that are supplied by providers other than the responsible party who operates the online services are known as "third party cookies" (otherwise, if only these cookies are present, they are known as "first party cookies").

We can use temporary and permanent cookies, and the use thereof will be clarified within the scope of our data protection declaration.

If the users do not want cookies stored on their computer, they are asked to deactivate the relevant option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to the functionality of this online service being restricted.

A general objection to the use of cookies that are used for the purpose of online marketing, particularly in the case of tracking, is explained for many of the services on the US website <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/>. The storage of cookies can also be prevented by disabling them in the browser settings. Please note that some of the functionality of this online service may then be unavailable.

## 14. Deletion of data

The data that we process is deleted in accordance with the legal provisions or the processing thereof is restricted. Unless it is explicitly stipulated within the scope of this data protection declaration, the data that we store will be deleted as soon as it is no longer required for its intended purpose, provided that deletion is not prevented by legal retention obligations.

If the data is not deleted because it is required for other and legally permitted purposes, the processing thereof will be restricted. In other words the data will be blocked and not processed for other purposes. This applies to data which must be retained for commercial law or tax law reasons, for example.

## 15. Changing and updating the data protection declaration

We will inform you about the contents of our data protection declaration at regular intervals. We adapt the data protection declaration as soon as this is made necessary because of changes to the data processing that we carry out. We will inform you as soon as involvement on your part (e.g. consent) or another individual notification becomes necessary because of the changes.

The current version of the data protection declaration can be downloaded in PDF format:  
<https://www.haacon.com/media/Datenschutz/datenschutzerklaerung.pdf>

## **16. Contractual services**

We process the data of our trade partners and interested parties as well as other purchasers, customers, clients or trade partners (uniformly designated as "trade partner") in accordance with Art. 6 para. 1 lit. b. of the GDPR in order to provide them with our contractual or pre-contractual services. The data that is processed and the type, scope and purpose and the necessity of data processing is determined in accordance with the underlying contractual relationship.

The data to be processed is part of the master data of our trade partners (e.g. names and addresses), contact data (e.g. email addresses and telephone numbers), contract data (e.g. services used, contract contents, contractual communication, names of contact persons) and payment information (e.g. bank details, payment history).

We do not process special categories of personal data unless these are constituents of commissioned or contractual processing.

We process data that is needed to justify and fulfil the contractual services, and point out the necessity of providing this information if this is not evident to the trade partner. Disclosure to external persons or companies shall only take place if it is necessary as part of a contract. During the processing of data handed over to us as part of a contract, we act in accordance with the instructions of the client and the legal provisions.

Within the scope of the use of our online services, we can store the IP address and the point in time of the respective user action. Storage takes place on the basis of our legitimate interests, and also in the interests of the user for protection from abuse and other unauthorised usage. This data shall never be passed to third parties, unless it is necessary for pursuing our claims in accordance with Art. 6 para. 1 lit. f. of the GDPR or a legal obligation exists to do so in accordance with Art. 6 Para. 1 lit. c. of the GDPR.

The data shall be deleted if it is no longer required for the fulfilment of a contractual or legal duty of care and for dealing with any warranty obligations or comparable obligations, whereby the need to store the data shall be checked every three years; the legal retention obligations also apply.

## **17. Administration, accounting, office organisation, contract administration**

We process data within the scope of administration tasks and the organisation of our company, accounting and for compliance with legal obligations such as archiving. When doing this we process the same data that we process within the scope of our contractual services. The bases for processing are Art. 6 para. 1 lit. c. of the GDPR and Art. 6 para. 1 lit. f. of the GDPR. Customers, interested parties, business partners and website visitors are affected by the processing. The purpose and our interest in the processing lies in the administration, accounting, office organisation and archiving of data, i.e. tasks which serve to uphold our business activities, the performance of our tasks and the provision of our services. The deletion of the data with regard to contractual services and contractual communication corresponds to the specifications mentioned in these processing activities.

In doing so, we disclose or pass on data to the financial administration, advisers such as tax advisers or auditors and other fee collecting agencies and payment service providers.

On the basis of our business interests, we also store information about suppliers, organisers and other business partners, e.g. for the purpose of making contact in the future. This data, the majority of which is company-related, is always stored permanently.

## **18. Business analyses and market research**

In order to operate our business efficiently, and be able to recognise market trends and the wishes of trade partners and users, we analyse the data which we have with regard to business transactions, contracts, inquiries etc. When doing this we process existing data, communication data, contract data, payment data, usage data and metadata on the basis of Art. 6 para. 1 lit. f. of the GDPR, whereby the affected persons include trade partners, interested parties, customers, visitors and users of our online service.



The analyses are for the purpose of business evaluations, marketing and market research. When doing this, we can take the profiles of the registered users into consideration together with information about the services which they have used, for example. We use the analyses to increase user friendliness, optimise our services and improve economic efficiency. The analyses are only used by us and are not disclosed externally, unless they are anonymous analyses containing summarised values.

If these analyses or profiles are personal, they are deleted or anonymised when the user terminates the contract, otherwise two years after the conclusion of the contract. The overall business analyses and general trend determinations are also created anonymously if possible.

## **19. Participation in affiliate partner programs**

Within our online service we use tracking measures which are normal within the industry on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and efficient operation of our online service) in accordance with Art. 6 Para. 1 lit. f of the GDPR, provided that these are required for the operation of the affiliate system. The technical background is explained to the users in the following.

The services offered by our trade partners can also be advertised and linked on other websites (so-called affiliate links or after-buy systems, if links or third-party services are offered after a contract has been agreed). The operators of the respective websites receive commission if users follow the affiliate links and then take advantage of the offers.

In summarising, in order to provide our online service we need to trace whether users who are interested in affiliate links and/or offers that are available from us then take advantage of the offers instigated by the affiliate links or our online platform. In order to do this, the affiliate links and our services are supplemented by certain values which can be set by a constituent of the link or in another way, e.g. in a cookie. The values particularly include the starting website (referrer), the time, an online identifier of the operator of the website on which the affiliate link was located, an online identifier for the service, an online identifier for the user, and also tracking-specific values such as advertising material ID, partner ID and categorisations.

The user online identifiers that we use are pseudonyms. In other words, the online identifiers do not include any personal information such as names or email addresses. They merely help us to determine whether the same user who clicked on an affiliate link or was interested in a service via our online presence has accepted the service, i.e. concluded a contract with the provider, for example. However, the online identifier is only personal insofar as it is available to the partner company and ourselves together with other user data. This is the only way in which the partner company can notify us whether the user taken advantage of the offer and we can pay out the bonus, for example.

## **20. Data protection notes in the application procedure**

We only process applicant data for the purpose of and within the scope of the application procedure in agreement with the legal provisions. The applicant data is processed in order to fulfil our (pre-)contractual obligations within the scope of the application procedure in the sense of Art. 6 Para. 1 lit. b. of the GDPR and Art. 6 Para. 1 lit. f. of the GDPR, provided that the data processing is required for us within the scope of legal proceedings, for example (section 26 of the BDSG [German Federal Data Protection Act] also applies in Germany).

The application procedure requires applicants to notify us of their applicant data. The applicant data that is needed results from the job descriptions, and basically includes details of the person, postal and contact addresses and the documents belonging to the application such as a letter, a CV and references. In addition to this, the applicant can also voluntarily provide additional information.

By transmitting the application to us, the applicants declare that they agree to the processing of their data for the purpose of the application procedure in the way that is described in this data protection declaration.

If special categories of personal information are voluntarily provided within the scope of the application procedure in the sense of Art. 9 Para. 1 of the GDPR, the processing thereof also takes place in accordance with Art. 9 Para. 2 lit. b of the GDPR (e.g. health data, such as severe disability or ethnic origin). If special categories of personal information are requested from applicants within the scope of the application procedure in the sense of Art. 9 Para. 1 of the GDPR, the processing thereof also takes place in accordance with Art. 9 Para. 2 lit. a of the GDPR (e.g. health data, if this is required to exercise the profession).

For security reasons, we recommend that you only submit encrypted applications to us by email. Significant risks exist if you transmit unencrypted messages. Therefore, please do not send us any sensitive data by unencrypted email. You can obtain the public PGP key for transmitting an encrypted email here: [https://www.haacon.com/media/Datenschutz/0xF321BF56\\_pub.asc](https://www.haacon.com/media/Datenschutz/0xF321BF56_pub.asc) (PGP fingerprint: 5926 4BF4 4639 BC38 0E9A F84F 349E 3752 F321 BF56). Instead of an email application, the applicants can also send the application by post.

If the application is successful, the information provided by the applicants can undergo further processing by us for the purpose of the employment relationship. Otherwise, if the job application is unsuccessful, the applicant information will be deleted. The applicant information will also be deleted if an application is withdrawn, which the applicant may do at any time.

Subject to justified withdrawal by the applicant, deletion shall take place after the expiry of a period of six months, so that we can reply to any final questions concerning the application and fulfil our obligation to produce proof from the Equal Treatment Act. Invoices for any reimbursement of travel expenses shall be archived in accordance with the tax law regulations.

## 21. Registration function

Users can create a user account. As part of registration, the users are notified of the required compulsory details, which are then processed on the basis of Art. 6 Para. 1 lit. b of the GDPR for the purpose of providing the user account. The information to be processed particularly includes the login information (name, password and email address). The data that is entered during registration is used for the purposes of using the user account and the purpose of the account.

The users can be notified about information that is relevant for their user account such as technical changes. If users have closed their accounts, their information with regard to the user account shall be deleted, subject to a legal retention obligation. It is up to the users to back up their data before the end of the contract after giving notice of termination. We are entitled to irretrievably delete all user information that has been stored during the contract period.

Within the scope of the use of our registration and login functions and the use of the user account, we store the IP address and the point in time of the respective user action. Storage takes place on the basis of our legitimate interests, and also the interests of the users for protecting against abuse and other unauthorised usage. This data shall never be passed to third parties, unless it is necessary for pursuing our claims or a legal obligation exists to do so in accordance with Art. 6 Para. 1 lit. c. of the GDPR. The IP addresses will be anonymised or deleted after no more than 7 days.

## 22. Contact

When we are contacted (e.g. via the contact form, by email, telephone or social media), user information is processed for the purpose of processing the contact query and dealing with it in accordance with Art. 6 para. 1 lit. b. (with the scope of contractual/pre-contractual relationships), and Art. 6 para. 1 lit. f. (other inquiries) of the GDPR. The user information can be stored in a customer relationship management system ("CRM system") or comparable inquiry organisation.

We delete the inquiries when they are no longer required. We check the necessity thereof every two years, and the legal archiving obligations also apply.

## 23. Hosting and email dispatch

The hosting services which we use are for the purpose of providing the following services: Infrastructure and platform services, computing capacity, storage space and database services, email dispatch, security services and technical maintenance services that we use for the purpose of operating this online service.

We and our hosting provider process inventory data, contact data, contract data, usage data, metadata and communication data from customers, interested parties and visitors to this online service on the basis of our legitimate interests in the efficient and secure provision of this online service in accordance with Art. 6 para. 1 lit. f of the GDPR in combination with Art. 28 of the GDPR (order processing contract conclusion).



## **24. Collection of access data and log files**

We and our hosting provider collect data about each access to our server on which this service is located on the basis of our legitimate interests in the sense of Art. 6 para. 1 lit. f. of the GDPR (so-called server log files). This access data includes the name of the website that was accessed, the file, the date and time of the access, the amount of data transmitted, notification of successful access, the type of browser and the version, the user's operating system, the referral URL (the previous site visited), the IP address and the provider making the inquiry.

Log file information is stored for security reasons (e.g. for clarifying cases of misuse or fraud) for a maximum duration of 28 days and then deleted. Data whose continued storage is required for evidence purposes is exempt from deletion until final clarification of the respective incident has taken place.

## **25. Google Analytics**

We use Google Analytics, a web analysis service of Google LLC ("Google"), on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and efficient operation of our online service in the sense of Art. 6 para. 1 lit. f. of the GDPR). Google uses cookies. The information concerning the use of the online service by the user that is generated by the cookie is usually transmitted to a Google server in the USA and stored there.

Google is certified under the Privacy Shield agreement, by means of which it provides a guarantee that complies with European data protection law

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Google will use this information on our behalf to evaluate the use of our online service by the user, compile reports about the activities within this online service and provide other services in connection with the use of this online service and use of the Internet. Pseudonym user profiles of the users can be created from the processed data.

We only use Google Analytics with IP anonymisation activated. This means that the IP address of the user will be shortened by Google within the member states of the European Union or in other countries which are contracting parties to the European Economic Area agreement. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there.

The IP address transferred from the user's browser will not be stored together with other data by Google. The users can prevent cookies being stored by making the relevant setting in their browser software; the users can also prevent the recording of the data generated by the cookie relating to their use of the online service by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

More information about data usage of Google, settings and objection options can be found in the data protection declaration of Google (<https://policies.google.com/technologies/ads>) and in the settings for the displaying of advertisements by Google (<https://adssettings.google.com/authenticated>).

The personal data of the users is deleted or anonymised after 14 months.

## **26. Online presence in social media**

We maintain online presences within social networks and platforms to communicate with the customers, interested parties and users which are active there, and inform them about our services there.

Please note that user data can be processed outside of the European Union when this occurs. This can result in risks to the users, since this may make it more difficult to enforce user rights, for example. With regard to US providers that are certified under the Privacy Shield, please note that they are obliged to adhere to the data protection standards of the EU.

The user information is also usually processed for market research and advertising purposes. In this way, a usage profile can be created from the usage behaviour and the resulting interests of the users, for example. The usage profiles in turn can be used to activate advertisements inside and outside of the platforms that supposedly correspond with the interests of the user. For these purposes, cookies are generally stored on the user computers on which the usage behaviour and the interests of the users are

stored. Data can also be stored in the usage profiles independently of the devices used by the users (particularly if the users are members of the respective platforms and are logged into them).

The processing of personal user data takes place on the basis of our legitimate interests for effectively providing the users with information and communicating with the users in accordance with Art. 6 para. 1 lit. f. of the GDPR. If the users are asked by the respective providers of the platforms for consent for the above-described data processing, the legal basis for the processing is Art. 6 para. 1 lit. a., Art. 7 of the GDPR.

For a detailed description of the respective processing and the objection options (opt-out), we refer to the following linked provider information.

Also, in the event of requests for information and the assertion of user rights, we would point out that this can be done most effectively with the providers. Only the provider has the respective access to the user data and can take appropriate action directly and provide information. If you require assistance in spite of this, you can contact us.

- **Facebook**, pages, groups, (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) on the basis of an agreement concerning joint processing of personal data  
Data protection declaration: <https://www.facebook.com/about/privacy/>  
specially for websites: [https://www.facebook.com/legal/terms/information\\_about\\_page\\_insights\\_data](https://www.facebook.com/legal/terms/information_about_page_insights_data)  
Opt-out: <https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>  
Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>
- **Google/ YouTube** (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA)  
Data protection declaration: <https://policies.google.com/privacy>  
Opt-out: <https://adssettings.google.com/authenticated>  
Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>
- **Instagram** (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA)  
Data protection declaration / opt-out: <http://instagram.com/about/legal/privacy/>
- **LinkedIn** (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland)  
Data protection declaration <https://www.linkedin.com/legal/privacy-policy>  
Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>  
Privacy Shield: <https://www.privacyshield.gov/participant?id=a2zt00000000L0UZA0&status=Active>
- **Xing** (XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany)  
Data protection declaration / opt-out: <https://privacy.xing.com/de/datenschutzerklaerung>

## 27. Integration of third-party services and content

We use content and services from third party providers to integrate their content and services such as videos or fonts (referred to in the following as “content”) within our online service on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and efficient operation of our online service in the sense of Art. 6 para. 1 lit. f. of the GDPR).

This always assumes that the third-party providers of this content use the user's IP address, since they cannot send the content to the user's browser without the IP address. The IP address is therefore needed to display this content. We endeavour to only use content whose respective provider only uses the IP address to deliver the content. Third-party providers can also use so-called pixel tags (invisible graphics, also known as “web beacons”) for statistical or marketing purposes. Information such as visitor traffic on the pages of this website can be evaluated using the “pixel tags”. The pseudonymous information can also be stored in cookies on the user's device, and includes technical information about the browser and the operating system, referring web pages, visit time and other information about the use of our online service, among other things, as well as linking with information such as this from other sources.

### Youtube

We incorporate the videos of the “YouTube” platform from the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Data protection declaration: <https://www.google.com/policies/privacy/>

Opt-out: <https://adssettings.google.com/authenticated>

### Google Maps

We incorporate the maps of the “Google Maps” service from the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The data that is processed may include user IP addresses and location data, which may not be collected without consent (generally carried out within the scope of the settings of your mobile devices). The data may be processed in the USA.

Data protection declaration: <https://www.google.com/policies/privacy/>

Opt-out: <https://adssettings.google.com/authenticated>

### Instagram

Functions and content of the Instagram service provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA can be incorporated in our online service. This may include content such as images, videos or text and buttons, with which users can share the content of this online service within Instagram. If the users are members of the Instagram platform, Instagram can assign the access to the above-mentioned content and functions to the user profiles which are kept there.

Data protection declaration of Instagram: <http://instagram.com/about/legal/privacy/>

### Xing

Functions and content of the XING service provided by XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany can be incorporated within our online service. This may include content such as images, videos or text and buttons, with which users can share the content of this online service within Xing. If the users are members of the Xing platform, Xing can assign the access to the above-mentioned content and functions to the user profiles which are kept there.

Data protection declaration of Xing: <https://privacy.xing.com/de/datenschutzerklaerung>

### LinkedIn

Functions and content of the LinkedIn service provided by LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland can be incorporated within our online service. This may include content such as images, videos or text and buttons, with which users can share the content of this online service within LinkedIn. If the users are members of the LinkedIn platform, LinkedIn can assign the access to the above-mentioned content and functions to the user profiles which are kept there.

Data protection declaration of LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

LinkedIn is certified under the Privacy Shield agreement and through this provides a guarantee that it complies with European data protection law:

<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>

Data protection declaration: <https://www.linkedin.com/legal/privacy-policy>,

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