



ADMIN

Privacy Policy

PRIVACY · TRANSPARENCY · COOKIES · SECURITY

— INTRODUCTION

Any collection, use, storage, deletion, or other processing (hereinafter "processing") of data serves exclusively to provide our services. Our services have been designed with the aim of using as little personal data as possible. In this context, "personal data" (hereinafter also referred to as "data") means all individual details concerning the personal or material circumstances of an identified or identifiable natural person (the "data subject"). The following explanations regarding data protection describe which types of personal data are processed when you access our website, what happens to this personal data, and how you can object to the processing of your data, where applicable.

General information on data processing on this website.

1.1 CONTROLLER

The controller within the meaning of the EU General Data Protection Regulation (GDPR) is:

Hotel MOA Berlin, MOA & Betriebs GmbH & Co. KG

Address: Stephanstraße 41, 10559 Berlin

Phone: 030 39 40 43 0

Email: hello@moa.de

Website: <https://moa.de/>

1.2 DATA PROTECTION OFFICER

Our data protection officer is:

Alexander Hönsch of WS Datenschutz GmbH

If you have any questions about data protection, you can reach WS Datenschutz GmbH at the following email address: moa@ws-datenschutz.de

WS Datenschutz GmbH, Dircksenstraße 51, D-10178 Berlin

<https://webersohnundscholtz.de>

1.3 PROTECTION OF YOUR DATA

We have implemented technical and organizational measures to ensure that the provisions of the GDPR are complied with both by us and by external service providers working on our behalf.

When we work with other companies, such as email and server providers, to provide our services, this only takes place following an extensive selection process. In this selection process, each individual service provider is carefully assessed for its suitability with regard to technical and organizational data protection capabilities. This selection process is documented in writing, and a data processing agreement pursuant to Art. 28(3) GDPR (data processing agreement) is only concluded if it meets the requirements of Art. 28 GDPR.

Your information is stored on specially protected servers. Access to it is only possible for a small number of specially authorized persons.

Our website is SSL/TLS encrypted, which you can recognize by the "https://" at the beginning of the URL. If personal data is involved in email communication, emails are sent from our end in encrypted form. We also use the integrated SSL certificate for this purpose.

1.4 DELETION OF PERSONAL DATA

We process personal data only for as long as necessary. Once the purpose of the data processing has been fulfilled, the data is blocked and deleted in accordance with the standards of our internal deletion policy, unless statutory provisions prevent deletion.

Data processing on this website and creation of log files.

2.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

When you visit our website, our web servers temporarily store every access in a log file. The following personal data is collected in the process and stored until it is automatically deleted:

- IP address of the requesting computer
- Date and time of access
- Name and URL of the file retrieved
- Volume of data transferred
- Notification of whether the retrieval was successful

In addition to this personal data, further personal data may be collected by us and our partners; more on this below.

2.2 LEGAL BASIS FOR THE DATA PROCESSING

This data is processed on the basis of Art. 6(1) sentence 1 lit. f) GDPR. Our legitimate interest lies in making our website accessible to you.

2.3 PURPOSE OF THE DATA PROCESSING

The data processing takes place for the purpose of enabling the use of the website (establishing a connection). It serves system security, the technical administration of the network infrastructure, and the optimization of our online offering. The IP address is only evaluated in the event of attacks on our network infrastructure or that of our internet provider.

2.4 DURATION OF DATA STORAGE

The personal data is deleted as soon as it is no longer required for the purposes stated above. This is the case when you close the website. Our hosting provider may use the data for statistical purposes. However, the data is anonymized for this purpose. Our hosting provider deletes the data after 14 days.

2.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

The website can only be displayed if the data described is processed. Please raise any objection to the further processing of the data with our data protection officer or with the hosting provider.

2.6 HOSTING PROVIDER: CLOUDWAYS, LLC

Our website uses the services of Cloudways for hosting. As with most websites, certain information is automatically collected and stored in log files.

A cookie is placed on your computer or device to collect this information.

Further information on data protection at CloudWays can be found in the privacy policy at the following link: [Legal - Privacy Policy](#)

2.6.1 PURPOSE OF THE DATA PROCESSING

The data processing furthermore serves the purpose of sending transnational emails using Elastic Email.

2.6.2 DURATION OF DATA STORAGE

The data is deleted unless official, contractual, or statutory regulations preclude deletion.

2.6.3 OBJECTION OPTIONS FOR THE DATA SUBJECT

If you would like to access, correct, update, or request the deletion of your personal data, you can do so at any time by emailing privacy@digitalocean.com.

Use of Cookies.

3.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website uses cookies. These are stored on your computer when you use our website. Cookies are small text files that are stored on your hard drive and assigned to the browser you use, and through which certain information flows to us or to the party that sets the cookie. Cookies cannot execute programs or transmit viruses to your computer. We use them to enable you to log in and to analyze the use of our website in anonymized or pseudonymized form, and to present you with offers of interest on this website. In this way, various types of data can be transmitted:

- Frequency of website visits
- Which website functions you use
- Search terms used
- Your cookie settings
- Your language settings When the website is accessed, a cookie banner informs you about the use of cookies and refers you to the privacy policy.

3.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the processing of data through cookies that do not solely serve the functionality of our website is Art. 6(1) sentence 1 lit. a) GDPR.

The legal basis for the data processing for cookies that solely serve the functionality of this website is Art. 6(1) sentence 1 lit. f) GDPR.

3.3 PURPOSE OF THE DATA PROCESSING

Our legitimate interest arises from ensuring a smooth connection setup as well as convenient use of our website, and from evaluating system security and stability. The data processing also takes place to enable a statistical evaluation of website usage. We use technologies such as cookies to store and/or access information on a device. We do this to improve the browsing experience and to display (non-)personalized advertising. If you consent to these technologies, you allow us to process data such as browsing behavior or unique IDs on this website. If you do not consent or withdraw your consent, this may affect certain functions and features.

3.4 DURATION OF DATA STORAGE

There are two types of cookies. Both are used on this website:

- Transient cookies (see a)
- Persistent cookies (see b)

a) Transient cookies, which are automatically deleted when you close your browser. These include, in particular, session cookies. These store a so-called session ID, which allows various requests from your browser to be assigned to the shared session. This allows your computer to be recognized when you return to our website. Session cookies are deleted when you log out or close your browser.

b) Persistent cookies, which are automatically deleted after a predetermined period, which may vary depending on the cookie.

3.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to withdraw your consent to data processing through cookies that do not solely serve the functionality of the website at any time. Furthermore, we only set cookies after you have consented to the setting of cookies when accessing the page. In this way, you can prevent data processing via cookies on our website.

You can also delete cookies at any time in your browser's security settings. Please note that you may not be able to use all functions of this website. The setting of cookies can also be prevented at any time through corresponding settings in your internet browser.

3.6 COMPLIANZ

Complianz serves the practical implementation of the GDPR and other data-protection-relevant law with regard to the use of cookies on our website and the integration of analysis tools through consent. If you give your consent via the cookie banner, the following data is processed:

- Your IP address
- Details of your consent
- URL of the website where consent was given
- Date and time of consent
- Date and time of the last page access

This data is processed on the basis of Art. 6(1) sentence 1 lit. c) GDPR.

The data processing is carried out by: Complianz B.V. Kalmarweg 14-5, 9723JG Groningen, Netherlands

Further information on the data processing can be found at: Privacy Policy - Complianz

3.6.1 DURATION OF DATA STORAGE

The data is only stored for as long as necessary for verification purposes, unless statutory provisions require longer storage of the data.

3.6.2 OBJECTION OPTIONS FOR THE DATA SUBJECT

All requests to exercise user rights can be directed to the online form: <https://www.iubenda.com/dsar-form/en/86f50489-daef-4a0d-b4be-0dfbf97d270c> or the specified contact details: support@complianz.io. Such requests are free of charge and will be answered by the owner as early as possible and always within one month, with users being provided with the legally required information.

Contact.

4.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website allows you to contact us via a contact form or by email. Various data required to respond to your inquiry is automatically stored for processing purposes. At a minimum, the following data is collected as part of the contact form (marked as a required field):

- Email address
- First name
- Last name

You may voluntarily provide the following additional information:

- Company name
- Phone number

The data will not be shared with third parties.

4.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis used here is Art. 6(1) sentence 1 lit. b) GDPR.

4.3 PURPOSE OF THE DATA PROCESSING

We process your data exclusively to handle your inquiry.

4.4 DURATION OF DATA STORAGE

Your data is deleted by us as soon as the purpose of the data processing has been fulfilled, generally immediately after your inquiry has been answered. In rare cases, however, we may retain your data for a longer period. This may result from statutory, official, or contractual obligations.

4.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You may contact us at any time and object to the further processing of your data. In this case, we unfortunately cannot continue our communication with you. All personal data processed by us in connection with your contact will then be deleted, unless statutory obligations to retain your data preclude deletion.

Data Processing in Connection with Job Applications.

5.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website allows you to apply to us using an application form, via an application portal (Personio), and/or by email (talents@moa.de). Personal data is processed for this purpose and stored for further processing in connection with the respective application process. If an application form is used, we process the following data:

- First name
- Last name
- Email address
- Data from your CV/resume

The following data is optional:

- XING
- LinkedIn

5.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal bases for the data processing are Art. 88 GDPR and Section 26 of the German Federal Data Protection Act (BDSG).

5.3 PURPOSE OF THE DATA PROCESSING

We process your data exclusively for the purpose of conducting the application process.

5.4 DURATION OF DATA STORAGE

If the application leads to the establishment of an employment relationship, the personal data is stored accordingly in compliance with statutory provisions. If the application is not considered in the selection of a potential candidate, it will be deleted in accordance with the rules of our internal deletion policy, taking into account the provisions of the German General Equal Treatment Act (AGG), in particular the burden of proof pursuant to Section 22 AGG.

This does not apply where statutory provisions preclude deletion or where you have consented to longer storage. In this case, the further storage of your personal data takes place on the basis of Art. 6(1) sentence 1 lit. c) or lit. a) GDPR.

5.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You may contact us at any time to object to further processing of your data. In this case, all personal data processed by us in the course of the application process will be deleted, unless mandatory statutory provisions preclude deletion.

5.6 PERSONIO

We use the HR software Personio, a product of Personio SE & Co. KG, Rundfunkplatz 4, 80335 Munich, for managing applications. Personio provides the technical platform for the application process.

5.6.1 DURATION OF DATA STORAGE

After completion of the application process, your data will be deleted no later than 6 months after the end of the selection process, unless there is a statutory retention obligation or you have consented to a longer period of storage.

5.6.2 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the right to access, rectification, erasure, restriction of processing, data portability, and objection. You also have the right to revoke consent given at any time with effect for the future: https://privacy.personio.de/hc/en-us/requests/new?ticket_form_id=6482170115101

Newsletter.

6.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

On our website, we offer the option to subscribe to our newsletter. When ordering the newsletter, the entry of personal data for processing is requested. This is the data requested in the newsletter input form. Input fields marked with an "*" are required fields:

- Email address These required fields are necessary in order to send you the newsletter.

The following input fields are optional:

- First name
- Last name

The newsletter is sent by email. You will only receive the newsletter after successfully registering for it. In order to meet the requirements of the GDPR, we use the so-called DOI procedure ("double opt-in"). If you register for our newsletter, you will receive a confirmation email to the electronic mailbox you provided in the input field. This email contains a confirmation link that you must click. Using this procedure, you have successfully registered for the newsletter. To carry out this procedure, the IP address, date, and time of registration are stored. This is to prevent misuse. Your data is generally not passed on to third parties.

6.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the data processing is your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

6.3 PURPOSE OF THE DATA PROCESSING

The purpose of the newsletter is to inform you regularly about our offers and news.

6.4 DURATION OF DATA STORAGE

We only process your data for as long as necessary to fulfil the purpose and no statutory or official retention obligations preclude its deletion.

6.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

Consent to the processing of personal data in connection with the newsletter subscription can be revoked at any time. To do so, you can click the unsubscribe link integrated in every newsletter or notify us of your revocation of consent in another way.

6.6 NOTICE REGARDING INFORMATION ON CHANGES TO THE PRIVACY POLICY

6.6.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

We inform our users about material changes or updates to this Privacy Policy, provided they have given us their email address in connection with a reservation or registration. Notification is carried out on the basis of the existing reservation data solely for the purpose of keeping you transparently informed of changes to our privacy provisions.

6.6.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for sending these informational emails is Art. 6(1) lit. c) GDPR (fulfilment of legal obligations regarding transparency) as well as Art. 6(1) lit. f) GDPR (legitimate interest in providing our users with proper, transparent information).

6.6.3 OBJECTION OPTIONS FOR THE DATA SUBJECT

If you no longer wish to receive notifications about changes to our privacy provisions, you may object to this at any time. Please send an informal message to datenschutz@group.moa.de.

6.7 AMADEUS MAILING SERVICE PROVIDER

6.7.1. DESCRIPTION AND SCOPE OF DATA PROCESSING

The newsletter is sent using "Amadeus", an online marketing platform. The data processing is carried out by: Amadeus IT Group, Hesse, Germany

The email addresses of our newsletter recipients, as well as their further data described in these notices, are stored on Amadeus servers in the EU. Amadeus uses this information to send and evaluate the newsletter on our behalf. Amadeus does not use the data of our newsletter recipients for its own purposes and does not pass it on to third parties. The newsletters contain a so-called "web beacon", i.e. a pixel-sized file that is retrieved from the Amadeus server when the newsletter is opened. In the course of this retrieval, information such as information about your system, your IP address, and the time of retrieval is collected. The statistical evaluations also include determining whether the newsletters are opened, how often they are opened, and which links are clicked. For technical reasons, this information can be attributed to individual newsletter recipients. However, it is neither our intention nor that of Amadeus to monitor individual users. We rely on the reliability and the IT and data security of Amadeus.

6.7.2. LEGAL BASIS FOR THE DATA PROCESSING

The data processing by Emarsys is carried out on the basis of our legitimate interest in an effective and secure transmission of the newsletter to you, pursuant to Art. 6(1) sentence 1 lit. f) GDPR.

6.7.3. PURPOSE OF THE DATA PROCESSING

We use Amadeus as our mailing service provider to ensure effective address management and to stay in contact with you via the newsletter.

6.7.4. DURATION OF DATA STORAGE

According to Amadeus, Amadeus stores your personal data only for as long as we use your personal data for sending the newsletter. Amadeus deletes your data when we remove you from our address list or delete our account there, following a period of 30 days.

6.7.5. OBJECTION OPTIONS FOR THE DATA SUBJECT

You may object to the processing of your data by Amadeus by contacting us. We will then review your justified objection and inform you whether and why we will continue the data processing. In addition, you are free at any time to use the "opt-out" link at the end of every email, which will result in us deleting your email address from our address list, meaning Amadeus will also no longer process your personal data. However, this has no effect on address lists that Amadeus manages on behalf of other clients.

Social Media-Links.

We have integrated social media platforms into our services via links, which may result in the social media providers receiving data from you. If you click on the social media link, the website of the respective social media provider is called up. By calling up the website of the respective social media provider via our services, the respective reference data is transmitted to the respective social media provider. The social media provider thereby receives the information that you have visited us.

Note on data processing in the USA: If you click on a social media link, your data may be processed by the respective provider in the USA. In the view of the ECJ, the level of data protection in the USA is inadequate, and there is a risk that your data will be processed by US authorities for monitoring and surveillance purposes, possibly without any means of legal recourse. If you do not click on the links of the social media providers, no data transfer will take place.

For further information on data processing by the social media providers, please see here:

Meta: <https://de-de.facebook.com/help/pages/insights>, <https://de-de.facebook.com/about/privacy>, https://de-de.facebook.com/full_data_use_policy Instagram: <https://help.instagram.com/155833707900388>
<https://www.instagram.com/about/legal/privacy/> LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Social Media-Plugins.

We have integrated social media platforms on our website via so-called "social plug-ins", which may result in the social media providers receiving data from you. We explain these in detail for you below.

8.1 INSTAGRAM

8.1.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

We have integrated Instagram's services on this website. Jointly responsible with us for the data processing is: Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA, as a product of Meta Platforms Ireland Limited, 1 Hacker Way, Menlo Park, CA 94025, USA.

If you click on the Instagram button, the Instagram website is called up. By calling up the Instagram website via our website, your respective reference data is transmitted to Instagram by us. Instagram thereby receives the information that you have visited our website. If, at the time of visiting our website, you are simultaneously logged into an Instagram account, Instagram receives further information as to which pages you have visited on our website. Instagram collects this information, so that theoretically it is possible for this information to be linked to your Instagram account. For further information on data protection, please refer to Instagram's [privacy policy](https://www.instagram.com/about/legal/privacy/) below: <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>

8.1.2 LEGAL BASIS FOR THE DATA PROCESSING

The data processing is based on your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

8.1.3 PURPOSE OF THE DATA PROCESSING

We use social media to increase the visibility of our company. We would also like to give you the opportunity to interact with social media via our website.

8.1.4 DURATION OF DATA STORAGE

According to Meta, the data processed by plugins is deleted after a period of 90 days. After the 90 days have elapsed, the data is anonymised so that it can no longer be linked to you. As far as we are aware, this also applies to data processed through Instagram plug-ins.

8.1.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke your consent to the data processing at any time. Please contact our Data Protection Officer to do so. To prevent data processing by Instagram, you have the option of logging out of Instagram before visiting our website and deleting all cookies from your browsing history. Further settings and objections regarding the use of data for advertising purposes are possible within the Instagram profile settings or via the US or EU page of Instagram. The settings apply across platforms, i.e. they are applied to all devices, such as desktop computers or mobile devices.

Trackers and Analytics Tools.

To continuously improve our website offering, we use the following analytics tools. You can find out below which data is processed in each case and how to contact the respective service providers:

9.1 GOOGLE ANALYTICS 4.0

9.1.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website uses Google Analytics 4.0. This is a service for analysing website visits provided by Google LLC ("Google") and enables us to improve our website. The data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

The information collected includes:

- IP address
- Time of access
- Duration of access
- Which website you came from to reach our website
- Interaction on the website
- Demographic characteristics, if the website visitor is logged into their Google account
- Device categories, browser type, operating system, screen resolution

and are transmitted to and stored on a Google server in the USA. The evaluation of your activities on our website is provided to us in the form of reports. Google may pass on the information collected to third parties if this is required by law or if third parties process this data on behalf of Google. IP anonymisation is carried out by Google by default and cannot be deactivated, so IP addresses are only processed in truncated form in order to rule out any possible direct personal identification. Further information on the terms of use and data protection of Google Analytics can be found at <https://www.google.de/intl/de/policies/>, https://support.google.com/analytics/answer/6004245?hl=de&ref_topic=2919631#zippy=%2Ccookies-und-kennzeichnungen-von-google-analytics, and at <https://support.google.com/analytics/answer/9019185?hl=de#zippy=%2Cthemen-in-diesem-artikel>.

9.1.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the processing of personal data is your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

9.1.3 PURPOSE OF THE DATA PROCESSING

The processing of your personal data enables us to analyse your browsing behaviour. By evaluating the data obtained, we are able to compile information on the use of the individual components of our website. This helps us to continuously improve our website and its user-friendliness. The anonymisation of the IP address adequately takes into account users' interest in the protection of their personal data.

9.1.4 DURATION OF DATA STORAGE

The data is deleted 14 months after your last visit to our website.

9.1.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing at any time. Please contact our Data Protection Officer to do so. You can also prevent the installation of Google Analytics cookies yourself by adjusting the settings of your browser software accordingly. In this case, however, you may not be able to use all the functions of our website to their full extent. Google Analytics can also be deactivated and controlled via browser extensions, e.g. <http://tools.google.com/dlpage/gaoptout?hl=de>.

9.2 GOOGLE TAG MANAGER

9.2.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Google Tag Manager is a solution that allows us to manage so-called website tags through a single interface (and thereby, for example, integrate Google marketing services into our online offering). Tag Manager acts as a "manager" of the implemented tags. This allows us to centrally manage embedded Google products or other analytics tools on our website. The tags embedded on the website are referred to as code sections that make it possible to track your activities on our website. By using our website, Google Tag Manager is downloaded, which automatically results in the user's IP address being forwarded to Google. With regard to the processing of personal data, please refer to the information on the Google services. The data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

You can access the Google Tag Manager usage policies here: <https://www.google.com/intl/de/tagmanager/use-policy.html>

9.2.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the processing of personal data is your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

9.2.3 PURPOSE OF THE DATA PROCESSING

Google Tag Manager simplifies the management and organisation of the analytics tools used for the website. To integrate an analytics tool, JavaScript codes must be embedded in the website. By using Google Tag Manager, we are able to manage these embedded codes from a single location.

9.2.4 DURATION OF DATA STORAGE

Since data storage is not carried out directly by Google Tag Manager, but the data is forwarded to the tracking tools, the individual embedded tracking tools must be consulted to determine how long the data is stored.

9.2.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing with effect for the future at any time. To do so, you would need to contact the respective data protection officers of the tools. Further information regarding the management of your data can be found in the privacy policies of the tools used.

Advertising and Marketing Tools.

Our website also integrates tools that ensure our website is displayed to you as a relevant search result or marked as advertising during an internet search. Below, we have broken down the programs used in connection with our website:

10.1 BING ADS

10.1.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

We have integrated the services of Bing Ads on this website. Bing Ads is an internet advertising service. The data processing is carried out by: Microsoft Corporation, One Microsoft Way, Redmond, Washington 98052, USA; as well as Microsoft Ireland Operations Limited, One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland.

If you reached our website via a Bing advertisement, Microsoft sets a so-called conversion cookie on your system. For further explanations on cookies, please refer to the section on cookies. The conversion cookie is used to create and analyse visit statistics. The conversion cookie stores the IP address when you visit the website. This data is stored in the USA. It is possible that Microsoft also passes this data on to third parties. For further privacy notices from Microsoft, please refer to: <https://privacy.microsoft.com/de-de/privacystatement>

10.1.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the data processing is your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

10.1.3 PURPOSE OF THE DATA PROCESSING

The purpose of the processing is to enable user-specific advertisements. We use Bing Ads in order to be able to place targeted advertising for our company in Bing search engine results as well as on Microsoft websites. This type of advertising opens up a larger circle of users and prospective customers for us. It also increases our brand awareness.

10.1.4 DURATION OF DATA STORAGE

One year after the conversion cookie is set, the cookie expires. This means you can no longer be identified. Within that one year, both we and Microsoft can use the conversion cookie to track which subpages have been accessed.

10.1.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing at any time. Please contact our Data Protection Officer to do so, or use our Consent Manager.

The setting of cookies can be prevented at any time by adjusting the settings in your internet browser accordingly. Cookies that have already been set can also be deleted in the settings of your internet browser.

You can object to user-related advertising by Microsoft at any time. If you have a Microsoft account, please refer to: <https://choice.microsoft.com/de-de/opt-out>. You can also deactivate behaviour-based targeting via third-party pages, e.g. via <https://www.networkadvertising.org/choices/> and <https://www.aboutads.info/>.

10.2 GOOGLE AD MANAGER (FORMERLY DOUBLECLICK)

10.2.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

Our website uses Google Ad Manager. The data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ad Manager is used to display ads when you visit our website. Google Ad Manager uses information about your visits to this and other websites in order to display ads for products and services that may interest you. If you would like to find out more about these methods or what options you have to prevent this information from being used by Google Ad Manager, click here: <https://www.google.de/policies/technologies/ads/>.

10.2.2 LEGAL BASIS FOR THE DATA PROCESSING

The data processing is based on your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

10.2.3 PURPOSE OF THE DATA PROCESSING

Our interest lies in entering into cooperations with other companies in order to participate economically.

10.2.4 DURATION OF DATA STORAGE

The data is deleted as soon as it is no longer required for our record-keeping purposes and no statutory, official, or contractual provision precludes deletion.

10.2.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing at any time. Please contact our Data Protection Officer to do so.

The setting of cookies can be prevented at any time by adjusting the settings in your internet browser accordingly. Cookies that have already been set can also be deleted in the settings of your internet browser. Please note that preventing the setting of cookies may result in not all functions being available without restriction.

10.3 GOOGLE ADS UND GOOGLE CONVERSION TRACKING

10.3.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

We have integrated the services of Google Ads (formerly Google AdWords) on this website. Google Ads is an internet advertising service. The data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

If you reached our website via a Google advertisement, Google sets a so-called conversion cookie on your system. For further explanations on cookies, please refer to the section on cookies. The conversion cookie is used to create and analyse visit statistics. The conversion cookie stores the IP address when you visit the website. This data is stored in the USA. It is possible that Google also passes this data on to third parties. For further privacy notices from Google, please refer to: <https://www.google.de/intl/de/policies/privacy/>

10.3.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the data processing is your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR.

10.3.3 PURPOSE OF THE DATA PROCESSING

We use Google Ads in order to be able to place targeted advertising for our company in Google search engine results.

10.3.4 DURATION OF DATA STORAGE

30 days after the conversion cookie is set, the cookie expires. This means you can no longer be identified. Within these 30 days, both we and Google can use the conversion cookie to track which subpages have been accessed.

10.3.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing at any time. Please contact our Data Protection Officer to do so.

The setting of cookies can be prevented at any time by adjusting the settings in your internet browser accordingly. Cookies that have already been set can also be deleted in the settings of your internet browser. Please note that preventing the setting of cookies may result in not all functions being available without restriction. You can permanently prevent the data processing in your browser using this link: <http://www.google.com/settings/ads/plugin>. As a result, it is possible that functions of our website will no longer be fully available.

It is also possible in the browser settings to object only to the cookies for conversion tracking and thus to user-related advertising by Google. To do so, please click on the following link: www.google.de/settings/ads. Please note that this setting must be made again if you delete the cookies in your browser.

In addition, you can click on the following link to deactivate those user-related advertisements that are part of the "About Ads" self-regulatory campaign. Please note that this setting must be made again if you delete the cookies in your browser.

Further Third-Party Tools.

We also use third-party providers that help us with the presentation and functionality of the website. These are listed below:

11.1 CLOUDFLARE

11.1.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

On our website, we use the services of Cloudflare to ensure secure and error-free use of our website. As a CDN ("Content Delivery Network"), Cloudflare secures this website and optimises loading times. For this purpose, Cloudflare generates log data that may include, for example, the number of page views, IP address, system information, and information about the pages accessed before and after your visit to our website. Using this data, Cloudflare searches for attack patterns, the analysis of which helps protect our website. This analysis is usually carried out within a few minutes, so that our website's security rules can be updated immediately. Responsible for the data processing is: Cloudflare, Inc. 101 Townsend St, San Francisco, CA 94107 USA.

Further information can be found in Cloudflare's privacy policy: <https://www.cloudflare.com/privacypolicy>

11.1.2 LEGAL BASIS FOR THE DATA PROCESSING

The data processing is based on your consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR. We have an interest in ensuring secure use of our website. By implementing Cloudflare, we also comply with the principle of integrity and confidentiality of your data within the meaning of Art. 5(1) lit. f).

11.1.3 PURPOSE OF THE DATA PROCESSING

The purpose of the data processing agreement is to ensure the confidentiality and integrity of our data processing as well as the full functionality of our website.

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11.1.4 DURATION OF DATA STORAGE

Your data will only be stored for as long as necessary to fulfil the purpose and no statutory obligations to retain your data preclude deletion.

11.1.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You have the option to revoke any consent given to the data processing at any time. Please contact our Data Protection Officer to do so. You can prevent the processing of your data by Cloudflare by deactivating the execution of script code in your browser or installing a script blocker; however, this may result in our website no longer being displayed correctly.

11.2 SELF-HOSTED FONT AWESOME

11.2.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

This website uses the Font Awesome product by Fonticons, Inc. for the uniform display of fonts.

For our web presence, we use fonts and icons provided by Fonticons, Inc. As soon as you access our page, the required web fonts and icons are loaded into your browser cache in order to correctly display text, fonts, and icons.

11.2.2 LEGAL BASIS FOR THE DATA PROCESSING

The legal basis for the use of Font Awesome is Art. 6(1) sentence 1 lit. f) GDPR.

11.2.3 PURPOSE OF THE DATA PROCESSING

The purpose of the data processing is the uniform display of fonts and icons on our website.

11.2.4 DURATION OF DATA STORAGE

No data is stored.

11.2.5 OBJECTION OPTIONS FOR THE DATA SUBJECT

You can set your browser so that it does not support web fonts. In this case, a standard font from your computer will be used.

11.3 ELASTIC-E-MAIL

11.3.1 DESCRIPTION AND SCOPE OF DATA PROCESSING

For sending emails (e.g. newsletters, contact confirmations, or system notifications), we use the service Elastic Email. The data you provide when registering or making contact is stored on Elastic Email's servers to enable the sending and evaluation of emails.

Provider: Elastic Email Inc., 075 Selkirk Ave, Penticton, BC V2A 2A8, Canada

11.3.2 PURPOSE OF THE DATA PROCESSING

The personal data processed in this context is used to process your request or send the requested information.

11.3.3 DURATION OF DATA STORAGE

The data is only stored for as long as it is required for the respective purpose. Once the purpose no longer applies or your consent is revoked, the data will be deleted, unless statutory retention obligations preclude this.

Data Processing on Our Social Media Profiles.

12.1 DESCRIPTION AND HANDLING OF DATA PROCESSING

We operate our social media profiles on the following services:

- Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA or Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Facebook”)
- Meta Platforms Inc., 1 Hacker Way, Menlo Park, CA 94025, USA or Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Instagram”)
- LinkedIn Ireland, Wilton Plaza, Wilton Place, Dublin 2, Ireland or LinkedIn Corporation, 1000 W. Maude Ave., Sunnyvale, California 94085, USA (“LinkedIn”)

Pursuant to the ruling of the European Court of Justice dated 05.06.2018 (available at <http://curia.europa.eu/juris/document/document.jsf?text=&docid=202543&pageIndex=0>

&doclang=DE&mode=req&dir=&occ=first&part=1&cid=298398), operators of social media presences and the operators of the social media platforms themselves are considered joint controllers for the processing of data.

Please note that you use our social media presences and their features at your own responsibility. This applies in particular to the use of interactive features (e.g., commenting, sharing, rating). Alternatively, you can also access the information we provide on social media on our own website.

You can reach the data protection officers of the respective social media platforms via the respective social media platforms.

You can reach the data protection officer of Facebook and Instagram via the following linked contact form: <https://www.facebook.com/help/contact/540977946302970>

You can reach the data protection officer of LinkedIn via the following linked contact form: <https://www.linkedin.com/help/linkedin/ask/TSO-DPO>

12.2 DATA PROCESSED BY THE SOCIAL MEDIA PLATFORMS

When you visit our social media presences, the operators of the social media platforms collect, among other things, your IP address as well as further information stored in the form of cookies on your PC. This information is used to provide us, as the operator of the presence, with statistical information about the use of the page. The data collected about you in this context is processed by the operators of the social media platforms and, where applicable, transferred to countries outside the European Union. What information the operator of the respective social network receives and how it is used is described in the privacy policies of the respective social networks. There you will also find information on how to contact them.

For more information, please see the following links:

Facebook: <https://de-de.facebook.com/help/pages/insights> <https://de-de.facebook.com/about/privacy> https://de-de.facebook.com/full_data_use_policy

Instagram: <https://help.instagram.com/155833707900388> <https://www.instagram.com/about/legal/privacy/>

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

In what way the operators of the social media platforms use data from visits to our social media presence for their own purposes, to what extent activities on social media presences are attributed to individual users, how long the operators store this data, and whether data from a visit to social media presences is shared with third parties, is not conclusively and clearly stated by the operators of the social media platforms and is not known to us.

When you access our social media presences, the IP address assigned to your device is transmitted to the operator of the respective social network. The social networks also store information about users' devices (e.g., as part of the “login notification” feature); where applicable, this may allow the operators of the social media platforms to assign IP addresses to individual users.

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If you are currently logged in to the respective social network as a user, a cookie with your individual identifier for that social network is stored on your device. This allows the operator of the social network to track that you have visited a particular page and how you used it. Based on this data, content or advertising can be tailored to your previous website visits.

If you would like to avoid this, you should log out of the respective social network or deactivate the “stay logged in” feature, delete the cookies stored on your device, and close and restart your browser. This will delete login information that could be used to directly identify you. This allows you to use our social media presences without your user identity being disclosed. If you access interactive features of the page (like, comment, share, message, etc.), a login prompt will appear. After any such login, you will again be recognizable to the social network used as a specific user.

Information on how you can manage or delete existing information within the social network can be found on the support pages of the respective social network mentioned above.

12.3 DATA PROCESSED BY US

12.3.1 TYPE AND SCOPE OF DATA PROCESSING

The data you enter on social networks, in particular your username and the content published under your account, is processed by us to the extent that we may respond to your messages. In addition, your published posts, ratings, and comments reference your account on the respective social network. If you mention us using an @ or a # or similar, this mention may be published under your username on our page. Data that you freely publish and share on the respective social network may thus be incorporated by us into our offering and made accessible to other users of the respective social network. If you mark our social media presence with “Like” or “Follow” or a similar interaction, this is communicated to us by the respective social network together with your username and a link to your account.

12.3.2 LEGAL BASIS FOR PROCESSING

The data processing on our part is based on Art. 6(1) sentence 1 lit. f) GDPR. Our legitimate interest arises from the promotional function of social media. We use it to increase the level of awareness of our company.

12.3.3 PURPOSE OF PROCESSING

The data you provide in this context and that may be accessible to us (e.g., username, images, interests where applicable, contact details) is processed by us exclusively for the purpose of communicating with customers and prospective customers. Our legitimate interest lies in offering you a platform on which we can show you current information and through which you can direct your inquiries to us, allowing us to respond to your inquiries as quickly as possible.

12.3.4 STORAGE DURATION

Your data will be deleted, to the extent possible for us, upon discontinuation of our social media presence.

Transfer of Data to a Third Country.

In order to provide our services, we make use of the support of service providers from within the European area as well as from third countries. To ensure the protection of your personal data even in the event of data transfer to a third country, we enter into special data processing agreements with each of our carefully selected service providers. All service providers we use have sufficient evidence that they ensure data security through appropriate technical and organizational measures. Our service providers from third countries are either located in countries that have an adequate level of data protection recognized by the EU Commission (Art. 45 GDPR) or have provided suitable safeguards (Art. 46 GDPR).

Adequate Level of Protection: The provider is based in a country whose adequate level of data protection has been recognized by the EU Commission. For more information, please see: Adequacy decisions ([europa.eu](https://eudataprivacy.europa.eu/))

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EU Standard Contractual Clauses: Our provider has adopted the EU Standard Contractual Clauses to ensure secure data transfer. For more information, please see: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?uri=CELEX%3A32021D0914&locale=en

Binding Corporate Rules: Art. 47 GDPR provides for the possibility of ensuring data protection in the event of data transfer to a third country by means of binding internal data protection rules. These are reviewed and approved by the competent supervisory authorities as part of the consistency mechanism pursuant to Art. 63 GDPR.

Consent: In addition, a transfer of data to a third country without an adequate level of protection only takes place if you have given us your consent to do so pursuant to Art. 49(1) lit. a) GDPR, or another exception under Art. 49 GDPR applies to the data transfer.

Your Rights.

You have the following rights against us with regard to the personal data concerning you:

14.1 RIGHT TO WITHDRAW CONSENT (CF. ART. 7 GDPR)

If you have given consent to the processing of your data, you may withdraw it at any time. Such a withdrawal affects the lawfulness of the processing of your personal data for the future, once you have communicated it to us. It may be made verbally (including by phone) or in writing by post or email to us.

14.2 RIGHT OF ACCESS (CF. ART. 15 GDPR)

In the event of a request for access, you must provide sufficient information about your identity and provide proof that the information concerns you. The access covers the following information:

- the purposes for which the personal data are processed;
- the categories of personal data being processed;
- the recipients or categories of recipients to whom the personal data concerning you have been or will still be disclosed;
- the envisaged period for which the personal data concerning you will be stored or, if not possible, the criteria used to determine that period;
- the existence of a right to rectification or erasure of the personal data concerning you, a right to restriction of processing by the controller, or a right to object to such processing;
- the existence of a right to lodge a complaint with a supervisory authority;
- all available information as to the origin of the data, where the personal data are not collected from the data subject;
- the existence of automated decision-making, including profiling, pursuant to Art. 22(1) and (4) GDPR and – at least in those cases – meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject.

14.3 RIGHT TO RECTIFICATION OR ERASURE (CF. ART. 16, 17 GDPR)

You have a right to rectification and/or completion against us as the controller if the personal data concerning you that are processed are inaccurate or incomplete. The controller must carry out the rectification without undue delay.

You may also request the erasure of the personal data concerning you if one of the following reasons applies to you:

- The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
- You withdraw your consent on which the processing was based pursuant to Art. 6(1) sentence 1 lit. a) or Art. 9(2) lit. a) GDPR, and there is no other legal basis for the processing.

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- You object to the processing pursuant to Art. 21(1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21(2) GDPR.
- The personal data concerning you have been unlawfully processed.
- The erasure of the personal data concerning you is necessary for compliance with a legal obligation under Union or Member State law to which the controller is subject.
- The personal data concerning you were collected in relation to information society services offered pursuant to Art. 8(1) GDPR.

If we have made the personal data concerning you public and are obliged to erase it pursuant to Art. 17(1) GDPR, we will take all reasonable measures to also inform other controllers responsible for the data processing that you have requested the erasure of all links to this personal data or of copies or replications of this personal data.

The right to erasure does not apply insofar as the processing is necessary:

- for exercising the right of freedom of expression and information;
- for compliance with a legal obligation which requires processing under Union or Member State law to which the controller is subject, or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for reasons of public interest in the area of public health pursuant to Art. 9(2) lit. h and i as well as Art. 9(3) GDPR;
- for archiving purposes in the public interest, scientific or historical research purposes, or statistical purposes pursuant to Art. 89(1) GDPR, insofar as the right referred to above is likely to render impossible or seriously impair the achievement of the objectives of that processing, or
- for the establishment, exercise or defence of legal claims.

14.4 RIGHT TO RESTRICTION OF PROCESSING (CF. ART. 18 GDPR)

Under the following conditions, you may request the restriction of the processing of the personal data concerning you from us:

- if you contest the accuracy of the personal data concerning you, for a period enabling us to verify the accuracy of your personal data;
- the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
- we no longer need the personal data for the purposes of processing, but you require them for the establishment, exercise or defence of legal claims, or
- if you have objected to the processing pursuant to Art. 21(1) GDPR and it is not yet clear whether our legitimate grounds override your grounds.

If the processing of the personal data concerning you has been restricted, such data may, with the exception of being stored, only be processed with your consent or for the establishment, exercise or defence of legal claims, or for the protection of the rights of another natural or legal person, or for reasons of important public interest of the Union or of a Member State.

If the restriction of processing was imposed under the conditions mentioned above, you will be informed by us before the restriction is lifted.

14.5 RIGHT TO NOTIFICATION (CF. ART. 19 GDPR)

If you have asserted your right to rectification, erasure, or restriction of processing against us, we are obliged to notify all recipients of your personal data of the rectification, erasure, or restriction of processing. This only applies insofar as such notification does not prove impossible or would not involve disproportionate effort.

You have the right to find out which recipients have received your data.

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14.6 RIGHT TO DATA PORTABILITY (CF. ART. 20 GDPR)

You have the right to receive your personal data from us in a commonly used, machine-readable format, in order to have it transferred to another controller if applicable, provided that

- the processing is based on consent pursuant to Art. 6(1) sentence 1 lit. a) GDPR or Art. 9(2) lit. a) GDPR, or on a contract pursuant to Art. 6(1) sentence 1 lit. b) GDPR, and
- the processing is carried out by automated means.

In exercising your right to data portability, you have the right to have the personal data transmitted directly by us to another controller, insofar as this is technically feasible.

The right to data portability does not apply to the processing of personal data that is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

14.7 RIGHT TO OBJECT TO PROCESSING (CF. ART. 21 GDPR)

Insofar as we base the processing of your personal data on a legitimate interest on our part (pursuant to Art. 6(1) sentence 1 lit. f) GDPR), you may object to the processing. The same applies should we base the data processing on Art. 6(1) sentence 1 lit. e) GDPR.

When exercising such an objection, we ask that you explain the reasons why we should not process your personal data as we have been doing. In the event of a justified objection, we will examine the situation and will either discontinue or adjust the data processing, or demonstrate to you our compelling legitimate grounds on the basis of which we will continue the processing.

14.8 RIGHT TO LODGE A COMPLAINT WITH THE COMPETENT SUPERVISORY AUTHORITY (CF. ART. 77 GDPR)

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work, or place of the alleged infringement, if you consider that the processing of the personal data concerning you infringes the GDPR.

The supervisory authority with which the complaint was lodged will inform you of the status and the outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

How to Exercise These Rights.

To exercise these rights, please contact our data protection officer:

Alexander Hönsch von der WS Datenschutz GmbH

moa@ws-datenschutz.de

or by post:

WS Datenschutz GmbH Dircksenstraße 51 D-10178 Berlin

Right to Amend.

We reserve the right to amend this privacy policy in compliance with the applicable statutory provisions.

As of November 2025