

Data Protection

Responsible body

We appreciate your visit to our website. First of all, we would like to introduce ourselves as a responsible body in the sense of data protection law:

Tobias Rauscher

Gohrener Str. 1

10437 Berlin

E-Mail info@tobias-rauscher.com

We would like to inform you about the collection and use of your personal information in accordance with our legal obligation.

General

When you use our website, personal information about you will be collected. This can be done by entering the data independently - such as: Eg your e-mail address. Our system also collects data from you automatically, such as your visit to our website. This is done regardless of which device or software you use our website.

Any input of data by you on our website is voluntary, there are no disadvantages for you in not giving your data. Without certain data, however, it is not possible for us to provide services or to conclude contracts.

On this website, personal data of the user are collected only in the context of the applicable data protection law, in particular the General Data Protection Regulation (DSGVO). The technical terms used in the text are explained in more detail in Article 4 of the GDPR.

Data processing is permitted according to the GDPR, especially in three cases:

- *according to art. 6 para. 1 lit. a and 7 DSGVO, if you have consented to the data processing by us; In each case, we will inform you beforehand in this privacy policy and on the basis of the consent in accordance with Art. 4 No. 11 DSGVO exactly what and under what circumstances your data is processed by us*
- *according to Art. 6 para. 1 lit. b DSGVO, if the processing of your personal data is necessary for the initiation, conclusion or execution of a contractual relationship;*
- *according to Art. 6 para. 1 lit. f DSGVO, if, after a balance of interests, the processing is necessary to safeguard our legitimate interests; this includes, in particular, our interests in analyzing, optimizing and securing the offer on our website - in particular an analysis of user behavior, the creation of profiles for advertising purposes and the storage of access data as well as the use of third-party providers.*

Inventory data, usage data and advertising

Inventory data

We collect inventory data (eg name, address and e-mail address, possibly used services) as far as they are necessary for the establishment, content or modification

of a contractual relationship between us and the user.

Usage Data

Furthermore, we collect usage data (eg visits to the website, interest in products) in order to enable and bill the use of the services on our website by the user.

A merger of usage data will only be made by us if and insofar as this is required for billing purposes. Otherwise, we will create usage data only pseudonym and only, as far as you have not contradicted. You can send this objection at any time to the address indicated in the imprint or to the person named in this privacy policy.

The legal basis for this data processing are on the one hand our legitimate interests acc. Art. 6 para. 1 lit. f DSGVO in the analysis of the website and its use, if necessary, the legal permission to store data in the context of the initiation of a contractual relationship in accordance with. Art. 6 para. 1 lit. b DSGVO.

Furthermore, every time you use this website, our provider stores information, the so-called server log files, which are automatically transmitted by your browser.

These are:

- *Your IP address*
- *Type and version of your browser*
- *Hostname*
- *Visiting time*
- *the page from which you visited our site*
- *Name of the called page*

- *exact time of the call as well*
- *the transferred amount of data.*

These data are used only for statistical purposes and do not allow us to identify you as a user.

Advertising

Before sending any advertising, we will ask you for your explicit consent in accordance with Art. 4 No. 11 GDPR, as far as advertising of similar products that you have already purchased is concerned. This is done in particular if you give us the consent to send our newsletter or fill in a contact form.

Consent

As far as we ask you for your consent to process your data, we will inform you in clear language and easily accessible, for which cases you give your consent. Any consent requested by us is voluntary; any benefit that you wish to obtain by granting consent can be obtained without the consent, just ask us.

For each consent, they have the right to revoke any consent given to us to process your personal information at any time. This can be done by an informal message, for example via our contact form, an e-mail to the e-mail address stated in the imprint or an unsubscribe link (if offered by us). Your revocation does not affect the legality of the data processing carried out until then.

Storage time

In principle, data is only stored for as long as the purpose of the respective data processing requires. Further storage is especially considered, if this is still necessary for the prosecution by us or our other legitimate interests or if we are legally obliged to keep your data (eg in the context of tax retention periods, which are in principle 6 or even 10 years).

Cookies

Our website uses within the scope of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with Art.6 Abs. 1 lit.f DSGVO Cookies, so that our offer can be used better, more effectively and more safely. Cookies are text files that are stored on your computer and store certain data about their user behavior on our site so that they can be used in a manner that corresponds to their previous use. These may be so-called "session cookies" that are automatically deleted at the end of your visit to our website. But there are also cookies that are permanently stored on your computer, unless you delete them. Then we will be able to recognize your browser the next time you visit our website and make them offers that correspond to their previous use of our website.

Your browser allows you to prevent the use of cookies in whole or in individual cases. Please refer to the user manual for your browser. Blocking cookies may limit the function of our and other websites you visit.

You can permanently prevent the storage of cookies in your browser by downloading and installing the subsequently linked plugin. Here you will find more [information](#).

Likewise, you may prevent the use of third-party cookies by opting out on the opt-out page of the Network Advertising Initiative in accordance with the instructions there. Here you will find more [information](#). A similar offer can be found on this [US website](#) and this [European service](#).

Transfer to third parties

We do not like spam any more than you do. Therefore, we will not share your data with third parties, unless this is permitted by law.

A transfer of your data can either be:

- *required for the fulfillment of a contract and then according to Art. 6 para. 1 lit. b DSGVO allowed or*
- *based on our legitimate interest in an effective performance in accordance with Art. 6 para. 1 lit. f DSGVO be allowed*
- *be covered by a consent given by you or*
- *become necessary if we acc. to Art. 6 para. 1 lit. c DSGVO lawful use of your data by a state or agency.*

Transfer to foreign countries, especially USA

Our website uses external providers based outside the EU for various functions. In particular cookies, active Java scripts and other techniques may cause their data to be processed and stored outside the EU. However, we will not disclose your information to a third country unless the EU Commission has established

comparable data protection as in the EU, or if you have given us your informed consent or if we have agreed with the provider the standard contractual clauses to protect your data. For the US, with the Privacy Shield Agreement

see <https://www.privacyshield.gov/welcome>

under certain conditions, sufficient data protection has been established again. For more information about your rights in each of the following transfers of information to the United States, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

Rights of users

information

You can request information about the personal data stored by us at any time free of charge. This will require identification of your person to prevent abuse.

Deletion, correction, restriction

You may at any time request correction of incorrect data as well as a restriction of your processing or the deletion of your data. We will then immediately correct, block or even delete your personal data, provided that this is not precluded by statutory reasons.

Data transfer

You may require us to transmit the data stored about you in machine-readable form.

Complaint

Insofar as you feel that your rights have been infringed by our data processing, you can file a complaint with the competent supervisory authority (here you will find a list of authorities).

Change of privacy policy

If a change to the privacy policy is required for legal or factual reasons, we will update this page accordingly. No changes are made to the user's consent.

Encryption of data entry

When you enter data on our website, be it on a contact form, during a registration, log-in or for payment purposes, the website on which you enter the information is encrypted. As a result, third parties can not read what data you enter. You can see the encryption on the lock icon in your browser and that the address line starts with "https" instead of just "http".

Registration and payment (contract data)

If you register on our website for further services, the data you provide will be used for the use of our website and the services we offer. They are also used to inform

you of changes in the scope of the offer, updates or technical innovations that are relevant to the use of our website.

The basis for this storage is the processing of data for the purpose of contract execution acc. Art. 6 para. 1 lit. b DSGVO and your consent acc. Art. 6 para. 1 lit. a DSGVO, which you give us with the registration. You can revoke this consent at any time, an informal message to us is sufficient (eg by unsubscribe link, contact form or e-mail). The legality of the data processing carried out until then remains unaffected by this revocation.

Your data will remain stored as long as you are registered on our website, the storage is still required to fulfill the contract / fulfillment, to prosecute us or our other legitimate interests, or we are required by law to retain your data (eg tax retention periods).

Registration with Facebook Connect (possible soon)

You can also log in to our website with your Facebook account. For this purpose, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA, offers the service Connect. Log in with the Facebook Connect button / link, your request will be forwarded to Facebook. If you log in to your account, your Facebook account will be linked to our website. This gives us access to your data on Facebook, in particular

- *Your Facebook-Name*
- *Your Facebook-Id Number*
- *Your Facebook-Profile- and Title images*
- *Your email address used for Facebook*

- *Your Facebook-friends*
- *Your Likes*
- *Your birthday*
- *Your Gender*
- *Your country indicated on Facebook*
- *Your language used on Facebook*

We use this information to offer you our services in the best possible way.

Information about the data stored on Facebook can be found in the privacy policy at <https://www.facebook.com/about/privacy/> and the terms of use at <https://www.facebook.com/legal/terms/> from Facebook.

The basis for this storage is the processing of data for the purpose of contract execution acc. Art. 6 para. 1 lit. b DSGVO and your consent acc. Art. 6 para. 1 lit. a DSGVO, which you give us by registering via Facebook Connect. You can revoke this consent at any time, an informal message to us is sufficient (eg by contact form or e-mail). The legality of the data processing carried out until then remains unaffected by this revocation.

Your data will remain stored as long as you are registered on our website, the storage is still required to fulfill the contract / fulfillment, to prosecute us or our other legitimate interests, or we are required by law to retain your data (eg tax retention periods).

Contact forms / registrations, newsletter

Contact forms

If you fill out a contact form or send us an e-mail or other electronic message, your details will be stored for processing the request, possible follow-up questions or related questions, and will only be used in the request.

The input of your data is encrypted, so that third parties can not read your data during the entry.

The basis for this storage is your consent in accordance with Art. 6 para. 1 lit. a DSGVO, which you provide us with the completion of the contact form or your other request. You can revoke this consent at any time, an informal message to us is sufficient (eg by contact form or e-mail). The legality of the data processing carried out until then remains unaffected by this revocation.

Your data remains stored as long as it requires the processing of the request, in particular the storage is still required for contract fulfillment, to prosecution by us or our other legitimate interests or we are required by law to retain your data (eg tax retention periods).

Comments

If you comment on posts on our site, we will store your IP address to ensure that only lawful posts are published. After reviewing and releasing the comment by us, however, they will be deleted.

We also save your comment as well as the information entered by you (eg username or e-mail address).

You can also subscribe to the following comments. In this case, you will receive a confirmation email to verify that you have entered the email address yourself. In it you will find instructions on how to cancel the comment subscription at any time.

Basis for this storage is your consent acc. Art. 6 para. 1 lit. a DSGVO, which you provide us with the comment field. You can revoke this consent at any time, an informal message to us is sufficient (eg by contact form or e-mail). The legality of the data processing carried out until then remains unaffected by this revocation.

Your data will remain stored as long as the comment is saved, necessary for us to prosecute or for our other legitimate interests, or we are required by law to retain your data.

Gravatar

WordPress also uses Gravatar by default to give you an avatar if required. Their IP address is transmitted. For reasons of data protection, we have disabled the Gravatarfunktion here.

If Gravatar has been anonymised with a [plugin](#) (see previous page), it should be pointed to the anonymization. That could look like this:

WordPress also uses Gravatar by default to give you an avatar if required. Their IP address is transmitted. For reasons of data protection, we have pseudonymized the gravatar function here.

Newsletter

ActiveCampaign

If you order the newsletter offered on our site, we will inform you in detail about what we inform you about, what data you store and what they are used for. We will not share your information with third parties and will only use it to send you the newsletter.

We will only send the newsletter to you if you have given us your prior consent. For this you will receive an e-mail from us with a link and further information and a request for your consent. By clicking on this link, you agree to receive the newsletter and to advertise it to us.

Basis for the storage is your consent acc. Art. 6 para. 1 lit. a DSGVO, which you give us by registering for the newsletter. You can revoke this consent at any time, an informal message to us is sufficient (eg by contact form or e-mail or unsubscribe link in each e-mail). The legality of the data processing carried out until then remains unaffected by this revocation.

Since we are legally bound to record your consent as part of the so-called double opt-in, your order of the newsletter, the sending of our consent mail and your

consent by clicking on the link to place and time and your IP address will be logged and stored.

For the dispatch of the newsletter we use (within our legitimate interest in a technically flawless processing of our customer information and analysis) the supplier ActiveCampaign (1 N Dearborn, 5th Floor, Chicago, IL 60601, United States) from the USA.

This will transfer your data to the US, but ActiveCampaign is registered with Privacy Shield and is required to comply with EU privacy rules. For more information about your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf.

In addition, we will explicitly ask you in our newsletter to give your consent to the sending of the data to ActiveCampaign and to the USA. By clicking on the link you declare this consent, which you can revoke at any time. For the handling of your data in ActiveCampaign, we refer to the [privacy policy](#) of ActiveCampaign.

ActiveCampaign will only use your data for sending the newsletter and evaluating this shipping on our behalf. Furthermore, ActiveCampaign will only use your data to improve your own service. However, ActiveCampaign will not use the data to self-report or share your information with third parties.

The data used by ActiveCampaign includes a "web beacon" that sends the opening of the newsletters and / or the activation of a link contained therein to ActiveCampaign. ActiveCampaign transmits information about your browser, your

location and your IP address. This information is used to optimize our response to you.

Furthermore, our newsletter provider also uses this data, but only in pseudonymous form (ie without enabling your identification) to analyze and optimize your own service. Your data will never be used by you to contact you.

Your information will remain stored as long as it is stored in our e-mail list, is still required to be stored by us or our other legitimate interests, or we are required by law to retain your information.

Alternative contact forms / registrations

In addition to the general description, depending on the actual use on your website, it may be necessary to refer additionally to the use of the data of the customer when making contact. This must be stated in the privacy policy. Here are some examples of different forms that might appear on a website. They are always adapted to the actual circumstances on your website.

It should always be borne in mind that, according to the principle of economy, only such data as are necessary for the corresponding contact can be requested. So a phone number is not required, if the contact should be made only by mail, but otherwise, when it comes to actually ordering a callback.

Contact forms

On our contact page you will find a contact form with which you can request a specific offer for our services. We ask for your e-mail address and your name in order to be able to address you personally and answer your request. We will use this data only in the context of your specific request and delete it after completion of the processing, as far as it does not come to a contract.

Webinar registration

Register for a webinar, we ask your email address and your first name, because we like to address you personally. We will only use your information to guide you through the webinar and any information required to hold the webinar (such as postponements, terms and conditions, technical information) and materials (such as slides, content information). After the webinar, your data will be deleted.

Members areas

Sending our registration form, we ask for your full name and your e-mail address and other non-compulsory data, as we do not allow anonymous use of our services. You agree that we may store the information you provide in accordance with our Privacy Policy for the use of our website and the services we offer. You further agree that we will notify you of any special notices, updates or technical innovations that are relevant to the use of our website. This data remains stored until you have terminated your access by an e-mail to our e-mail address stated in the imprint, then you will still be stored in the context of the necessary contract processing (see the section on user / contract data).

Shop

Submitting our registration form, we ask for your full name, your address data for any later delivery of goods and your e-mail address and other non-mandatory data, as we do not allow anonymous use of our services. You agree that we use the information you provide, as part of our privacy policy, to facilitate your use of our site. You will be able to order faster with pre-set data, track your orders and manage multiple delivery addresses. This data remains stored until you have terminated your access by an e-mail to our e-mail address stated in the imprint, then you will still be stored in the context of the necessary contract processing (see the section on user / contract data).

Facebook Pixel

Facebook audience measurement

You have consented to the explanation in this privacy statement when you visit the site, as follows,

"I agree that the Facebook Pixel records my visitor behavior on this site."

that we may use the Facebook Pixel to evaluate the success of our advertising on Facebook. The Facebook Pixel is one of us in the context of our legitimate interest in

a technically flawless online offer and its economic-efficient design and optimization gem. Article 6 (1) (f) DSGVO Distance Measurement Service of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA, used on this website.

The technology implemented by the Facebook pixel enables us to measure the reach and sales (so-called conversions) of our advertisements based on Facebook, thereby improving our advertising appeal. Furthermore, we can target users who have already visited our website with advertising on Facebook. We can also use the data to create custom audiences. Here, Facebook evaluates data from users of our website in order to designate people with similar interests.

The Facebook Pixel stores on your computer a cookie for it, with the help of which Facebook recognizes that you have visited our website when you are logged in to Facebook or log in again. The data is anonymous for us, we can not assign it to you. The data is transmitted to the US and stored on Facebook. Facebook has submitted to the Privacy Shield Framework, for more information on your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

Facebook is a connection to your respective user profile possible. Facebook may use the data for its own advertising purposes, according to the Facebook Data Usage Policy (<https://www.facebook.com/about/privacy/>). If you wish to revoke your consent, please send us a short e-mail. If you are under the age of 13, your consent is not effectively possible.

Facebook offers you various settings for the Remarketing function and the Custom Audiences, which you can access [here](#) if you are logged in to Facebook. Without an

account on Facebook, you can also make appointments to the European Interactive Digital Advertising Alliance, preventing it from being advertised.

Google Analytics

We use in the context of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with. Art. 6 (1) (f) DSGVO the tool Google Analytics by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94.043 USA. Thus the use of web pages can be analyzed, thereby pseudonymous profiles of the users can be created from the data. For this purpose, Google uses various techniques, including cookies stored on your computer. These store information about the use of our site, which we use to improve our offerings.

The data collected by Google are transmitted by Google to countries outside the EU, in particular the USA. Google has submitted to the Privacy Shield Framework, for more information about your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

We have made additional arrangements to ensure that your data is adequately protected. We anonymize your IP address before sending it to Google. This was done by activating the AnonymizeIp () function within the Google Analytics tracking code.

We've also entered into a contract data processing agreement with Google that will prevent Google from merging your information with other data collected by Google to determine your identity.

If this is not enough for you, you can also go to the link

<http://tools.google.com/dlpage/gaoptout?hl=de>

to download and install Google's browser plug-in to block Google Analytics, which blocks Google's collection and disclosure of your personal information.

Likewise, you can prevent the collection by Google Analytics by clicking on the following link:

`<a onclick="alert('Google Analytics wurde deaktiviert');"`

`href="javascript:gaOptout()">Google Analytics deaktivieren`

[**Google Analytics deaktivieren**](#)

et an opt-out cookie, which also prevents the collection of their data.

If you want to learn more about Google's Privacy Policy, please use the following link:

<https://www.google.de/intl/de/policies/privacy/>.

Extension of Google Analytics

Google Analytics also helps us evaluate data from AdWords and the Double-Click cookie for statistical purposes. Unless you wish, you can use the Ads Preferences Manager

<https://www.google.com/settings/u/0/ads/authenticated>

Make extensive settings or disable the service altogether.

Google Tag Manager

(Strictly speaking, this note does not have to be in the privacy policy, as Google does not collect any personal data, but these Google-derived hints can not do any harm to it)

With Google Tag Manager, marketers can manage site tags through a single interface. However, the Tag Manager itself, which uses the tags, works without cookies and does not collect personally identifiable information. Tag Manager only triggers other tags, which in turn may collect data. For these respective third-party providers can be found explanations in this privacy statement. Google Tag Manager does not use this data. If you have opted out or otherwise disable cookies, it will be honored for all tracking tags used with Google Tag Manager, so the tool will not change your cookie settings.

Google may ask you for permission to share some product information (such as your account information) with other Google products to enable certain features, such as:

For example, to simplify the addition of new AdWords Conversion Tracking tags. In addition, Google's developer reviews product usage information from time to time to further optimize the product. However, Google will never share data of this nature without your consent to other Google products.

For more information, see the [Google terms of service](#) and [Google privacy notices](#) for this product.

Google Optimizer

We use in the context of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with. Art. 6 (1) (f) DSGVO continues the Google Optimizer service of Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94.043 USA. This allows us to perform split tests on our web pages to analyze how changes affect. Google uses cookies for the tests. However, the data is collected only pseudonymized.

The anonymized data is transmitted to the US and stored at Google. Google Google has submitted to the Privacy Shield Framework, for more information about your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

Google AdSense

We use in the context of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with. Art. 6 (1) lit.f

DSGVO continue Google AdSense. This is a web analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94.043 USA.

The analysis is made possible by so-called cookies and web beacons. Cookies are text files that are stored on your computer and allow a usage analysis of the website. Web beacons are invisible graphics that allow to create information about traffic on the website. All information about the use of the website as well as advertising formats including your IP address will be transmitted to Google Inc. and stored there. Contractors of Google Inc. can obtain this information. The Google AdSense-determined IP address will not be merged with other Google data.

The anonymized data is transmitted to the US and stored at Google. Google Google has submitted to the Privacy Shield Framework, for more information about your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

If you do not want to save cookies on your computer, you can make the appropriate settings in your browser (more on this in the general part of this statement on cookies). Unfortunately, this may result in limited use of our sites. By using this website, you consent to the collection of the above information in the manner described. By using the Website you further consent to the transmission of the information to Google Inc. for the above purpose.

Google Adwords

Our website uses the Google Adwords service. Google AdWords is an online advertising program from Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Google AdWords implements a so-called conversion tracking. If you click on a Google-served ad, a conversion tracking cookie will be stored on your computer. These cookies contain no personal data and lose their validity after 30 days. This cookie generates anonymous conversion statistics for AdWords advertisers.

As generally stated about cookies already in this privacy policy, you can prevent the storage of cookies by setting your browser software accordingly, but this may limit the function of our website.

Alternatively, you can opt out of interest-based ads on Google and interest-based Google ads on the web in your browser. To do this, you'll need to turn off the <http://www.google.com/settings/ads> or deactivate it at <http://www.aboutads.info/choices/>. For more information about your preferences and privacy on Google, see

<https://www.google.de/intl/de/policies/privacy/?fg=1>.

Google Remarketing and similar audiences

We use in the context of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with Art. 6 (1) (f) DSGVO on our website the Google Analytics Remarketing and Similar Audience

*Service of Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94.043
USA.*

This technique, implemented by cookies, allows Google to provide you with targeted advertising based on the websites you have previously visited. This will help us to better engage users of our website with advertising. When visiting our site, a cookie is set in your browser, unless you have objected to the use of cookies when you visit our site.

The cookie is a small file with a numeric code that tracks your visit to the site and anonymized data about your use of the site. Your IP address will be shortened during transmission to Google and thus anonymized. Personal information about you will not be stored and Google will not merge it with other data.

The anonymized data is transmitted to the US and stored at Google. Google Google has submitted to the Privacy Shield Framework, for more information about your rights, see

http://ec.europa.eu/justice/data-protection/document/citizens-guide_en.pdf

If, after visiting our website, you visit other websites that are also part of the Google Display Network, you will likely see interest-based ads based on the sites you have previously visited.

Google can permanently prevent the storage of cookies in your browser by downloading and installing the subsequently linked plugin.

<https://www.google.com/settings/ads/plugin?hl=de>

Likewise, you may prevent the use of third party cookies by opting out of the opt-out on the deactivation page of the Network Advertising Initiative as per the instructions there.

<http://www.networkadvertising.org/choices/>

Additional information about the Google Remarketing Service and Google's Privacy Policy can be found at

<http://www.google.com/privacy/ads/>

Hotjar

We use in the context of our legitimate interest in a technically flawless online offer and its economic-efficient design and optimization in accordance with Art. 6 (1) (f) of the GDPR on some of our websites Hotjar Ltd's web analysis service Hotjar Ltd, Level 2, St Julian's Business Center, 3 Elia Zammit Street, St. Julian's STJ 1000, Malta, Europe, +1 (855) 464- 6788th

david@hotjar.com.

This tool captures movements on the observed web pages in so-called heatmaps.

This allows us to anonymously recognize where visitors click and how far they scroll.

This allows us to make our website better and more customer-friendly.

Protecting your personal information is very important to us when using this tool. All data is collected without us being able to assign it to specific users. We can only understand how the mouse moves, where it was clicked and how far it scrolled. The screen size of the device, the device type, information about the browser, the country from which it was accessed and the preferred language are also recorded. If personal data of you or a third party is displayed on a website, these are automatically hidden by Hotjar. They are therefore incomprehensible to us.

You can prevent the use of the tool hotjar with a "Do Not Track header". Then no data will be collected about your visit to our website. For this you have to set your browser accordingly. A guide in German can be found at:

<http://www.akademie.de/wissen/do-not-track-datenschutz>.

You can also disable the hotjar tool alone by using the opt out button at <https://www.hotjar.com/opt-out>.

More about hotjar ltd. and about the tool hotjar can be found at:

<https://www.hotjar.com>. The privacy policy of hotjar ltd. can be found at:

<https://www.hotjar.com/privacy>.

Amazon Affiliate Program

We use within the scope of our legitimate interest in an economic online offer acc. Art. 6 (1) (f) of the DSGVO in the Amazon EU Partner Program of Amazon Europe Core S.à.r.l., Amazon EU S.à.r.l, Amazon Services Europe S.à.r.l. and Amazon

Media EU S.à.r.l., all four located 5, Rue Plaetis, L-2338 Luxembourg and Amazon Instant Video Germany GmbH, Domagkstr. 28, 80807 Munich, part.

On our website there is advertising from Amazon and left to the offer of Amazon. If you click on an advertisement or link from our website, Amazon recognizes cookies that are stored on your computer that you have clicked from our website. We receive an advertising fee refund (Affiliate Commission).

You may find information about the use of your data by Amazon in the Amazon Privacy Policy:

https://www.amazon.de/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=3312401.

You have the possibility to stop the setting of cookies on your computer or to prevent altogether. For this, we refer to our general presentation of cookies at the top of this privacy policy.