

Data protection principles

Thank you for visiting our website. The management of pharma mall Gesellschaft für Electronic Commerce GmbH attaches particular importance to the protection of your data. The use of our web pages is possible without any indication of personal data. If you wish to make use of a special service provided by pharma mall Gesellschaft für Electronic Commerce GmbH via our website, the processing of personal data may become necessary. In the event that the processing of personal data takes place and there is no legal basis for such processing, we will obtain the consent of the person concerned.

The processing of personal data, such as the name, address, e-mail address or telephone number of the data subject, is always carried out in compliance with the European Basic Data Protection Regulation and the country-specific data protection laws applicable to pharma mall Gesellschaft für Electronic Commerce GmbH. In this data protection declaration, our company informs the data subjects about the type, scope and purpose of the processing of personal data carried out by us. Furthermore, the data subjects are informed about their rights.

In order to protect the data processed via this website as comprehensively as possible, pharma mall Gesellschaft für Electronic Commerce GmbH, as the person responsible for data processing, has implemented extensive technical and organisational measures. Nevertheless, data transmissions on the Internet may have security gaps and complete protection is not possible. Therefore, each person concerned is free to transmit personal data to us in other ways.

pharma mall Gesellschaft für Electronic Commerce GmbH guarantees that the personnel used by pharma mall Gesellschaft für Electronic Commerce GmbH and dealing with sensitive personal data complies with the security and confidentiality standards, in particular that they are obliged to maintain data secrecy in accordance with § 53 BDSG (Federal Data Protection Act).

1. Definition of terms

This data protection declaration uses terms that were defined when the data protection basic regulation (GDPR) was issued. To ensure that this data protection declaration is easy to read and understand, we will explain the terms used in advance:

1.1. Personal data

Personal data are all data and information of an identified or identifiable natural person (data subject). An identifiable person is one who can be identified, directly or indirectly, by association with an identifier such as a name, an identification number, location data, an online identifier or one or more specific characteristics that express the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person.

1.2. Persons concerned

Data subjects are persons whose personal data are processed by the data controller.

1.3. Processing

Processing means any operation or set of operations relating to personal data such as collection, recording, organisation, sorting, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or integration, limitation, erasure or destruction.

1.4. Limitation of processing

Limitation of processing is the marking of stored personal data with the aim of limiting their future processing.

1.5. Pseudonymisation

Pseudonymisation is the processing of personal data so that the personal data can no longer be attributed to a data subject without the help of further information. This additional information must be stored securely and separately so that the personal data cannot be attributed to the data subject.

1.6. Responsible person

The controller is the undertaking or person, agency, body or other body which alone or jointly with others decides on the processing of the personal data relating to him or her.

1.7. Processor of personal data

A processor is a company or person, authority, body or other entity that processes personal data on behalf of the controller.

1.8. Recipient

The recipient is a company, person, authority, institution or other entity to which personal data has been disclosed by transmission. However, authorities that may receive personal data as part of an investigation contract are not deemed to be recipients.

1.9. Third parties

A third party is a company, person, authority, institution or other entity other than the data subject, the data controller, the processor, and who is under the direct responsibility of the data controller or processor and who is authorized to process the personal data.

1.10. Consent

Consent is any statement voluntarily made by the data subject in an informed and unambiguous manner for a particular case or any other unambiguous confirmatory act by which the data subject indicates that he or she is in agreement with the processing of his or her personal data.

2. Name and address of the controller

The person responsible within the meaning of the Basic Data Protection Regulation, other data protection laws applicable in the member states of the European Union and other provisions of a data protection nature is the:

pharma mall Company for Electronic Commerce GmbH
Westerwaldstr. 10-12
53757 Sankt Augustin
Germany (German)
Phone: +49-(0)2241-2543-0
E-mail: info@pharma-mall.de
Website: www.pharma-mall.de

3. Name and address of the data protection officer

The data protection officer of the data controller is:

Data protection officer of pharma mall Gesellschaft für Electronic Commerce GmbH
Westerwaldstr. 10-12
53757 Sankt Augustin
Germany (German)
Phone: +49-(0)2241-2543-0
E-mail: dsb@pharma-mall.de
Website: www.pharma-mall.de

If you have any questions or suggestions regarding data protection, please feel free to contact our data protection officer at any time.

4. Cookies

The websites of pharma mall Gesellschaft für Electronic Commerce GmbH use cookies. Cookies are text files that are stored on a computer system via an Internet browser.

Many cookies contain a unique identifier, the so-called cookie ID. This cookie ID can be used to assign visited websites and servers to the Internet browser used for this purpose in which this cookie was stored. This enables the websites visited to distinguish the Internet browser of the person concerned from other Internet browsers which also contain other cookies. In this way, a specific Internet browser and thus possibly a data subject can be recognised and identified.

Through the use of cookies, pharma mall Gesellschaft für Electronic Commerce GmbH can display the information and offers on our website in an optimised manner for the user. Cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website.

The person concerned can prevent the storage of cookies by our website at any time by adjusting the settings of the Internet browser used and thus permanently object to the storage of cookies. Cookies that have already been saved can be deleted at any time. This is possible in all common Internet browsers. By deactivation of the Cookies by the concerning, not all functions of our web pages can be used possibly completely.

5. Collection of general data and information

Our Web site collects a variety of general information each time it is accessed by a data subject or an automated system. This general information is stored in the log files of our web server. We may collect the browsers and versions used, the operating system used by the accessing system, the website from which an accessing system accesses our website, the sub-sites accessed from our website, the date and time of access to our website, an Internet protocol address (IP address), the Internet service provider of the accessing system and other similar information that may be used to avert an attack on our systems.

When using this general data and information, pharma mall Gesellschaft für Electronic Commerce GmbH does not draw any conclusions about the person concerned. Instead, this information is required in order to correctly deliver the content of our website, to optimise advertising for it, to ensure the long-term functionality of our systems and technology on our website and to provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. This anonymously collected information is statistically evaluated by pharma mall Gesellschaft für Electronic Commerce GmbH.

Furthermore, this information is analysed in order to increase data protection and data security and to ensure the protection of the personal data processed by us. The anonymous data in the log files are stored separately from the personal data entered by the data subjects.

6. Registration on our website

The person concerned has the opportunity to register on our website by providing personal data. The personal data, which are transmitted to the responsible person, result from the respective input mask, which is used for the registration. The personal data entered by the person concerned are collected and stored exclusively for registration purposes. The query of the valid pharmacy operating licence as well as the proof of purchase of narcotics (BTM) serves as proof of the authorisation to purchase certain pharmacy products and is required as proof of identity.

In order to ensure the security and confidentiality of the personal data recorded online by pharma mall Gesellschaft für Electronic Commerce GmbH, the ordering process is secured by pharma mall Gesellschaft für Electronic Commerce GmbH using SSL encryption. SSL (Secure Socket Layer) is a protocol used to enable secure data transmission over the Internet. The person responsible can arrange for the data to be passed on to one or more contract processors, who also use the personal data exclusively for internal purposes. This use must be attributed to the person responsible.

By registering on the website, the IP address assigned by the Internet service provider of the person concerned, the date and time of registration are stored. The storage of this data serves to prevent misuse of our services. This data can help to clarify criminal offences that have been committed. These data will not be passed on to third parties unless there is a legal obligation to pass them on or if they are used for criminal prosecution.

The registration of the person concerned by voluntarily providing personal data serves the responsible person to offer the person concerned content or services that are only offered to registered users. Part of the range of services offered by pharma mall Gesellschaft für Electronic Commerce GmbH is the e-mail information service, in which important and interesting manufacturer information is provided to our registered users. For this purpose, the provided contact data and, if applicable, the provided preferences are processed. Registered persons are free to modify the personal data provided during registration at any time or to have it completely deleted from our database.

Within the legal framework, we will provide any person concerned with information at any time on request as to which personal data of the person concerned are stored. Furthermore, the person responsible corrects or deletes personal data at the request or notice of the data subject, unless this is contrary to any statutory storage obligations. The data protection officer and all employees of our company are available to the data subject as contact persons in this context.

7. E-Mail-Tracking

The e-mails from the information service of pharma mall Gesellschaft für Electronic Commerce GmbH contain so-called tracking pixels. A pixel-code is a miniature graphic that is embedded in e-mails that are sent in HTML format to enable log file recording and analysis. This allows statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded pixel-code, pharma mall Gesellschaft für Electronic Commerce GmbH can recognize whether and when an e-mail was opened by an affected person and which links contained in the e-mail were accessed by the affected person.

The personal data collected in this way is stored and evaluated by pharma mall Gesellschaft für Electronic Commerce GmbH in order to optimise the information service and to adapt the content even better to the interests of the person concerned in future. This personal data will not be passed on to third parties. The legal basis is Art. 6 Para. 1 S. 1 lit. f) GDPR. The mere statistical evaluation serves our interest in improving our services. Since no reference is made to individual persons or passed on to third parties, the interests of those affected worthy of protection are only marginally affected and our interest in evaluation prevails.

8. Possibility of contact via the website

The website of pharma mall Gesellschaft für Electronic Commerce GmbH contains an e-mail address, a fax number and a telephone number which enable rapid electronic contact and direct communication with our company. If a data subject contacts the person responsible by e-mail or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted on a voluntary basis by a person concerned to the person responsible are stored exclusively for the purpose of processing or contacting the person concerned. This personal data will not be passed on to third parties..

9. Chat-Widget

The pharma mall Gesellschaft für Electronic Commerce GmbH offers users a chat, which is located on the website of the responsible person. Here it is possible to exchange information with the customer service staff of pharma mall Gesellschaft für Electronic Commerce GmbH.

If a data subject leaves a comment in the chat published on this website, in addition to the comments left by the data subject, information on the time of the comment entry and on the user name (pseudonym) chosen by the data subject will also be stored and published. Furthermore, the IP address assigned by the Internet Service Provider (ISP) of the data subject is logged. The IP address is stored for security reasons in the event that the person concerned violates the rights of third parties or posts illegal content through a comment. This collected personal data will not be disclosed to third parties unless such disclosure is required by law or serves the legal defence of the data controller.

10. Routine deletion and blocking of personal data

The responsible person processes and stores personal data only for the period of time necessary to achieve the storage purpose or as long as this is provided for in laws or regulations to which the responsible person is subject. If the storage purpose no longer applies or if the storage period prescribed by the competent legislator expires, the personal data will be blocked or deleted routinely and in accordance with the statutory provisions.

11. Rights of the data subject

11.1. Right to confirmation

Every data subject has the right to request confirmation from the person responsible as to whether any personal data concerned are being processed. If a data subject wishes to exercise this right, he or she can contact our data protection officer or an employee for this purpose.

11.2. Right to information

Any person concerned by the processing of personal data has the right to obtain from the data controller, free of charge, information on the personal data relating to that person and a copy thereof. Furthermore, the data subject has the right to obtain information on the following:

- the purposes of the processing
- the categories of personal data processed
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations
- if possible, the planned duration for which the personal data will be stored or, if that is not possible, the criteria for determining that duration
- the existence of a right to the rectification or erasure of personal data concerning him or her or to the limitation of the processing by the controller or of a right of opposition to such processing
- the existence of a right of appeal to a supervisory authority
- if the personal data are not collected from the data subject: All available information on the origin of the data
- the existence of automated decision-making including profiling in accordance with Article 22 (1) and (4) GDPR and - at least in these cases - meaningful information on the logic involved as well as the scope and intended effects of such processing for the data subject.

Furthermore, the data subject has the right to be informed as to whether personal data have been transferred to a third country or to an international organisation. If this is the case, the data subject also has the right to obtain information about the appropriate guarantees in connection with the transfer.

If a data subject wishes to exercise this right to information, he or she can contact our data protection officer or an employee of the person responsible at any time.

11.3. Right to rectification

Any person concerned by the processing of personal data has the right to obtain the immediate rectification of any inaccurate personal data concerning him or her. Furthermore, the data subject has the right to demand the completion of incomplete personal data - also by means of a supplementary declaration - taking into account the purposes of the processing.

If a data subject wishes to exercise this right of correction, he or she can contact our data protection officer or an employee of the responsible person at any time.

11.4. Right to cancellation (right to be forgotten)

Any data subject who is subject to the processing of personal data has the right to obtain from the controller the erasure without delay of the personal data concerning him, if one of the following reasons applies and if the processing is not necessary:

- Personal data have been collected or otherwise processed for purposes for which they are no longer necessary.
- The data subject withdraws his/her consent on which the processing was based pursuant to Art. 6 para. 1 letter a GDPR or Art. 9 para. 2 letter a GDPR, and there is no other legal basis for the processing.
- The data subject objects to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate reasons for the processing or the data subject objects to the processing pursuant to Art. 21 para. 2 GDPR.
- The personal data have been processed unlawfully.
- The deletion of the personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.
- The personal data were collected in relation to information society services offered pursuant to Art. 8 para. 1 GDPR.

If one of the aforementioned reasons applies and a person concerned wishes to have personal data stored at pharma mall Gesellschaft für Electronic Commerce GmbH deleted, he or she can contact our data protection officer or an employee of the responsible person for this purpose. The data protection officer of pharma mall Gesellschaft für Electronic Commerce GmbH or an employee will ensure that the request for deletion is complied with without delay.

If the personal data has been made public by pharma mall Gesellschaft für Electronic Commerce GmbH and if our company is responsible in accordance with Art. 17 Para. 1 GDPR (German Data Protection Ordinance) for the deletion of personal data, we shall be entitled to delete the data without delay. 1 GDPR, pharma mall Gesellschaft für Electronic Commerce GmbH, taking into account the available technology and its implementation costs, shall take appropriate measures, also of a technical nature, to inform other persons responsible for data processing who process the published personal data that the data subject has requested these other persons responsible for data processing to delete all links to this personal data or copies or replications of this personal data, insofar as the processing is not necessary. The data protection officer of pharma mall Gesellschaft für Electronic Commerce GmbH or an employee will take the necessary steps in individual cases.

11.5. Right to limitation of processing

Any person concerned by the processing of personal data has the right to request the controller to limit the processing if one of the following conditions is met:

- The accuracy of the personal data is contested by the data subject for a period of time which allows the controller to verify the accuracy of the personal data.
- The processing is unlawful, the data subject refuses the deletion of the personal data and demands instead the restriction of the use of the personal data.
- The controller no longer needs the personal data for the purposes of processing, but the data subject needs them for the assertion, exercise or defence of legal rights.
- The data subject has lodged an objection to the processing pursuant to Art. 21 (1) GDPR and it is not yet clear whether the legitimate reasons of the data controller outweigh those of the data subject.

If one of the above conditions is met and a person concerned wishes to request the restriction of personal data stored at pharma mall Gesellschaft für Electronic Commerce GmbH, he can contact our data protection officer or a member of staff of the responsible person at any time. The data protection officer of pharma mall Gesellschaft für Electronic Commerce GmbH or an employee will arrange for the processing to be restricted.

11.6. Right of data transferability

Any person concerned by the processing of personal data has the right to obtain the personal data concerning him which have been provided to the data controller in a structured, common and machine-readable format. He also has the right to communicate this data to another data controller without being hindered by the controller to whom the personal data have been provided, provided that the processing is based on the consent pursuant to Art. 6 para. 1 letter a GDPR or Art. 9 para. 2 letter a GDPR or on a contract pursuant to Art. 6 para. 1 letter b GDPR and the processing is carried out using automated procedures, provided that the processing is not necessary for the performance of a task which is in the public interest or which is carried out in the exercise of public authority assigned to the controller.

Furthermore, when exercising the right to data transferability pursuant to Art. 20 para. 1 GDPR, the data subject has the right to obtain that the personal data be transferred directly from one responsible party to another responsible party, insofar as this is technically possible and insofar as this does not impair the rights and freedoms of other persons.

In order to assert the right to data transferability, the person concerned may at any time contact the data protection officer appointed by pharma mall Gesellschaft für Electronic Commerce GmbH or an employee.

11.7. Right of objection

Any person affected by the processing of personal data has the right, for reasons arising from his/her particular situation, to object at any time to the processing of personal data concerning him/her on the basis of Article 6 para.1 letter (e) or (f) of the GDPR. This also applies to profiling based on these provisions.

pharma mall Gesellschaft für Electronic Commerce GmbH will no longer process personal data in the event of an objection unless we can prove compelling reasons worthy of protection for the processing, which outweighs the interests, rights and freedoms of the person concerned, or the processing serves to assert, exercise or defend legal claims.

If pharma mall Gesellschaft für Electronic Commerce GmbH processes personal data in order to conduct direct advertising, the person concerned has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling insofar as it is connected with such direct advertising. If the data subject objects to the processing for direct marketing purposes by pharma mall Gesellschaft für Electronic Commerce GmbH, pharma mall Gesellschaft für Electronic Commerce GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right, for reasons arising from his particular situation, to object to the relevant processing of personal data carried out by pharma mall Gesellschaft für Electronic Commerce GmbH for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 para. 1 GDPR, unless such processing is necessary for the performance of a task in the public interest.

In order to exercise the right to object, the data subject may contact the data protection officer of pharma mall Gesellschaft für Electronic Commerce GmbH or an employee directly. The data subject is also free to exercise his/her right of objection in connection with the use of services of the information society, irrespective of Directive 2002/58/EC, by means of automated procedures in which technical specifications are used.

11.8. Automated decisions in individual cases including profiling

Any data subject to the processing of personal data shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects upon him or her or significantly affects him or her in a similar manner, unless the decision is necessary for the conclusion or performance of a contract between the data subject and the controller or is authorized by law to which the controller is subject, and provided that such law contains or is taken with the explicit consent of appropriate measures to safeguard the rights and freedoms and the legitimate interests of the data subject.

If the decision is necessary for the conclusion or performance of a contract between the data subject and the person responsible or if it is made with the express consent of the data subject, pharma mall Gesellschaft für Electronic Commerce GmbH shall take appropriate measures to protect the rights and freedoms as well as the legitimate interests of the data subject, which shall at least include the right to obtain the intervention of a person on the part of the data subject, to present one's own position and to contest the decision.

If the person concerned wishes to assert rights with regard to automated decisions, he or she can contact our data protection officer or an employee of the responsible person for this purpose.

11.9. Right to revoke consent under data protection law

Every person affected by the processing of personal data has the right to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise his/her right to revoke his/her consent, he/she can contact our data protection officer or an employee of the responsible person at any time.

12. Data protection for applications and in the application procedure

pharma mall Gesellschaft für Electronic Commerce GmbH collects and processes the personal data of applicants for the purpose of processing the application procedure. The legal basis for this is Art. 6 para. 1 S. 1 lit. b) GDPR in conjunction with Art. 26 BDSG. § 26 BDSG. Processing may also be carried out electronically. This is particularly the case if an applicant submits the relevant application documents electronically, for example by e-mail or via a web form on the website <https://auf-zukunft-programmiert.de/>, to the responsible person. If the person responsible concludes an employment contract with an applicant, the transmitted data will be stored for the purpose of processing the employment relationship in compliance with the statutory provisions. If the data controller does not conclude an employment contract with the applicant, the application documents will be automatically deleted three months after notification of the rejection decision, provided that no other legitimate interests of the data controller conflict with such deletion. Other legitimate interests in this sense include, for example, the duty to provide evidence in proceedings under the General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz - AGG).

13. Legal basis for the processing

Art. 6 para. 1 a) GDPR serves pharma mall Gesellschaft für Electronic Commerce GmbH as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the party concerned is a party, as is the case, for example, with processing operations which are necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 Para. 1 b) GDPR. The same shall apply to such processing operations which are necessary for carrying out pre-contractual measures, for example in cases of inquiries regarding our products or services. If our company is subject to a legal obligation requiring the processing of personal data, such as for the fulfilment of tax obligations, the processing is based on Art. 6 para. 1 c) GDPR. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor to our company were injured and his name, age, health insurance data or other information relevant to protection would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6 para. 1 d) GDPR. Ultimately, processing operations could be based on Art. 6 para. 1 f) GDPR.

Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and fundamental freedoms of the data subject do not predominate. Such processing operations are permitted to us in particular because they have been specifically mentioned by the legislator (recital 47 sentence 2 GDPR).

14. Legitimated interests in the processing carried out by the controller or a third party

If the processing of personal data is based on Article 6 (1) f) GDPR, we have a legitimate interest in carrying out our business activities for the benefit of all our employees and shareholders.

15. Duration for which the personal data is stored

The criterion for the duration of the storage of personal data is the respective legal retention period. After this period has expired, the corresponding data is routinely deleted unless it is no longer required for the fulfilment or initiation of the contract.

16. Legal or contractual provisions on the provision of personal data

We will inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may result from contractual regulations (e.g. information on the contractual partner). Sometimes it may be

necessary for a contract to be concluded that a data subject provides us with personal data which must subsequently be processed by us. To conclude a contract, the person concerned is obliged to provide us with personal data. If the data subject does not provide his/her personal data, no contract can be concluded with the data subject. Before the provision of personal data by the data subject, the data subject can contact our data protection officer.

Our data protection officer informs the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of a contract, whether there is an obligation to provide the personal data and what consequences the non-availability of the personal data would have.

17. Existence of an automated decision-making process

Our company does not use automatic decision making or profiling.

18. Matomo

On our website we use Matomo (formerly "Piwik") for web analysis. This is an open source analysis software that runs locally on the same web server.

Matomo uses cookies. These are small text files which are stored on your computer and with whose help I can recognize you and your visits. The data obtained in this way is exclusively stored locally on the server on which this website is hosted. The cookie has a maximum lifetime of 60 days and the detailed statistics are deleted after 60 days, the rough overview statistics after 13 months. No third parties, especially no advertising networks, have access to this data. In addition, your IP address is shortened immediately after the website call by deleting the last three digits of the twelve-digit IP address (for example, only: 192.168.147.xxx). pharma mall Gesellschaft für Electronic Commerce GmbH also respects the Do-Not-Track standard. If your browser is set to "Do not track", no cookie is set and details of your visit do not appear in the statistics.

In the settings of your browser (Firefox, Chrome) or by installing plugins, you can prevent cookies from being loaded or manually prevent the Matomo cookie from being set. Simply click on the corresponding objection field directly below this section.

On the basis of the cookies and the technical information described above, Matomo can create pseudonym-me profiles and, for example, recognize which subpages are visited more frequently, whether the website is visited more frequently by mobile devices or desktop computers or from which region the website is frequently visited. pharma mall Gesellschaft für Electronic Commerce GmbH cannot easily assign these profiles to a specific person. Theoretically, however, it is possible that a connection between your profile and yourself can be established with additional knowledge. We therefore treat these profiles in the same way as all other personal data, do not pass them on to anyone and use them exclusively for statistical purposes here on the website.

Data processing for statistical and range measurement purposes is carried out in accordance with Art. 6 Para. 1 Letter f) GDPR to the extent necessary and appropriate to fulfil our interest in range measurement, weighed against your interest in visiting the website as confidentially and unobserved as possible.

19. Facebook

Our website uses social plugins of the social network of Facebook. This service is provided by Facebook Inc. (Facebook), 1601 S. California Ave, Palo Alto, CA 94304, USA. The plugins can be recognized by one of the different Facebook logos (white "f" on a blue tile or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and appearance of Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

When a user visits a website on our site that contains such a plugin, their browser establishes a direct connection to Facebook's servers. The content of the plugin is sent directly from Facebook to your browser, which then integrates it into the website. We therefore have no influence on the extent of the data that

Facebook collects with the help of this plugin and therefore inform those affected according to their level of knowledge: By integrating the plugins, Facebook receives the information that a user has called up the corresponding page of the offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. If users interact with the plug-ins, click the Like button for example or make a comment, the corresponding information is transferred directly from your browser to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to find out his IP address and save it. According to Facebook, only an anonymous IP address is stored in Germany.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as the relevant rights and setting options to protect the privacy of users can be found in Facebook's data protection information: <https://www.facebook.com/about/privacy/>.

If a user is a Facebook member and does not want Facebook to collect data about him via this offer and link it with his Facebook stored member data, he must log out of Facebook before visiting the website.

Further settings and objections to the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the website <http://www.youronlinechoices.com/>. The settings are platform-independent, i.e. they are adopted for all devices, such as desktop computers or mobile devices.

20. Facebook Remarketing / Retargeting

We use remarketing tags from Facebook Inc. on our websites. (Facebook) , 1601 South California Avenue, Palo Alto, CA 94304, USA. When you visit our pages, remarketing tags establish a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. This allows Facebook to associate visiting our pages with your user account. We can use the information obtained in this way to display Facebook Ads. We would like to point out that, as the provider of the pages, we do not have any knowledge of the content of the transmitted data or its use by Facebook. Further information on this can be found in Facebook's privacy policy at <https://www.facebook.com/about/privacy/>.

If you do not wish to receive advertising via Custom Audience, you can object by following this link: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

21. Facebook Pixel

With your consent, we use the Facebook pixel (visitor action pixel) on our website for visitor conversion measurement. This service is provided by Facebook Inc. (Facebook), 1601 S. California Ave, Palo Alto, CA 94304, USA. It allows us to track users' actions after they have seen or clicked on a Facebook ad. This allows us to measure the effectiveness of Facebook ads for statistical and market research purposes. The data collected in this way is anonymous to us, which means that we do not see the personal data of individual users. However, this data is stored and processed by Facebook, which we will inform you about according to our level of knowledge. Facebook may link this data to your Facebook account and may also use it for its own advertising purposes in accordance with its own data use policy: <https://www.facebook.com/about/privacy/>. You may enable Facebook and its affiliates to serve advertisements on and off Facebook. A cookie may also be stored on your computer for these purposes.

This consent may only be given by users who are older than 15 years of age. If you are younger, please ask your parent or guardian for advice. Please click here if you would like to revoke your consent if you follow this link: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

22. Kommunikation per Facebook Messenger

This offer uses the Facebook Messenger of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook") as an additional communication medium. The data and contents of the communication are processed via servers in the USA. Facebook also evaluates the communication metadata for advertising purposes, but not the content of the messages.

For more details, please see Facebook's Privacy Policy: <https://www.facebook.com/about/privacy/>.

23. XING

The "XING Share Button" is used on this website. When you access this website, your browser establishes a short-term connection to servers at XING SE ("XING") Dammtorstraße 30, 20354 Hamburg, Germany, which provide the "XING Share Button" functions (in particular the calculation/display of the meter value). XING does not store any personal data about you when you access this Internet site. In particular, XING does not store any IP addresses. Nor will your usage behavior be evaluated with regard to the use of cookies in connection with the "XING Share Button". The latest data protection information on the "XING Share Button" and additional information can be found on this website: <https://privacy.xing.com/de/datenschutzerklaerung>

24. LinkedIn

This website uses the "LinkedIn Share-Button". When you access this website, your browser will establish a short-term connection to servers of the LinkedIn Corporation ("LinkedIn") LinkedIn Headquarters 2029 Stierlin Ct. Ste. 200 Mountain View, CA 94043, with which the "LinkedIn Share Button" functions (in particular the calculation/display of the meter value) are provided. LinkedIn does not store any personal data about you when you access this website. In particular, LinkedIn does not store any IP addresses. There is also no evaluation of your usage behaviour regarding the use of cookies in connection with the "LinkedIn Share-Button". The latest data protection information on the "LinkedIn Share Button" and additional information can be found on this website: <https://www.linkedin.com/legal/privacy-policy>

25. LinkedIn „Insight Tag“

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