

# CHROMOS Group AG Privacy Policy

February 2023, Version 1.1

We take the protection of your personal data very seriously. Respecting your privacy and handling your personal data in a trustworthy manner is important to us. It goes without saying that we comply with the statutory provisions on data protection. Below, we provide you with an overview of how we guarantee the protection of your personal data, the type of data we process and for what purpose.

To be sure about the type of personal data we collect and for which purposes, please take note of the information below. In protecting your data, we are guided primarily by the legal requirements derived from Swiss data protection law, in particular the Federal Data Protection Act (FADP), as well as the EU Data Protection Regulation (GDPR), the provisions of which may be applicable in individual cases.

Please note that the following information may be reviewed and adapted from time to time. We therefore recommend that you regularly consult this privacy notice. Furthermore, other companies (listed below) in addition to ourselves are also responsible or jointly responsible with us under data protection law for individual data processing, in which cases the information provided by said companies must also be taken into account.

## Data controller

Unless otherwise stated, the Data Controller is:

CHROMOS Group AG  
Niederhaslistrasse 12  
8157 Dielsdorf  
Switzerland  
[datenschutz@chromosgroup.ch](mailto:datenschutz@chromosgroup.ch)

Our representative in the European Union (EU) or the European Economic Area (EEA) is:

Chromos GmbH  
Affinger Str. 4  
86167 Augsburg  
Germany  
[office@chromos.de](mailto:office@chromos.de)

## What type of personal data is processed and what is it used for?

### Types of personal data processed

- Inventory data (e.g. names, addresses)
- Contact details (e.g. email, telephone numbers)
- Applicant data (e.g. personal details, postal and contact addresses, the documents belonging to the application and the information contained therein or provided in the course of an interview, such as cover letters, curriculum vitae, certificates as well as other information provided by applicants with regard to a specific position, or voluntarily with regard to their person or qualifications).
- Content data (e.g. entries in online forms)
- Usage data (e.g. websites visited, interest in content, access times)
- Meta/communication data (e.g. device information, IP addresses)
- Contract data (e.g. subject matter of contract, term, customer category)
- Payment data (e.g. bank details, invoices, payment history)

## Purpose of the processing

- Provision of the online offer, its functions and contents
- Answering contact enquiries and communication with users
- Application procedure (establishment and possible subsequent implementation as well as possible subsequent termination of the employment relationship).
- Security measures
- Reach measurement/marketing
- Tracking (for example interest/behavioural profiling, use of cookies)
- Provision of contractual services and customer service.

## On what legal basis do we process your personal data?

If the legal basis is not mentioned in the privacy notice, the following applies: Processing may be based on consent. The processing may then serve to fulfil our services and implement contractual measures, as well as to answer enquiries. Processing may also be based on our legitimate interest or legal obligations.

## What rights do you have?

You have the following rights under the data protection law applicable to you and to the extent provided therein:

- **Right of access, rectification, erasure and restriction:** You have the right to request information at any time about whether and what types of your personal data we process. When we process or use your personal data, we endeavour to take reasonable steps to ensure that your personal data is accurate and up to date for the purposes for which it has been collected. In the event that your personal data is inaccurate or incomplete, you have the right to request that it be corrected. Furthermore, you may have the right to request the erasure or restriction of the processing of your personal data if, for example, there is no longer a legitimate business purpose for such processing in accordance with this privacy notice, or if the applicable law and statutory retention obligations do not require its continued storage.
- **Right to data portability:** You may have the right to receive the personal data concerning you that you have provided to us in a structured, commonly used and machine-readable format or to request the transfer of said data to a third party.
- **Right to revoke your consent:** If you have consented to the collection, processing and use of your personal data, you can revoke your consent at any time with effect for the future, but without affecting the lawfulness of the processing carried out on the basis of the consent until revocation. All you need to do is send us a message by email.
- **Right of objection:** If the processing of your personal data takes place on the basis of our legitimate interests, you may object to the future processing of the data concerning you, if applicable. You may also object to the processing of your personal data for the purposes of direct marketing.

You also have the right to complain to a data protection authority about our processing of your personal data.

To enforce your data protection rights, you can contact us at any time using the contact details provided in the "Data Controller" section.

Please note that exceptions apply to these rights. In particular, we may need to process and store your personal data in order to fulfil a contract with you, to protect our own legitimate interests such as the assertion, exercise or defence of legal claims, or to comply with legal obligations. To the extent legally permissible, we may also refuse to comply with your data protection-related requests, for example requests for information and erasure, or comply with them only to a limited extent.

## How long do we store your personal data?

We process and store your personal data only to the extent and for as long as necessary for the fulfilment of our contractual and legal obligations, or otherwise for the purposes pursued with the processing, and beyond that in accordance with the statutory retention periods. As soon as your personal data is no longer required for the above-mentioned purposes or a prescribed retention period expires, your personal data will be deleted or anonymised to the extent possible.

## How do we protect your personal data?

The security of your personal data is important to us. We have implemented comprehensive technical and organisational security measures to maintain the security of your personal data and to protect it against unauthorised or unlawful processing and/or accidental loss, alteration, disclosure or access. To this end, we regularly review our security measures and adapt them to the state of the art.

Despite appropriate and suitable organisational and technical measures, the processing of personal data on the Internet can always have security gaps. We therefore cannot guarantee absolute data security.

## Who do we share your personal data with?

We will not disclose or otherwise disseminate your personal data to third parties unless this is necessary to fulfil our services, if you have consented to its disclosure, or if data disclosure is permitted by relevant legal provisions.

In order to provide our services, to comply with contractual or legal requirements or for the purposes set out in this privacy notice, it may be necessary for us to disclose your personal data to the following categories of recipients:

- Group companies
- Service companies such as IT service providers, logistics companies, banks, consulting and advisory services, sales and marketing companies
- Dealers, suppliers, subcontractors or other business partners
- Customers
- Domestic and foreign authorities, government agencies or courts
- the public, including visitors to websites and social media
- Media, press offices

The recipients may be in Switzerland or abroad (anywhere in the world). In particular, your personal data may be transferred to all countries in which the CHROMOS Group is represented by group companies, branches or other offices, as well as to other countries in Europe and the USA, where the service providers we use are located (such as Microsoft, Google LLC). In the case of recipients external to our company in the EU/EEA area or in countries with recognised data protection adequacy (for example Switzerland), we ensure data protection by concluding so-called commissioned data processing agreements where necessary and appropriate. If we transfer personal data to a country without adequate legal data protection, we ensure an adequate level of protection as provided for by law using appropriate contracts (namely on the basis of the so-called standard contractual clauses of the European Commission, which can be accessed here [https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc\\_de](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_de)) or other recognised guarantees (for example Binding Corporate Rules, consent in individual cases).

## What personal data do we collect and for what purpose?

### Use of our websites, access data

You can use our websites for purely informative purposes without disclosing your identity. When you call up the individual pages of our websites in this sense, only access data is transmitted to our provider in order that the websites can be displayed to you. This includes the following data:

- IP address
- Date and time of the request
- Name and URL of the retrieved data
- Operating system of your computer and the browser you use
- Country from which our websites are accessed
- Name of your internet access provider
- Time zone difference with respect to Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status/HTTP status code
- amount of data transferred in each case
- last visited website
- browser settings
- Language and version of browser software

This data is processed solely for the purpose of enabling the use of our websites (connection establishment), to ensure system security and stability on a permanent basis, to optimise our offers and for internal statistical purposes, and thus on the basis of our legitimate interests. This data is not passed on to third parties or evaluated in any other way. Personal user profiles are not created.

This data is stored by the following hosting partners. You can find further information in their privacy notices.

Cubetech GmbH, Laupenstrasse 1, CH-3008 Bern, [info@cubetech.ch](mailto:info@cubetech.ch)  
<https://www.cubetech.ch/datenschutzerklaerung/>

Intronet GmbH c/o Trendhosting, Bälliz 64, CH-3600 Thun, [info@trendhosting.ch](mailto:info@trendhosting.ch)  
<https://www.trendhosting.ch/datenschutzerklaerung/>

### Contact

When you contact us (for example by contact form, email, telephone or via social media), the personal data you provide will be processed by us in order to respond to your enquiry and to contact you. The types of data collected in the case of a contact form can be determined from the respective form. Mandatory data required for the processing of the enquiry is marked separately, other data is voluntary.

Said personal data is processed solely for the purpose of processing your contact. The other personal data processed during the sending process serves to prevent misuse of the contact form and to ensure the security of our information technology systems. Said personal data is not passed on to third parties.

The legal basis for the processing is our legitimate interest in fulfilling your enquiry or our contractual obligations if your contact is aimed at concluding a contract.

The personal data you send us via contact requests will be deleted if you request us to do so, revoke your consent for storage, or if the purpose for storing the data no longer applies (for example, if your request is completed after processing). Statutory retention periods remain unaffected.

To protect the forms from spam, we use reCAPTCHA, a service of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. By using this service, it is possible to check whether the sending is done by a real user (human) or by a spam bot (machine). For the analysis, reCAPTCHA evaluates various information (for example IP address, time spent by the website visitor on the websites or mouse movements made by the user). The data collected during the analysis is forwarded to Google. The reCAPTCHA service is used in accordance with Google's general terms of use. The reCAPTCHA analyses run completely in the background. Visitors are not explicitly informed of this.

For more information on Google reCAPTCHA and Google's privacy notice, please see the following links: <https://policies.google.com/privacy> und <https://www.google.com/recaptcha/about/>.

ReCaptcha is used to ensure the functionality of the contact form and to exclude improper use. Our legitimate interest in data processing falls within these purposes. The use of reCaptcha is absolutely necessary for the operation of the contact form. Consequently, there is no possibility for the user to object.

## Newsletter

On some of our websites you have the possibility to subscribe to our newsletter. Through said newsletter, we inform you about ourselves, and our offers and services.

We use the so-called double opt-in procedure to register for our newsletter. This means that after your registration, we send you an email to the email address you provided, in which we ask you to confirm that you wish to receive the newsletter. In addition, we store your IP addresses and the times of registration and confirmation. The purpose of this procedure is to prove your registration and, if necessary, to be able to clarify possible misuse of your personal data.

The newsletter is thus sent on the basis of your consent or, if consent is not required, on the basis of our legitimate interests in direct marketing, if and insofar as this is permitted by law, for example in the case of advertising to existing customers. Insofar as we commission a service provider to send emails, this is done on the basis of our legitimate interests.

You have the option to unsubscribe from the newsletter at any time and to revoke your consent. To do so, click on the corresponding button (link) in the newsletter sent to you. You will find this link to cancel the newsletter at the foot of each newsletter. The personal data that you have provided to us for the purpose of receiving the newsletter will be deleted by us after you have unsubscribed.

To send newsletters, we use the customer relationship management (CRM) system of the provider Microsoft Ireland Operations Limited (Ireland / EU), as well as MailChimp of the provider Rocket Science Group LLC (USA), a company of Intuit Inc (USA). Microsoft Dynamics 365 CRM and MailChimp are services through which, among other things, newsletter sending can be organised and analysed. The data you enter for the purpose of receiving newsletters is transferred to the Microsoft and MailChimp servers and stored there. If you do not want Microsoft Dynamics 365 CRM and MailChimp to analyse your data, you should not subscribe to, or must unsubscribe from, the newsletter. For this purpose, we provide a corresponding link in every newsletter message. You can find Microsoft's privacy notice at: <https://privacy.microsoft.com/de-de/privacystatement>. You can find MailChimp's privacy notice at: <https://www.intuit.com/privacy/statement/>

## Career

When you apply for a job with us, we process the personal data that we receive from you as part of the application process. In addition to your personal details, education, work experience and skills, this includes the usual correspondence data such as postal address, email address and telephone number. In addition, all documents submitted by you in connection with the application, such as motivation letters, curriculum vitae and certificates, are processed. Furthermore, applicants may voluntarily provide us with additional information. This data will only be stored, evaluated, processed or forwarded internally in connection with your application. Furthermore, it may be processed for statistical purposes (for example reporting). In this case, no conclusions can be drawn about individual persons.

The legal basis for processing the application data is our legitimate interest in carrying out the application procedure or the fulfilment of our contractual obligations if the processing is aimed at concluding an employment contract. If the application is successful, the data submitted by you will be stored for the purpose of implementing the employment relationship.

If we conclude an employment contract with you, the data transmitted will be stored for the purpose of processing the employment relationship in compliance with statutory provisions. If the application process ends without employment, your data will be deleted unless you have given us permission to use your details for further application

processes with us and to contact you again if necessary.

## Registration

On some of our websites, we offer you the option of registering. This registration is carried out through the provision of personal data, which we request in the input form provided for this purpose. In addition, the IP address used by you and the date and time the registration form is sent, are recorded. This personal data is collected and stored by us for internal use, for purposes including to communicate with you, to process existing or future contractual relationships (for example orders), to protect our technical systems and prevent misuse and, if necessary, to forward said data to one or more order processors (such as postal, parcel and payment service providers).

The legal basis for the processing is your consent or the fulfilment of our contractual obligations if the registration is aimed at concluding a contract.

As a registered person, you can request to have the personal data you provided during registration changed or deleted at any time, provided there are no legal regulations – such as statutory retention periods – preventing this.

The data collected during registration will be stored by us for as long as you are registered on the website and will then be deleted. Legal retention periods remain unaffected.

## Webshop

### Use of our webshops

When you use one of our webshops, this requires your personal data to be processed as follows:

If you wish to place an order in one of our webshops, in order to conclude the contract it will be necessary to provide your personal data, which we require to process your order and to establish your identity before concluding a contract. We also need your email address to confirm your order and for future communication with you that is necessary to process the contract. Mandatory information required for the processing of contracts is marked separately, other information is voluntary. We process the data you provide to process your order. The legal basis for this is the need to process the contract. We store your data together with the marginal order data (for example time, order number, etc.), the ordered/booked services data (for example description, price and features of the product; "product data"), the payment data (for example selected payment method, payment confirmation and time; see also section 19) as well as the order data. In addition, we also store the payment data (for example selected payment method, payment confirmation and time; see section 19) as well as the contract processing and fulfilment data (for example product returns, use of service or warranty services, etc.) in our CRM database (see section 6.1) in order that we can guarantee correct order processing and fulfilment of the contract. Insofar as this is necessary for the fulfilment of the contract, we will also pass on the required information to any third-party service providers (for example transport companies).

Insofar as offered by the respective webshop, you can voluntarily create a customer account through which we can save your data for future purchases. When creating such a customer account, the data you provide will be revocably stored. You can always delete all further data, including your user account, in the customer area.

### Online payment processing

If you purchase services or products for a fee on our website, depending on the product or service and the desired payment method, you may be required to provide additional data, such as your credit card information or login with your payment service provider. This information, as well as the fact that you have purchased a service from us for the amount and at the time in question, is forwarded to the respective payment service providers (for example payment solution providers, credit card issuers and credit card acquirers). The details of the respective company should always be observed, in particular the privacy notice and general terms and conditions.

In order to avoid payment defaults, the necessary data, in particular your personal details, may also be transmitted to a credit agency for the automated assessment of your creditworthiness. In this context, the credit agency may assign you a so-called score value. This is an estimate of the future risk of non-payment, for example based on a percentage. The value is determined using mathematical-statistical methods and by including data from other sources provided by the credit agency. We reserve the right, according to the information received, not to offer you the payment method "invoice".

### **Submission of ratings**

In order to help other users with their purchase decisions and to support our quality management (in particular the processing of negative feedback), you have the opportunity to rate ordered products on our website. The data processed and published on the website is that which you have made available to us, meaning, in addition to your review and the time it was left, possibly also a comment you may have added to your evaluation or name you may have given. We reserve the right to delete illegal ratings and to contact you in case of suspicion and ask you to comment.

### **What are cookies and when are they used?**

Our websites, as well as various online services such as Google, use cookies. Cookies are small files that are stored on your end device (laptop, tablet, smartphone or similar) and saved by your browser. They are used to make our websites more user-friendly and improve their overall effectiveness, and to make your visit to our websites as pleasant as possible. Cookies are harmless.

Most of the cookies we use are so-called session cookies. These are automatically deleted when you log out or close the browser. Other cookies remain stored on your computer beyond the respective process of use and enable us or our partner companies (third-party cookies) to recognise your browser on your next visit. If other cookies are stored (for example cookies to analyse your browsing behaviour), these are treated separately in this privacy notice.

The basis on which we process your personal data using cookies depends on whether we ask for your consent. If this is the case and you consent to the use of cookies, the legal basis for processing your data is your consent. Otherwise, the personal data processed using cookies will be processed on the basis of our legitimate interests (for example in analysing and optimising our services and offers) or, if the use of cookies is necessary to fulfil our contractual obligations.

Depending on whether the processing is based on consent or legal permission, you have the option to revoke at any time any consent given, or to object to the processing of your personal data by cookie technologies. You can set your browser so that you are informed in advance about cookie settings and can decide on a case-by-case basis whether you want to exclude the acceptance of cookies for certain cases or generally, or completely prevent cookies. However, this may restrict the functionality of the websites.

### **How are analysis and marketing tools used?**

On our websites, we use various website analysis and tracking services, which we explain to you in more detail below. Where we ask for your consent to use the third-party providers, the legal basis for this form of data processing is consent. If we do not obtain your consent, your personal data will be processed on the basis of our legitimate interests, for example our interest in providing efficient, economic and recipient-friendly services. In this context, please also see the section on cookies in this privacy notice.

### **Google Analytics**

Some of our websites use the analysis tracking tool Google Analytics, a web analysis service of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

Google Analytics uses cookies and similar technologies that are stored on your computer and allow the analysis of your use of our websites. We have added the code "anonymizeIP" to Google Analytics on our websites. This guarantees the masking of your IP address, so that, in principle, all data is anonymously passed on to Google. Only in exceptional cases will the full IP address be transferred to a Google server and shortened only there. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google states that it will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that in doing so you may not be able to use all functions of this website. You can also prevent the collection of data and processing of data by Google by downloading and installing the browser add-on available at the following link <https://tools.google.com/dlpage/gaoptout>. You can deactivate Google Analytics for display advertising and adjust the ads in the Google Display Network by accessing the ad settings: <https://adssettings.google.de>.

Further information on Google Analytics' terms of use and data protection policy can be found at: <https://marketingplatform.google.com/about/analytics/terms/de/> and <https://policies.google.com/privacy>.

### **Google Ads**

Some of our websites use the online advertising programme GoogleAds (formerly AdWords), a service of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

With Google Ads, a cookie is set on your computer ("conversion cookie") if you reach our websites via a Google ad. These cookies have a limited validity, do not contain any personal data and are therefore not used for personal identification.

If you visit certain of our websites and the cookie has not yet expired, we and Google will be able to recognise that you clicked on the ad and were thus redirected to our websites. Each Google Ads customer receives a different cookie. Thus, there is no possibility of cookies being tracked across Ads customers' websites. The information obtained with the help of the conversion cookie is used by Google to create conversion statistics for Ads customers who have opted for conversion tracking. These statistics tell us the total number of users who clicked on our ads and which of our websites were subsequently visited by the respective user. We do not receive any information with which you can be personally identified.

You can generally prevent the storage of cookies by deactivating the storage of cookies in your browser. Furthermore, you have the option to object to interest-based advertising by Google Ads by adjusting the corresponding settings at <https://adssettings.google.de>

Further information on Google Ads' terms of use and data protection policy can be found at: <https://policies.google.com/technologies/ads?hl=de> and <https://policies.google.com/privacy>.

### **Google Marketing Platform**

Some of our websites use the Google Marketing Platform (formerly DoubleClick), a service of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

The Google Marketing Platform optimises interaction with Google Ads. It sets cookies when you view an ad or click on one of our advertising banners. This is done in order to display banners that are more interesting to you. It records whether you have viewed one of our ads, clicked on it or achieved a conversion on our websites. The information stored locally in the cookie about the use of our websites is transferred to Google.

For more information on the Google Marketing Platform, please visit <https://marketingplatform.google.com/about/>.

### **Google Tag Manager**

For our websites, we use the Google Tag Manager of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

The Google Tag Manager is an organisational tool with which we can integrate and manage website tags centrally and via a user interface. The Google Tag Manager itself, which implements the tags, is a cookie-free domain and does not collect any personal data. The tool does, however, trigger other tags, which in turn may collect data. Google Tag Manager itself, however, does not access this data. If a deactivation has been made at domain or



cookie level, this remains in place for all tracking tags that are implemented with Google Tag Manager.

You can find more information about Google Tag Manager at: <https://support.google.com/tag-manager/?hl=de#topic=3441530> and in Google's privacy notice <https://policies.google.com/privacy>.

### **Google Maps**

Some of our websites use the Google Maps service of Google LLC (USA). For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

To use the functions of Google Maps, your IP address must be saved. This information is usually transferred to a Google server in the USA and stored there. The provider of these pages has no influence on this data transmission. If you do not wish Google to collect, process or use data about you via our websites, you can deactivate JavaScript in your browser settings. In this case, however, you will not be able to use the map display.

Further information on Google Maps' terms of use and data protection policy can be found at: [https://www.google.com/intl/de\\_de/help/terms\\_maps/](https://www.google.com/intl/de_de/help/terms_maps/) and <https://policies.google.com/privacy>.

### **YouTube**

We have integrated YouTube videos on some of our websites. YouTube is a video portal of the American company Google LLC. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

When you visit a page on our website that has an embedded YouTube video, a connection is established to the YouTube servers. This tells the YouTube server which of our pages you have visited. This information (including your IP address) may be transmitted to a Google server in the USA and stored there. If you are logged in to your YouTube account at the same time, you enable YouTube to assign your browsing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

For more information, please see Google's privacy notice: <https://policies.google.com/privacy>.

### **Google Web Fonts**

External fonts from Google (USA) are used on some of our websites. For the European area, the company Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly. For this purpose, the browser you are using connects to Google's servers. In this way, Google learns that our websites have been accessed via your IP address. If your browser does not support web fonts, a standard font from your computer will be used.

When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly. Monotype thus becomes aware that our websites have been accessed via your IP address. The use of Monotype web fonts is in the interest of a uniform and appealing presentation of our online offers.

Further information on Google Web Fonts can be found at: <https://developers.google.com/fonts/faq> and in Google's privacy notice: <https://policies.google.com/privacy>.

## Facebook Pixel, Custom Audiences und Facebook Conversion

Some of our websites use the Facebook Pixel, Custom Audiences and Facebook Conversions of Facebook. Facebook is operated by Facebook Inc (USA). For the European region, the company Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for all Facebook services.

With the help of the Facebook Pixel, it is possible for Facebook to determine the visitors to our online offers as a target group for the display of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook Pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offers or who have certain characteristics (for example interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook Pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and do not have a harassing effect. With the help of the Facebook Pixel, we can also track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our websites after clicking on a Facebook ad (so-called "conversion").

Data processing by Facebook takes place within the framework of Facebook's data protection policy. Accordingly, you will find general information on the display of Facebook ads in Facebook's privacy notice: <https://www.facebook.com/policy.php>

You can object to the collection by the Facebook Pixel and use of your data for the display of Facebook ads. To do so, you can visit the page set up by Facebook and follow the instructions there on the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. To do so, you must be logged in to Facebook.

If you do not have a Facebook account, you can also opt out of cookies used for reach measurement and advertising purposes by visiting the Network Advertising Initiative opt-out page at <http://optout.networkadvertising.org/> and additionally visiting the US website at <http://www.aboutads.info/choices/> or the European website at <http://www.youonlinechoices.com/de/praeferenzmanagement/>

## Facebook Connect

Some of our websites use Facebook Connect, a service of Facebook Inc (USA). For the European area, the company Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) is responsible for all Facebook services.

Facebook Connect makes it easy to register for services on the internet. Instead of using a registration mask on our websites, you can enter your login data for Facebook and then use our services. By using "Facebook Connect", your browser automatically establishes a direct connection with the Facebook server. To register, you will be redirected to the Facebook page. There you can log in with your user data. This links your user account with Facebook to our service. We have no influence on the scope and further use of data collected by Facebook through the use of Facebook Connect. As far as we are aware, Facebook receives information that you have accessed the relevant part of our websites or clicked on one of our advertisements. If you have a user account with Facebook and are registered, Facebook can assign the visit to your user account. Even if you are not registered with Facebook or have not logged in, it is possible that Facebook will learn and store your IP address and possibly other identifying features.

You can find more information on data protection at Facebook at: <https://www.facebook.com/policy.php>.

## LinkedIn Marketing Solutions

Some of our websites use the Marketing Solutions product of LinkedIn Corporation (USA). For the European region, LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland) is responsible for all LinkedIn services.

LinkedIn Marketing Solutions stores and processes information about your user behaviour on our websites. Among other things, cookies are used for this purpose, which are stored on your computer and enable an analysis of your use of our websites. We use LinkedIn Marketing Solutions for marketing and optimisation purposes, in particular to analyse the use of our websites and to continuously improve individual functions and offers. Through the statistical evaluation of user behaviour, we can improve our offer and make it more interesting for you.

If you are logged in to LinkedIn, you can deactivate the data collection at any time using this link: <https://www.linkedin.com/psettings/enhanced-advertising>. You can also object to the analysis of your usage behaviour by LinkedIn and the display of individualised ads by clicking on this link ("Opt-Out"): <https://www.linkedin.com/psettings/quest-controls/retargeting-opt-out>.

Further information on data protection at LinkedIn can be found at: <https://www.linkedin.com/legal/privacy-policy>.

## **LinkedIn Analytics**

Some of our websites use the conversion tracking technology and retargeting function of LinkedIn Corporation (USA). For the European region, LinkedIn Ireland Unlimited Company (Wilton Place, Dublin 2, Ireland) is responsible for all LinkedIn services.

LinkedIn Analytics enables us to serve personalised advertisements on LinkedIn to visitors of our websites. For this purpose, a cookie, LinkedIn Insight-Tag, with a limited validity is set in your browser, which enables LinkedIn to recognise you if you visit our websites and are logged in to your LinkedIn account at the same time. LinkedIn uses this data to create anonymous reports on the performance of the advertisements and for information on website interaction.

You can deactivate LinkedIn Insight conversion tracking and interest-based personalised advertising by opting out at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Further information on data protection at LinkedIn can be found at: <https://www.linkedin.com/legal/privacy-policy>.

## **Microsoft Advertising**

Some of our websites use the Microsoft Advertising (formerly Bing Ads) service of Microsoft Corporation (USA). For the European area, the company Microsoft Ireland Operations Limited (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland) is responsible for all Microsoft services.

Microsoft Advertising is an online marketing service that helps us target advertisements through Microsoft Bing search engines. Microsoft Advertising uses cookies for this purpose. For this purpose, a cookie is stored on the end device used when visiting our websites. Microsoft Advertising can thus recognise that our websites have been visited and that an advertisement will be displayed when Microsoft Bing or Yahoo are used at a later date. The information is also used to create conversion statistics, for example to record how many users have reached one of our websites after clicking on an advertisement. This tells us the total number of users who clicked on our ad and were redirected to our websites. However, we do not receive any information with which users can be personally identified.

You can also disable personalised advertising at Microsoft at: <https://about.ads.microsoft.com/de-de/ressourcen/richtlinien/personalisierte-anzeigen>.

For more information about privacy, please see Microsoft's privacy notice at: <https://privacy.microsoft.com/de-de/privacystatement>.

## **Microsoft Dynamics 365 CRM**

We use the customer relationship management (CRM) system Microsoft Dynamics 365 of Microsoft Corporation (USA). For the European region, the company Microsoft Ireland Operations Limited (One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland) is responsible for all Microsoft services.

Among other things, Microsoft Dynamics 365 CRM enables us to manage existing and potential customers as well as customer contacts. With the help of Microsoft Dynamics 365 CRM, we are able to record, sort and analyse customer interactions via email, social media or telephone across different channels. The personal data collected as such can be evaluated and used to communicate with potential customers or for marketing measures (for example newsletter mailings). With Microsoft Dynamics 365 CRM, we are also able to record and analyse the user behaviour of our contacts on our websites.

You can permanently object to the collection of data by Microsoft Dynamics 365 CRM and the setting of cookies by preventing the storage of cookies through your browser settings.

For more information about privacy, please see Microsoft's privacy notice at: <https://privacy.microsoft.com/de-de/privacystatement>.

## **How is social media used?**

We maintain publicly accessible social media profiles. Social networks such as Facebook, LinkedIn, etc. can generally comprehensively analyse your user behaviour when you visit their website or a website with integrated social media content (for example buttons or advertising banners). By visiting our social media profiles numerous data protection-relevant processing operations are triggered. In detail:

If you are logged in to your social media account and visit our social media profile, the operator of the social network can assign this visit to your user account. Your personal data may also be collected if you are not logged in or do not have an account with the respective social network. In this case, said data collection takes place, for example, via cookies that are stored on your end device or by recording your IP address.

With the help of the data collected as such, the operators of the social networks can create user profiles in which your preferences and interests are stored. In this way, interest-based advertising can be displayed to you inside and outside the respective social media profile. If you have an account with the respective social network, the interest-based advertising can be displayed on all devices on which you are or were logged in.

Please also note that we are not able to track all processing procedures on social media networks. Depending on the provider, further processing procedures may therefore be carried out by the operators of the social media networks. For details, please refer to the terms of use and data protection provisions of the respective social media networks.

The data collected directly by us via the social media profile is deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, or revoke your consent to its storage. Stored cookies remain on your end device until you delete them. Legal retention periods remain unaffected.

We have no influence on the storage period of your data, which is stored by the operators of the social networks for their own purposes. For details, please contact the operators of the social networks directly (for example, see their privacy notice).

## **Links to other websites**

Our websites may contain links to other websites. We have no control over the privacy practices or the content of those other websites. Therefore, we encourage you to carefully read the privacy notices of each and every website you visit.

## **Changes to the privacy policy**

We expressly reserve the right to amend or change this privacy notice at any time. The version published on our website at any given time shall apply.