

Data privacy statement | Hiller GmbH

Last updated 04/11/2025

Who we are

The data controller within the meaning of the General Data Protection Regulation (GDPR) and other data protection regulations is:

Hiller GmbH
Schwalbenholzstr. 2
84137 Vilsbiburg
Germany
+49 8741 48 0
info@hillerzentri.de
<https://www.hillerzentri.de>

Contact data privacy officer

The data privacy officer for the data controller is:

DataCo GmbH
Sandstr. 33
80335 Munich
Germany
+49 89 7400 45840
www.dataguard.de

This page is intended to provide you with information about how we process your personal data on the website. How we collect and use your personal data depends on how you interact with us or which services you use. We only collect, use or share your personal data where we have a legitimate purpose and legal basis for doing so.

What do we mean by 'legal basis'?

Consent (Art. 6 (1) 1a GDPR)- You have given us your consent to process your personal data for the specific purpose that we have explained to you. You have the right to withdraw your consent at any time. For more information regarding how you can withdraw your consent, see the subsections on "Exercising your rights" in the following sections of this privacy policy.

Contract (Art. 6 (1) 1b GDPR) – We have to use your data in order to fulfil a contract that we have with you. Alternatively, it is necessary to use your data because we asked you to take or you yourself took certain steps before entering into this contract.

Compliance (Art. 6 (1) 1c GDPR) – We have to use your data in order to comply with the law.

Vital interests (Art. 6 (1) 1d GDPR) – The processing of your data is necessary in order to protect your vital interests or those of another person. For example, to protect you from serious physical harm.

Task carried out in the public interest (Art. 6 (1) 1e GDPR) – The processing of your personal data is necessary for the performance of a task carried out in the public interest or because it is covered by a task defined by law, e.g. for a statutory function.

Legitimate interests (Art. 6 (1)1f GDPR) – The processing of your data is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by your own interests.

Please note that we may not be able to provide our website services to you if your data is processed for the purpose of fulfilling a contract or a legal obligation and you do not provide the requested data.

Joint use and international transfer of data

As explained in this data privacy statement, we use various service providers to help us render our services and keep your data safe. Where we make use of such service providers, it is necessary to transfer your personal data to them.

We have agreements in place with all service providers with whom we share your data, requiring them to protect your data.

If your personal data is transferred outside the EU, we ensure that your personal data maintains a comparable level of protection, either because the country to which your data is transferred has an "adequate" data protection standard according to the European Commission, or by making use of another protective measure, such as an

expanded contractual agreement, i.e. the standard contractual clauses (SCCs) adopted by the European Commission.

If we use service providers from the United States, for example, we either rely on the SCCs or the EU-US Data Privacy Framework, depending on the provider. You can request a copy of the SCCs that we require our service providers to agree to by sending an e-mail to the e-mail address listed in this data privacy statement.

Your rights

If your personal data is processed, you are considered a data subject within the meaning of the GDPR and you are entitled to the following rights vis-a-vis the data controller:

1. The right to information (Art. 15 GDPR)

You have the right to request confirmation from us regarding whether the personal data in question is being processed. If it is, you have the right to information regarding this data and to the following information:

- purposes of processing
- categories of personal data
- recipients or categories of recipients
- period for which the data is intended to be stored or the criteria for determining this period
- the existence of the rights to rectification, erasure or restriction of processing or to object to processing
- right to lodge a complaint with the competent supervisory authority
- if applicable, the source of the data (if collected from a third party)
- if applicable, the existence of automated decision-making, including profiling, with meaningful information about the logic involved, as well as the significance and the envisaged consequences
- if applicable, the transfer of personal data to a third country or international organisation

2. Right to rectification (Art. 16 GDPR)

If your personal data is incorrect or incomplete, you have the right to request immediate correction or to have incomplete personal data completed.

3. Right to restriction of processing (Art. 18 GDPR)

If one of the following applies, you have the right to request the restriction of the processing of your personal data:

- You contest the accuracy of your personal data, for a period enabling us to verify the accuracy of the personal data.
- Processing is unlawful and you oppose the erasure of the personal data and request the restriction of the use of the personal data instead.
- We no longer need your personal data for the purposes of processing, but you require your personal data for the establishment, exercise or defence of your legal claims or
- You have objected to processing pending the verification whether our legitimate grounds override yours.

4. Right to erasure ('right to be forgotten') (Art. 17 GDPR)

Where one of the following grounds applies, you have the right to request the immediate erasure of your personal data:

- Your data is no longer necessary in relation to the purposes of processing for which they were originally collected.
- You withdraw your consent and there is no other legal ground for processing.
- You object to the processing and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) GDPR.
- Your personal data has been unlawfully processed.
- The data has to be erased for compliance with a legal obligation in Union or Member State law to which we are subject.
- The personal data has been collected in relation to the offer of information society services referred to in Art. 8 (1) GDPR.

Please note that the above grounds do not apply where processing is necessary:

- For exercising the right of freedom of expression and information;
- For compliance with a legal obligation or for the performance of a task carried out in the public interest and to which we are subject.
- For reasons of public interest in the area of public health.

5. Right to data portability (Art. 20 GDPR)

You have the right to receive your personal data in a structured, commonly used and machine-readable format or to request that it be transmitted to another controller.

6. Right to object to certain data processing (Art. 21 GDPR)

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on Art. 6 (1) 1e or f GDPR. This also applies to profiling based on those provisions.

If the personal data concerning you is processed for direct marketing purposes, you have the right to object to the processing of your personal data for the purpose of such advertising at any time; this also applies to profiling insofar as this profiling is connected to such direct advertising.

7. Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority if you consider that the processing of personal data relating to you infringes the GDPR. The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

A list of the competent supervisory authorities in Germany can be found on the website of the Federal Commissioner for Data Protect at the following link:

<https://www.bfdi.bund.de/DE/Service/Anschriften/Laender/Laender-node.html>

Provision of the website and creation of logfiles

1. Description and scope of data processing

Each time our website is visited, our system automatically collects data and information from the computer system of the visiting computer.

The following data is collected:

- Information about the browser type and the version used
- The operating system of the user
- The internet service provider of the user
- Date and time of access
- Webpages from which the system of the user accesses our website
- Webpages visited by the system of the user from our website

This data is stored in the logfiles of our system.

This data is not stored with other personal data of the user.

2. Purpose of data processing

It is necessary for the system to temporarily store the IP address in order to deliver the website to the computer of the user. The IP address of the user must be stored for the duration of the session for this purpose.

It is stored in logfiles in order to ensure the functionality of the website. The data also helps us to optimise the website and to ensure the security of our information technology systems. The data is not analysed for marketing purposes in this context.

3. Legal basis for data processing

The legal basis for temporary storage of data and logfiles is Art. 6 (1) 1f GDPR.

4. Duration of storage

The data will be erased as soon as it is no longer required to achieve the purpose for which it was collected. If the data was collected for the purpose of providing the website, this will be the case when the current session is ended. If the data is stored in logfiles, this will be no later than seven days afterwards. Data may be stored beyond this period. In this case, the IP addresses of the users will be erased or distorted so that they can no longer be associated with the visiting client.

5. Exercising your rights

It is necessary to collect data to provide the website and to store the data in logfiles in order to operate the website. The user may object to this. The success of the user's objection will be determined by balancing the interests of the user and the controller.

Use of cookies

1. Description and scope of data processing

When you visit our website, we use technical aids for various functions, in particular cookies, which can be stored on your device. Each time you visit our website you have the option to permit the setting of cookies generally or to select individual additional functions. You can make changes in your browser settings or via our Consent Manager.

Cookies are text files or information in a database that is stored on your hard drive and associated with the browser you use, so that the certain information can flow to the location that sets the cookie. See below for a description of the type of cookies we use:

We use technically necessary cookies that are required for the technical structure of our website. Without these cookies, our website cannot be (completely correctly) displayed or support functions are not possible.

The following data is stored and transmitted by technically necessary cookies:

- Language settings
- Login information
- Search terms entered
- Frequency of page visits
- Use of website functions

We use cookies on our website that are not technically necessary. Text files that do not solely serve the purpose of the website's functionality but also collect other data are considered technically unnecessary cookies.

The following data is processing by setting technically unnecessary cookies:

- IP address
- Location of internet user
- Date and time the website was accessed
- Adaptation of ads displayed to the user
- Tracking browsing behaviour
- Linking the website visit to other social media platforms

2. Purpose of data processing

The purpose of processing technically necessary cookies is to guarantee the functionality of our website. Some functions of our website may not be available without the use of cookies. For this purpose it is necessary to be able to recognise the browser even after visiting a new page.

We must use technically necessary cookies for the following applications:

- Applying language settings
- Functionality of the website

Technically unnecessary cookies are used for the purpose of improving the quality of our website, its contents and thus our reach and profitability. By setting these cookies, we learn how the website is used and thus how to continually optimise our offering. These cookies serve the following purposes in particular:

- Reach measurement and usage tracking
- Performance and behaviour analysis
- Technical optimisation

3. Legal basis for data processing

The provisions of the Telecommunications Digital Services Data Protection Act (TDDDG) applies to the storage of information in the end user's terminal device and/or the access of information already stored on the end user's terminal device. This is done when the setting and reading of cookies is technically necessary to guarantee the functionality of our website. In this case, the legal basis for the storage of and access to cookies on your terminal device is § 25 (2) 2 TDDDG. This storage of and access to the information on your terminal device serves to make it easier for you to use our website and for us to offer you our services as you request. Some functions of our website do not function without the use of these cookies and cannot be offered as a result. The cookies are erased as a matter of principle after the session is ended (e.g. the user has logged out or closed the browser) or after a predetermined time has elapsed. Information about alternative storage periods for cookies can be found in the following sections of this data privacy statement.

If technically unnecessary cookies are used, it is on the basis of your express consent given via the cookie banner. The legal basis for the storage of and access to information in this case is § 25 (1) TDDDG in conjunction with Art. 6 (1)a, Art. 7 GDPR. You can withdraw your consent at any time with effect for the future and grant it again later on by configuring your cookie settings accordingly. Alternatively, you can prevent the storage of cookies by making the appropriate settings in your browser software. Please note that the browser settings you make only apply to that specific browser. If personal data is processed following the storage of and access to information on your terminal device, the provisions of the GDPR apply. Information about this can be found in the following sections of this data privacy statement.

4. Exercising your rights

You can withdraw your consent to the use of cookies at any time and manage your consent preferences at the following link:

<https://www.hillerzentri.de>
info@hillerzentri.de

1. Description and scope of data processing

On our website, you can contact us using the e-mail address provided. In this case, the personal data of the user transmitted with the e-mail will be stored. The data is used only for the purposes of processing the conversation.

2. Purpose of processing

If you contact us by e-mail, there is also a necessary legitimate interest in processing the data.

3. Legal basis for data processing

The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 (1)f GDPR. Our legitimate interest is in optimally responding to your query sent via e-mail. If contact via e-mail is intended to result in the conclusion of a contract, the additional legal basis for processing is Art. 6 (1)b GDPR.

4. Duration of storage

The data will be erased as soon as it is no longer required to achieve the purpose for which it was collected. This is the case for personal data sent via e-mail when the respective conversation with the user ends. The conversation is considered to have ended when it can be inferred from the circumstances that the matter in question has been conclusively resolved. The additional personal data collected during the dispatching process will be erased later after a period of seven days.

5. Exercising your rights

If the user contacts us via e-mail, they can object to the storage of their personal data at any time. The conversation cannot be continued in such a case. You may withdraw your consent to data processing – very simply by sending an e-mail to info@hillerzentri.de or by post to our address, given in our legal notice. After you withdraw your consent, we will immediately erase your data provided that there are no statutory obligations to retain it. All personal data stored in the course of contact with you will be erased in this case.

Contact form

1. Description and scope of data processing

On our website is a contact form which can be used to contact us electronically. If a user takes this opportunity, the data entered into the input mask will be transmitted to us and stored.

The following data will be stored at the time at which the message is sent:

- e-mail address
- surname
- first name
- telephone/mobile number
- name of company, country, reason for query
- IP address of the visiting computer
- date and time
- data sent

2. Purpose of data processing

Personal data from the contact form input mask or via the e-mail address provided is processed solely for the purpose of processing the conversation. Other personal data processed during the dispatch process serves to prevent misuse of the contact form and ensure the security of our information technology systems.

3. Legal basis for data processing

The legal basis for the processing of data transmitted in the course of sending an e-mail is Art. 6 (1) 1f GDPR. Our legitimate interest is in optimally responding to your query sent via the contact form. If contact via e-mail is intended to result in the conclusion of a contract, the additional legal basis for processing is Art. 6 (1) 1b GDPR.

4. Duration of storage

The data will be erased as soon as it is no longer required to achieve the purpose for which it was collected. This is the case for personal data from the contact form input mask and personal data sent via e-mail when the respective conversation with the user ends. The conversation is considered to have ended when it can be inferred from the circumstances that the matter in question has been conclusively resolved. The additional personal data collected during the dispatching process will be erased later after a period of thirty days.

5. Exercising your rights

If the user contacts us via the input mask in the contact form, they can object to the storage of their personal data at any time in the following ways:

You may withdraw your consent to data processing – very simply by sending an e-mail to info@hillerzentri.de or by post to our address, given in our legal notice. After you withdraw your consent, we will immediately erase your data provided that there are no statutory obligations to retain it.

All personal data stored in the course of contact with you will be erased in this case.

Applying via e-mail and application form

1. Description and scope of data processing

On our website is an application form which can be used to send us an application electronically. If an applicant takes this opportunity, the data entered into the input mask will be transmitted to us and stored. This data includes:

- Title
- Surname
- First name
- Address
- Telephone/mobile number
- E-mail address
- Expected salary
- Training and education information
- Language skills
- CV
- Certificates
- Photo

Alternatively, you can send us your application via e-mail. In this case, we will collect your e-mail address and the data you disclose to us in the e-mail.

After sending us your application you will receive an e-mail from us confirming that we have received your application documents.

We also offer an applicant/talent pool.

The data is used only for the purposes of processing your application.

2. Purpose of data processing

Personal data from the application form is processed solely for the purpose of processing your application. If you contact us by e-mail, there is also a necessary legitimate interest in processing the data.

Other personal data processed during the dispatch process serves to prevent misuse of the application form and ensure the security of our information technology systems.

3. Legal basis for data processing

The legal basis for the processing of your data transmitted is initiating a contract at the data subject's request, Art. 6 (1) 1f alt. 1 GDPR and § 26 (1) 1 of the Federal Data Protection Act.

The legal basis for the processing of data in the context of the applicant pool is the applicant's express declaration of consent, Art. 6 (1) 1a, Art. 7 GDPR. You can withdraw your consent at any time with effect for the future.

4. Duration of storage

After the application procedure is over, the data will continue to be stored for up to 3 months. Your data will be erased after no more than 3 months. In the event of a statutory obligation, the data will be stored within the framework of the applicable provisions. The additional personal data collected during the dispatching process will be erased later after a period of thirty days.

Company presence

Instagram:

Instagram, Part of Meta Platforms Ireland Ltd., 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland

On our company page, we provide information and offer Instagram users an option for communication.

When you take an action on our Instagram/company page (e.g. leave a comment, contribute, Like a post or story, etc.), you may make personal data (esp. your real name or the photo on your user profile) public by doing so.

However, because we generally or to a large extent have no influence on the processing of your personal data by Instagram, we cannot make any binding statements regarding the purpose and scope of the processing of your data.

We use our company pages on social networks to communicate and exchange information with (potential) customers. In particular, we use our company page for:

We use our online presence to provide information about HILLER, our products and services, give insights into our company and make contact with our customers and prospective customers. We also occasionally run contests via our social media channels and share the latest news about HILLER.

Content published via the company page may include the following:

- Information about products
- Information about services
- Contents
- Advertising
- Customer contact

Every user has the ability to publish personal data by engaging in activities.

If we process your personal data to analyse your online behaviour, offer you contests or implement lead campaigns, this is done on the basis of your express declaration of consent, Art. 6 (1) 1a, Art. 7 GDPR. The legal basis for processing personal data for the purposes of communication with customers and prospective customers is Art. 6 (1) 1f GDPR. Our legitimate interest is in optimally responding to your query and in being able to provide the requested information.

If contact is intended to result in the conclusion of a contract, the additional legal basis for processing is Art. 6 (1)b GDPR.

The data generated by our company page is not stored in our own systems.

We have provided appropriate safeguards for the processing of your personal data in third countries in the form of standard data protection clauses in accordance with Art. 46 (2)c GDPR. You can request a copy of the standard data protection clauses from us.

You can object to the processing of your personal data that we collect in the context of your use of our company page at any time and exercise your rights as a data subject, as described in this data privacy statement under the section "Your rights." To do so, send an informal e-mail to info@hillerzentri.de. You can find more information on the processing of your personal data by Instagram and the relevant objection options here:

Instagram: <https://help.instagram.com/519522125107875>

YouTube:

YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, United States

On our company page, we provide information and offer YouTube users an option for communication.

When you take an action on our YouTube/company page (e.g. leave a comment, contribute, Like a video, etc.), you may make personal data (esp. your real name or the photo on your user profile) public by doing so.

However, because we generally or to a large extent have no influence on the processing of your personal data by YouTube, we cannot make any binding statements regarding the purpose and scope of the processing of your data.

We use our company pages on social networks to communicate and exchange information with (potential) customers. In particular, we use our company page for:

We use our online presence to provide information about HILLER, our products and services, give insights into our company and make contact with our customers and prospective customers. We also occasionally run contests via our social media channels and share the latest news about HILLER.

Content published via the company page may include the following:

- Information about products
- Information about services
- Contents
- Advertising
- Customer contact

Every user has the ability to publish personal data by engaging in activities.

If we process your personal data to analyse your online behaviour, offer you contests or implement lead campaigns, this is done on the basis of your express declaration of consent, Art. 6 (1) 1a, Art. 7 GDPR. The legal basis for processing personal data for the purposes of communication with customers and prospective customers is Art. 6 (1) 1f GDPR.

Our legitimate interest is in optimally responding to your query and in being able to provide the requested information.

If contact is intended to result in the conclusion of a contract, the additional legal basis for processing is Art. 6 (1)b GDPR.

We have provided appropriate safeguards for the processing of your personal data in third countries in the form of standard data protection clauses in accordance with Art. 46 (2)c GDPR. You can request a copy of the standard data protection clauses from us.

You can object to the processing of your personal data that we collect in the context of your use of our company page at any time and exercise your rights as a data subject, as described in this data privacy statement under the section "Your rights." To do so, send an informal e-mail to info@hillerzentri.de. You can find more information on the processing of your personal data by YouTube and the relevant objection options here:

YouTube: <https://policies.google.com/privacy?gl=DE&hl=en>

Use of company pages in professional networks

1. Scope of data processing

The company page is used for applications, information/PR and active sourcing. We cannot make any statements regarding the processing of your personal data by the companies responsible for our company page. You can find more information in the data privacy statement of:

-LinkedIn

On our page, we provide information and offer users an option for communication.

The company page is used for applications, information/PR and active sourcing.

We cannot make any statements regarding the processing of your personal data by the companies responsible for our company page. You can find more information in the data privacy statement of:

LinkedIn:

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

When you take an action on our company page (e.g. leave a comment, contribute, Like a post, etc.), you may make personal data (esp. your real name or the photo on your user profile) public by doing so.

2. Legal basis for data processing

The legal basis for processing personal data for the purposes of communication with customers and prospective customers is Art. 6 (1) 1f GDPR. Our legitimate interest is in optimally responding to your query and in being able to provide the requested information.

If contact is intended to result in the conclusion of a contract, the additional legal basis for processing is Art. 6 (1)b GDPR.

3. Purpose of data processing

Our company page serves to inform users about our services. Every user has the ability to publish personal data by engaging in activities.

4. Duration of storage

The data generated by our company page is not stored in our own systems.

5. Exercising your rights

You can object to the processing of your personal data that we collect in the context of your use of our company page at any time and exercise your rights as a data subject, as described in this data privacy statement under the section "Your rights." To do so, send an informal e-mail to the e-mail address given in this data privacy statement. More information about exercising your rights can be found here:

LinkedIn:

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

Hosting

The website is hosted on our own servers. Third parties do not have access to server log files.

The servers automatically collect and store information in what are called server log files, which your browser automatically transfers when you visit the website. The information stored includes:

- Information about the browser type and the version used
- The operating system of the user
- The internet service provider of the user
- Date and time of access
- Webpages from which the system of the user accesses our website
- Webpages visited by the system of the user from our website

This data will not be merged with other data sources. This data is collected on the basis of Art. 6 (1)f GDPR. Our legitimate interest for the processing of this data is displaying our website without errors and optimising its functions.

The website server is geographically located in Germany.

Integrated third-party services

We use various service providers to render the services we offer on the website.

In general, we have a legitimate interest in sharing your data with the appropriate service providers when these services are essential for providing the basic service offered on the website in order to provide the corresponding website service.

Where such services are required for additional services, expanded functions or additional purposes, your personal data will only be disclosed to service providers if you have given your consent.

You can withdraw your consent to the use of integrated third-party services and manage your consent settings here at any time: <https://www.hillerzentri.de>

Use of Contact Form 7

1. Scope of processing of personal data

We use the WordPress Plugin Contact Form 7 of RockLobster LLC., Sakai 810-0001 Fukuoka Prefecture Chuo-ku Tenjin 1-chome 8-1, Fukuoka City Hall, Japan (“RockLobster”) to manage contact forms on our online presence. Data entered in forms will be transmitted via e-mail. This can mean that personal data will be stored and analysed, especially the activity of the user (in particular, which pages the user visited and which elements they clicked on) and device and browser information (in particular, the IP address and operating system). Data may be transmitted to the servers of RockLobster in Japan. The European Union has adopted an adequacy decision on Japan.

You can find it here:

<https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=OJ:L:2019:076:TOC>

Further information on the processing of data through Contact Form 7 can be found here:

<https://contactform7.com/privacy-policy/>

2. Purpose of data processing

The use of Contact Form 7 plug-ins serves to improve the user-friendliness of our online presence. We use this plug-in to easily create contact forms, integrate them and present them appealingly.

3. Legal basis for the processing of personal data

The legal basis for processing the user’s personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal information is stored for as long as is necessary to fulfil the purposes described in this data privacy statement or is legally required, e.g. for tax and accounting purposes.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn.

You can prevent your personal data from being collected and processed

by Contact Form 7 by using the “Do Not Track” function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or

Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer.

Further information regarding the options for objecting to the use of and removing your information from Contact Form 7 can be found here:

<https://contactform7.com/privacy-policy/>

Use of Google Analytics 4 (GA 4)

1. Scope of processing of personal data

We use Google Analytics, a web analysis service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google").

Google Analytics analyses, among other things, how the visitors to our website use our site. During this process Google sets cookies on your device. User behaviour during your visit is recorded in the form of "events". Personal data may be stored and analysed as a result, including:

- first visit to the website
- interaction with the website, page path
- clicks on external links
- video usage
- file downloads
- ad impressions and clicks
- scrolling behaviour (when a user scrolls to the bottom of a page)
- searches on the website
- language selection
- page visits
- location (region)
- your IP address (in truncated form)
- technical information about your browser and the devices you are using (e.g. language setting, screen resolution)
- your internet provider
- referrer URL

GA 4 has IP address anonymisation active by default. This means that your IP address is truncated by Google within the member states of the European Union or other member states of the Agreement on the European Economic Area. Only in rare, exceptional cases will the full IP address be transmitted to a Google server in the US and be truncated there. Google states that the IP address transmitted by your browser for the use of Google Analytics is not merged with other Google data.

Further information on the processing of data by Google can be found here:

<https://policies.google.com/privacy>

2. Purpose of data processing

The use of GA 4 helps us to analyse the use of our online presence and generate reports about activities on our website. The reports serve to analyse the performance of our website and the targeted display of ads to the audience who has already proven an initial interest by the pages they visit.

3. Legal basis for the processing of personal data

The legal basis for processing the user's personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal data will be erased after 2 months. Data is erased automatically once every month.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn. You can withdraw your consent using our Cookie Consent Tool.

You can prevent your personal data from being collected and processed by Google by using the "Do Not Track" function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer.

Further information regarding the options for objecting to the use of and removing your information from Google can be found at: <https://policies.google.com/technologies/partner-sites>

You can also prevent the data (including your IP address) generated by the cookie and associated with your use of our online presence from being collected and processed by Google by downloading and installing the browser plug-in available at the link below: <https://tools.google.com/dlpage/gaoptout?hl=de>
You can disable the use of your personal data by Google at the link below: <https://adssettings.google.de>

Use of Google Maps

1. Scope of processing of personal data

We use the online map services Google Maps of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA and the representative in the Union Google Ireland Ltd., Gordon House, Barrow Street, D04 E5W5, Dublin, Ireland ("Google"). We use the Google Maps plug-in to visually display and embed geographical data on our online presence. The use of Google Maps on our online presence means that information about the use of our online presence, your IP address and, if you use the trip planning feature, addresses entered will be transmitted to a Google server and stored there.

Further information on the processing of data by Google can be found here:
<https://policies.google.com/privacy?gl=EN&hl=en>

2. Purpose of data processing

The use of the Google Maps plug-in serves to improve the user-friendliness of our online presence and display it in a visually appealing way.

3. Legal basis for the processing of personal data

The legal basis for processing the user's personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal information is stored for as long as is necessary to fulfil the purposes described in this data privacy statement or is legally required.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn. You can prevent your personal data from being collected and processed by Google by using the "Do Not Track" function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer. You can disable the use of your personal data by Google at the link below:
<https://adssettings.google.de>

Further information regarding the options for objecting to and removing your information from Google can be found at:

<https://policies.google.com/privacy?gl=EN&hl=en>

Use of Wordfence Security

1. Scope of processing of personal data

Our online presence uses functions of Defiant Inc., 800 5th Ave., Suite 4100, Seattle, WA 98104, USA ("Defiant"). Wordfence Security keeps our online presence secure and thus protects users of our online presence from viruses and malware. When you visit a page with the plug-in, a direct connection between your computer and the Defiant server will be established. The plug-in sets cookies in order to detect whether a visitor to the site is a human or a bot. This can mean that additional personal data will be stored and analysed, especially the device and browser information (in particular, the IP address and operating system).

It is possible to analyse the behaviour of the messages sent (e.g. how often a page is visited). IP addresses are stored on Wordfence servers for the purposes of protecting against brute force and DDoS attacks or comment spam. IP addresses categorized as harmless will be put on a white list.

Further information on the processing of data by Defiant can be found here:
<https://www.wordfence.com/privacy-policy/>

2. Purpose of data processing

Our online presence uses the plug-in to protect against viruses and malware and to defend us from attacks by computer criminals.

3. Legal basis for the processing of personal data

The legal basis for processing the user's personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal information is stored for as long as is necessary to fulfil the purposes described in this data privacy statement or is legally required, e.g. for tax and accounting purposes.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn.

You can prevent your personal data from being collected and processed

by Wordfence Security by using the "Do Not Track" function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or

Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer.

Further information regarding the options for objecting to and removing your information from Wordfence Security can be found at:

<https://www.wordfence.com/privacypolicy/>

Use of YouTube

1. Scope of processing of personal data

We use the YouTube plug-in operated by Google, of YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA and its representative in the Union Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). We use the YouTube plug-in to embed YouTube videos on our online presence. When you visit our online presence, a connection is established between your browser and the YouTube servers. This can mean that personal data will be stored and analysed, especially the activity of the user (in particular, which pages the user visited and which elements they clicked on) and device and browser information (in particular, the IP address and operating system). We have no influence on the content of the plug-in. If you are logged into your YouTube account when you visit the page, YouTube can associate your visit with your account. Interacting with this plug-in will transmit this corresponding information directly to YouTube where it will be stored.

Further information on the processing of data by Google can be found here:

<https://policies.google.com/privacy?gl=EN&hl=en>

2. Purpose of data processing

The use of the YouTube plug-in serves to improve the user-friendliness of our online presence and display it in a visually appealing way.

3. Legal basis for the processing of personal data

The legal basis for processing the user's personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal information is stored for as long as is necessary to fulfil the purposes described in this data privacy statement or is legally required, e.g. for tax and accounting purposes.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn.

You can prevent your personal data from being collected and processed by Google by using the "Do Not Track" function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or

Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer.

You can disable the use of your personal data by Google at the link below:

<https://adssettings.google.de>

Further information regarding the options for objecting to and removing your information from Google can be found at:

<https://policies.google.com/privacy?gl=EN&hl=en>

Use of Adobe Fonts

1. Scope of processing of personal data

We use fonts with the use of Adobe Fonts of Adobe Systems Software Ireland Limited, 6 Riverwalk, Naas Road 24, Dublin, Ireland ("Adobe"). The fonts are transmitted to the cache in your browser when you visit the site so that they can be used to visually improve the display of various information. If your browser does not support Adobe Fonts or prohibits access, the text will be displayed in a standard font. No cookies are stored on the visitor's browser when they visit the site. Data transmitted in connection with visiting the site will be sent to resource-specific domains such as use.typekit.net or use.typekit.com. The following data is processed:

- Fonts provided
- WEB PROJECT ID
- WEB PROJECT JavaScript version (string)
- Type of WEB PROJECT ("configurable" or "dynamic" string)
- Embed type (whether you use JavaScript or CSS embedding code)
- Account ID (identifies the customer from whom the WEB PROJECT comes)
- Service providing the fonts (e.g. Adobe Fonts or Edge Web Fonts)
- Application requesting the fonts (e.g. Adobe Muse)
- Server providing the fonts (e.g. Adobe Fonts or company CDN)
- Host name of the page on which the fonts are loaded
- The time required by the web browser to download the fonts
- The time from downloading the fonts with the web browser to the application of the fonts
- Whether an ad blocker is installed, in order to determine whether the ad blocker is affecting the proper tracking of pages visited
- IP address of the website visitor, operating system and browser version

Further information on the processing of data by Adobe can be found here:

<https://www.adobe.com/de/privacy/policies/adobe-fonts.html> and <https://www.adobe.com/de/privacy/policy.html>

2. Purpose of data processing

The use of Adobe Fonts serves to display our text in an appealing way. If your browser does not support this function, a standard font will be used to display our text on your computer.

3. Legal basis for the processing of personal data

The legal basis for processing the user's personal data is the consent of the user pursuant to Art. 6 (1) 1a GDPR.

4. Duration of storage

Your personal information is stored for as long as is necessary to fulfil the purposes described in this data privacy statement or is legally required.

5. Exercising your rights

You have the right to withdraw your declaration of consent under data privacy law at any time. Withdrawing your consent will not affect the lawfulness of processing carried out up to the time at which consent was withdrawn. You can prevent your personal data from being collected and processed by Adobe by using the "Do Not Track" function on a browser that supports it, deactivating the version of script code in your browser or installing a script block like NoScript (<https://noscript.net/>) or Ghostery (<https://www.ghostery.com>) in your browser to prevent third-party providers from storing cookies on your computer.

You can disable the use of your personal data by Adobe at the link below:

<https://www.adobe.com/de/privacy/opt-out.html>

Further information regarding the options for objecting to and removing your information from Adobe can be found at:

<https://www.adobe.com/de/privacy/policies/adobe-fonts.html> and <https://www.adobe.com/de/privacy/policy.html>

Use of Borlabs Cookie

1. Scope of processing of personal data

We use Borlabs Cookie, a tool for managing cookie consent, provided by Borlabs GmbH, 22305 Hamburg, Germany. Borlabs Cookie helps us manage and document the consent of website visitors for cookies and similar technologies. When visitors interact with the consent banner, Borlabs Cookie processes data, including your cookie preferences, device and browser information, IP address and consent history. This data is essential for us to comply with statutory requirements and respect the data privacy preferences of our visitors.

2. Purpose of data processing

The main purpose of using Borlabs Cookie is to enable our website to comply with the legal obligations of the GDPR and the TDDDGD. By effectively managing cookie consent, we ensure that our website respects the decisions of our visitors regarding data privacy and the use of cookies and related technologies.

3. Legal basis for the processing of personal data

The processing of personal data by Borlabs Cookie is based on the statutory requirement to obtain and document the consent of website visitors for the user of cookies and similar technologies pursuant to Art. 6 (1)c GDPR and § 25 TDDDGD.

4. Duration of storage

The personal data collected by Borlabs Cookie is stored for as long as is necessary to document consent and comply with legal obligations. The storage period is determined by statutory requirements for the documentation of consent. The data is securely erased as soon as it is no longer needed for its intended purpose or when the statutory retention period has elapsed.

5. Exercising your rights

Further information on how Borlabs Cookie processes personal data and about the rights of visitors can be found in Borlabs Cookie's data privacy policy: [Borlabs data privacy policy](#).

This data privacy statement was created with help from [DataGuard](#).