



PRIVACY POLICY FOR WEB ANALYTICS

1. Use of Google Analytics

(1) This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses so-called "cookies", which are text files that are stored on your computer and enable your use of the website to be analyzed. The information generated by the cookie about your use of this website will be transmitted to and stored by Google on a server in the United States. If the IP anonymization is activated on this website, your IP address will first be truncated by Google within the area of member states of the European Union or in other signatory states of the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the United States and truncated there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating how you use this website, compiling reports on website activities and providing further services relating to website activity and internet usage for the website operator.

(2) The IP address transmitted by your browser within the scope of Google Analytics will not be associated with other data held by Google.

(3) You can prevent the storage of cookies by selecting the appropriate settings in your browser software; however, please note that, if you do so, you may not be able to use the full functionality of this website. Furthermore, you can prevent Google logging and processing the data generated by the cookie and related to your use of the website (including your IP address) by downloading and installing the browser plug-in available under the following link:
<http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics with the extension “_anonymizeIp()”. This means that IP addresses will first be truncated before being processed so that the individual users cannot be identified. If and to the extent that the data collected about you involve a reference to you as a person, such reference will therefore be immediately excluded and the personally identifiable data are thereby promptly deleted.

(5) We use Google Analytics to analyze and improve our website on a regular basis. The statistic data obtained help us improve our offering and make it more interesting for you as user. For those exceptional cases where personal data is transferred to the United States, Google has subjected itself to the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>). The legal basis for using Google Analytics is Art. 6 Para. 1 Clause 1 lit f of the EU-GDPR.

(6) Information about the third party service provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Terms of service: <http://www.google.com/analytics/terms/de.html>, data protection overview: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the data privacy policy: <http://www.google.de/intl/de/policies/privacy>