



PRIVACY POLICY FOR SOCIAL MEDIA, YOUTUBE AND GOOGLE MAPS

1. Use of social media plug-ins

(1) Our website currently uses the following social media plug-ins: Facebook, YouTube, Google+, Xing, T3N, LinkedIn, Flattr. In this context we use a so-called “2 click solution“. This means that, when visiting our site, as a rule no personal data will be passed on to the providers of the plug-ins. You can identify the plug-in provider through its initials or the logo shown on the marking on the box. We offer you the possibility to communicate directly with the provider of the plug-in via this button. Only if you click on the marked field and thereby activate it, the plug-in provider receives the information that you have accessed the corresponding page of our online offer. In addition, the data mentioned under §3 of this Policy will be transmitted. In the case of Facebook and Xing, the providers in Austria informed us that the IP-address will be anonymized immediately after data collection. This means that, by activating the plug-in, personal data from you will be transferred to the respective plug-in provider and stored there (for US providers in the USA). Since the plug-in providers mainly use cookies for data collection, we recommend you to delete all cookies via your browser's security settings before clicking on the grey box.

(2) We do not have any influence on the data collected and data processing operations, nor are we aware of the full extent of data collection, the purposes of their processing and the storage periods. We also do not have any information about the deletion of the data collected by the plug-in provider.

(3) The plug-in provider stores your data as user profiles and uses them for advertising, market research and/or the customized design of its website. In particular, such data analysis (also for users who are not logged in) is done to provide needs-oriented advertising and inform other users of the social network about your activities on our website. You have a right to object to the creation of such user profiles. To exercise this right, you have to contact the respective plug-in provider. With these plug-ins, you can interact with social networks and other users allowing us to improve our offering and make it more interesting for you as a user. The legal basis for using plug-ins is Art. 6 Para.1 clause 1 lit. f of the GDPR.

(4) Data are transferred regardless of whether you have an account with the plug-in provider and are logged into that account or not. If you are logged in with the plug-in provider, your data collected with us will be directly assigned to your existing account with the plug-in provider. If you click the activated button and, for example, link to that page, the plug-in provider will also store that information in your user account and share it publicly with your contacts. We recommend that you log out regularly after using a social network, especially before activating the button, as this way you can avoid being assigned to your profile with the plug-in provider.

(5) For more information on the purpose and extent of data collection and data processing by the plug-in provider, please refer to the privacy policies of these providers as notified below. They also



offer further information about your rights concerning this matter and setting options available to protect your privacy.

(6) Addresses of the respective plug-in providers and URL for their data protection information:

- a) [Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA;
<http://www.facebook.com/policy.php>; more information on data collection:
<http://www.facebook.com/help/186325668085084>,
<http://www.facebook.com/about/privacy/your-info-on-other#applications> and
<http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook (Meta Platforms Inc.) participates in the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>), for which an adequacy decision has been issued by the European Commission.
- b) Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA; <https://www.google.com/policies/privacy/partners/?hl=de>. Google participates in the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>), for which an adequacy decision has been issued by the European Commission.
- c) Xing AG, Gänsemarkt 43, 20354 Hamburg, Germany; <http://www.xing.com/privacy>.
- d) T3N, yeebase media GmbH, Kriegerstr. 40, 30161 Hanover, Germany;
<https://t3n.de/store/page/datenschutz>.
- e) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA;
<http://www.linkedin.com/legal/privacy-policy>. LinkedIn participates in the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>), for which an adequacy decision has been issued by the European Commission.

2. AddThis-Bookmarking

(1) Our websites in addition feature “AddThis” plug-ins. These plug-ins allow you to set bookmarks or share interesting website content. With these plug-ins, you can interact with social networks and other users allowing us to improve our offering and make it more interesting for you as a user. The legal basis for using plug-ins is Art. 6 Para.1 clause 1 lit. f of the GDPR.

(3) The plug-in provider stores your data as user profiles and uses them for advertising, market research and/or the customized design of its website. In particular, such data analysis (also for users who are not logged in) is done to provide needs-oriented advertising and inform other users of the social network about your activities on our website. You have a right to object to the creation of such user profiles. To exercise this right, you have to contact the respective plug-in provider.

(4) If you don't want to participate in this process, you can object to data collection and storage any time with effect for the future by setting an opt-out cookie: <http://www.addthis.com/privacy/opt-out>. Alternatively, you can set your browser in such a way that it prevents the setting of cookies.



(5) More information about the purpose and scope of the collection and processing of data by the plug-in provider as well as further information about your rights in this respect and the setting options available to protect your privacy can be obtained from: AddThis LLC, 1595 Spring Hill Road, Sweet 300, Vienna, VA 22182, USA, www.addthis.com/privacy.

3. Integration of YouTube videos

(1) We integrated YouTube videos into our online offering. These videos are saved under <http://www.YouTube.com> and can be started directly from our website. [They are all integrated into our “extended data protection mode”, i.e. no data referring to you as a user is transferred to YouTube if you don’t open these videos. Only when you open the videos, the data specified under Paragraph 2 will be transferred. We have no influence on this data transfer.]

(2) By visiting the website, YouTube is informed that you have accessed the corresponding sub-page of our website. In addition, the data listed under §3 of this Policy is transmitted. This is done irrespective whether YouTube provides a user account through which you are logged in or whether no such user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you don’t want this assignment to your profile with YouTube, you have to log out before activating the button. YouTube stores your data as user profiles and uses them for advertising, market research and/or the customized design of its website. In particular, such data analysis (also for users who are not logged in) is done to provide needs-oriented advertising and inform other users of the social network about your activities on our website. You have a right to object to the creation of such user profiles. To exercise this right, you have to contact YouTube.

(3) More information about the purpose and scope of the collection and processing of data by YouTube is provided in their privacy policy. This is also where you can find further information about your rights and the setting options available to protect your privacy:

<https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the United States and has undertaken to comply with the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>).

4. Integration of Google Maps

(1) On this website we use the services offered by Google Maps. That way, we can show you interactive maps directly on our website and give you the possibility of conveniently using the map functionality.

(2) By visiting the website, Google is informed that you have accessed the corresponding sub-page of our website. In addition, the data listed under §3 of this Policy is transmitted. This is done irrespective of whether Google provides a user account through which you are logged in or whether no such user account exists. If you are logged in to Google, your data will be directly assigned to your account. If you don’t want this assignment to your profile with Google, you have to log out before activating the button.



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Google stores your data as user profiles and uses them for advertising, market research and/or the customized design of its website. In particular, such data (also for users who are not logged in) is analyzed to provide individualized advertising and inform other users of the social network about your activities on our website. You have a right to object to the creation of such user profiles. To exercise this right, you have to contact Google.

(3) More information about the purpose and scope of the collection and processing of data by the plug-in provider is available in the provider's privacy policy. This is also where you can find further information about your rights and the setting options available to protect your privacy: <http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the United States and has undertaken to comply with the EU-U.S. Data Privacy Framework (DPF) (<https://www.dataprivacyframework.gov/>).