

Privacy policy of our website

Thank you for visiting our website. With this Policy we would like to inform you about how we process your data in accordance with Article 13 of the General Data Protection Regulation (GDPR).

Data Controller

The Data Controller for the data processing operations described below is the office mentioned in our [legal notice](#).

Usage data

When you visit our website, our web server temporarily evaluates usage data for statistical purposes in order to improve the quality of the site. This data consists of the following categories of data:

- name and address of the requested content
- date and time of the consultation
- volume of data transferred
- access status (content transferred, content not found)
- description of the web browser and operating system used
- referral link, which indicates from which page you came to our site
- IP address of the requesting computer, which is shortened in such a way that a personal reference can no longer be established.

The aforementioned registration data will only be evaluated anonymously.

Storage of IP addresses for security reasons

We store the full IP address transmitted by your web browser for a period of sixty days in order to detect, limit and eliminate cyberattacks.

After this period, we delete or anonymise the IP address.

The legal basis for this processing is Article 6(1)(f) of the GDPR.

Data security

We take technical and organisational measures to protect your data as completely as possible against unwanted access. These measures include encryption procedures on our web pages. Your data is transferred from your computer to our server and vice versa via the Internet using TLS encryption.

This is evident because the padlock symbol in the browser status bar is closed and the address line starts with https://.

Necessary cookies

We use cookies on our website which are necessary for it to function.

Cookies are small text files that may be placed on your computer or mobile device by websites you visit.

A distinction is made between session cookies, which are deleted as soon as the browser is closed, and persistent cookies, which are stored beyond the individual session.

We do not use these necessary cookies for analytics, tracking or advertising purposes.

In some cases, these cookies only contain information about certain settings and cannot be linked to an individual.

They may also be necessary to enable user guidance, security and site set-up.

The legal basis for the use of these cookies is our legitimate interest in accordance with Article 6(1)(f) of the GDPR.

You can set your browser to inform you about the placement of cookies, so that the use of cookies is transparent to you.

You can also delete cookies or prevent the installation of new ones at any time by using the appropriate browser settings.

Please note that if you delete certain cookies, our web pages may not display correctly and some features may no longer be available.

Cookie name	Supplier	Purpose	Maximum storage period	Adequate level of data protection
borlabs-cookie	All4labels.com	Saves selected visitor preferences in the Borlabs Cookie Box Cookie.	1 year	The data is sent to: Unknown (not suitable)
_cf_bm	myfonts.net	This cookie is used to distinguish between humans and bots. It is beneficial to the website, in order to make valid reports on the use of the website.	1 day	The data is sent to: Unknown (not suitable)

Google Analytics

We use the web analytics tool Google Analytics to tailor our websites to your needs. Google Analytics creates user profiles based on pseudonyms. For this purpose, persistent cookies are stored on your end device and accessed by us. In this way, we can recognise and check returning visitors.

The Google Analytics tool is provided by Google Ireland Limited and Google LLC (USA) who support us as Data Processors in accordance with Article 28 of the GDPR. Therefore, data processing may also take place outside the EU or EEA. With regard to Google LLC (USA), an adequate level of data protection

cannot be assumed due to the processing in the USA. There is a risk that data may be accessed by the authorities for security and surveillance purposes without you being informed or having a right of recourse.

Please note this if you choose to consent to our use of Google Analytics.

The legal basis for this data processing is your consent if you have given it via our consent banner.

The transfer to a third country takes place on the basis of Article 49(1)(a) of the GDPR.

You may withdraw your consent at any time. Follow this link and make the appropriate adjustments via our banner.

Third-party tracking technologies for advertising purposes

We use cross-device tracking technologies to help us show you targeted advertising on other websites based on your visit to our websites and to help us determine the effectiveness of our advertising efforts.

The legal basis for this data processing is your consent if you have given it via our consent banner.

Your consent is voluntary and you may withdraw it at any time.

How does monitoring work?

When you visit our websites, the third-party providers listed below may be able to retrieve identifying characteristics from your browser or terminal device (e.g. a browser fingerprint), evaluate your IP address, store or extract identifying characteristics on your terminal device (e.g. cookies), or gain access to individual tracking pixels.

Individual features may be used by such third parties to identify your terminal device on other websites.

We may commission these third party providers to show you advertisements based on the pages you visit on our website.

What does cross-device tracking mean?

If you log in to the external provider with your user data, the respective identification features of the different browsers and end devices can be linked with each other.

For example, if the external provider has created a unique identifier for each laptop or desktop computer, smartphone or tablet you use, these individual identifiers can be associated with each other as soon as you log in to an external service using your login credentials.

This allows the third party to target our advertising campaigns across multiple devices.

Which external providers do we use in this context?

The external suppliers with whom we work for advertising purposes are listed below. If data are processed outside the EU or EEA in this context, please note that there is a risk that local authorities may be able to access the data for security and control purposes without you being informed or having a right of recourse. When we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Article 49(1)(a) of the GDPR.

Cookie name	Supplier	Maximum storage period	Adequate level of data protection	Withdrawal of consent
bcookie	LinkedIn (USA and/or Ireland)	1 year	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, please click here to change the corresponding settings via our banner.
bscookie	LinkedIn (USA and/or Ireland)	1 year	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, please click here to change the corresponding settings via our banner.
lang	LinkedIn (USA and/or Ireland)	Session	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, please click here to change the corresponding settings via our banner.
lidc	LinkedIn (USA)	1 day	There is no adequate level of protection for ????	To withdraw your consent, please click here to change

	and/or Ireland)		data. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	the corresponding settings via our banner.
UserMatchHistory	LinkedIn (USA and/or Ireland)	29 days	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, please click here to change the corresponding settings via our banner.
AnalyticsSyncHistory	LinkedIn (USA and/or Ireland)	29 days	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, please click here to change the corresponding settings via our banner.

Contact form

You can get in touch with us via our contact form. To use our contact form, we will ask you to provide us with the data marked as mandatory.

The legal basis for this processing is Article 6(1)(f) of the GDPR, our legitimate interest being to respond to your request.

You can decide whether or not you wish to provide us with more information. This information is provided voluntarily and is not required to contact us.

We process your voluntary data on the basis of your consent in accordance with Article 6(1)(a) of the GDPR.

Your data will only be processed for the purpose of processing your request. We will delete your data if they are no longer required and there is no legal obligation to retain them.

Where the processing of your data transmitted via the contact form is based on a legitimate interest in accordance with Article 6(1)(f) of the GDPR, you have the right to object to such processing at any time. To do so, please use the e-mail address given on the letterhead.

Furthermore, you may withdraw your consent to the processing of the information you have voluntarily provided to us at any time. To do so, please use the e-mail address given on the letterhead.

Web map service

On our websites, we embed web map services that are not stored on our servers. To avoid automatic downloading of third party content when you visit our websites with integrated map services, we only display locally stored map preview images as a first step.

This does not provide any information to the external provider.

Only if you click on the preview image will the third party content be downloaded. This provides the third party with the information that you have accessed our site and the usage data technically necessary for this. We have no influence on the further processing of the data by the external provider.

By clicking on the preview image, you give us your consent to download content from the external provider.

The legal basis for the processing of the embedding is your consent if you have previously given it by clicking on the preview image.

Please note that the incorporation of some mapping services means that your data may be processed outside the EU or EEA. In some countries, there is a risk that authorities may access data for security and surveillance purposes without informing you or allowing you to take legal action. When we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Article 49(1)(a) of the GDPR.

Supplier	Maximum storage period	Adequate level of data protection	Withdrawal of consent
Google LLC (USA)		There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	If you have clicked on a preview image, the content of the external provider is downloaded immediately. To avoid this download on other sites, do not click on the preview image.
OpenStreetMap		Processing only within the EU/EEA.	If you have clicked on a preview image, the content of the external provider is downloaded immediately. To avoid this download on other sites, do not click on the preview image.

Captcha

To protect our web forms against automated requests, we use a third-party Captcha function.

The Captcha function automatically captures all user input and mouse Captcha you make on our website (regardless of whether you visit pages containing web forms or not).

The data collected in this way is used to determine whether the input comes from a person or from an automated programme.

Since the Captcha function is provided by third parties, displaying the captcha will result in the downloading of third party content. This provides the third party with the information that you have accessed our site and the usage data technically necessary for this. In this respect, the external provider also receives your IP address, which is technically necessary to retrieve the content.

We have no influence on the further processing of the data by the external provider.

The legal basis for this data processing is your consent if you have given it via our cookies banner.

Please note that use of the Captcha function may result in your data being processed outside the EU or EEA. In some countries, there is a risk that authorities may access data for security and surveillance purposes without informing you or allowing you to take legal action. When we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Article 49(1)(a) of the GDPR.

Cookie name	Supplier	Maximum storage period	Adequate level of data protection	Withdrawal of consent
rc::c	Google LLC (USA)	Session	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	To withdraw your consent, click here to change your settings via our banner. However, you will then no longer be able to use our web forms.
rc::a	Google LLC (USA)	Persistent	There is no adequate level of data protection. The data are transmitted on the basis of Article 49(1)(a) of the GDPR.	If you have clicked on a preview image, the content of the external provider is downloaded immediately. To avoid this download on other sites, do not click on the preview image.

Registering and sending newsletters

You can register to receive our newsletter on our website. Please note that in order to complete the registration we need certain information (at least your e-mail address).

We will only send you the newsletter if you have given us your express consent. Once you have registered on our website to receive the newsletter, you will receive a confirmation message at the e-mail address you have provided (double confirmation).

You may withdraw your consent at any time. An easy way to withdraw your consent is, for example, by using the unsubscribe link in each newsletter.

As part of the registration process for the newsletter, we store certain data in addition to those mentioned above, to the extent necessary to prove that you have registered for our newsletter. This may include storing the full IP address at the time of registration or newsletter confirmation, as well as a copy of the confirmation email sent by us.

The legal basis for processing the data is our legitimate interest in being able to account for the lawfulness of sending the newsletter in accordance with Article 6(1)(f) of the GDPR.

Incorporation of additional third-party content and technical functions

We use features and content from the third party providers listed below to improve our websites.

By accessing our websites you will download content from third party providers who provide these functions and content. As a result, the third-party provider receives the information that you have visited our site, as well as the usage data technically necessary for this purpose.

We have no control over the further processing of the data by the external provider.

The legal basis for this data processing is your consent if you have previously given it via our banner/consent management system.

Please note that the use of third party content and functions may result in your data being processed outside the EU or EEA. In some countries, there is a risk that authorities may access data for security and surveillance purposes without informing you or allowing you to take legal action.

When we use providers in third countries without an adequate level of protection and you give your consent, the transfer to this third country is based on Article 49(1)(a) of the GDPR.

Cookie name	Supplier	Technical function or consent	Maximum storage period	Adequate level of data protection	Withdrawal of consent
	Cloudflare	Friendly Captcha by https://unpkg.com/		The data is sent to: Unknown	If you no longer consent to the processing, you should cease using our website.
_cf_bm	myfonts.net	This cookie is used to distinguish between humans and bots. It is beneficial to the website, in order to make valid reports on the use of the website.	1 day	The data is sent to: Unknown	If you no longer consent to the processing, you should cease using our website.

Storage period

Unless otherwise specified, we will delete your personal data if they are no longer required for the relevant processing purposes and there is no legal obligation to retain them.

Data Processor

We transfer your data to service providers who assist us in the operation of our websites and related processes. These service providers are usually processors within the meaning of Article 28 of the GDPR. Our service providers are strictly bound by contracts and our instructions.

Processors who may not have been previously disclosed are listed below.

If data is transferred outside the EU or EEA, we will also provide information on the adequate level of data protection.

Service provider/Data Processor	Purpose	Adequate level of data protection
Mittwald CM Service GmbH & Co. KG	Web hosting and support	EU/EEA processing only
Brain Computing S.p.A.	Assistance	EU/EEA processing only

Your rights as a Data Subject

When processing your personal data, the GDPR grants you certain rights as a Data Subject:

Right of access of the Data Subject (Article 15 of the GDPR)

You have the right to obtain confirmation as to whether personal data concerning you are being processed. If they are, you have the right to be informed of this personal data and to receive the information specified in Article 15 of the GDPR.

Right of rectification (Article 16 of the GDPR)

You have the right to rectify inaccurate personal data concerning you and, taking into account the purposes of the processing, to have incomplete personal data completed, including by submitting a supplementary declaration without delay.

Right of erasure (“right to be forgotten”) (Article 17 of the GDPR)

You have the right to obtain the erasure of personal data concerning you without undue delay if one of the grounds set out in Article 17 of the GDPR applies.

Right to restriction of processing (Article 18 of the GDPR)

You have the right to request a restriction of processing if one of the conditions listed in Article 18 of the GDPR is met, for example, if you have objected to the processing, for the duration of our examination.

Right to data portability (Article 20 of the GDPR)

In certain cases, which are listed in detail in Article 20 of the GDPR, you have the right to receive personal data concerning you in a structured, commonly used and machine-readable format, or to request that such data be transferred to a third party.

Right to withdraw consent (Article 7 of the GDPR)

If the data processing is based on your consent, you have the right to withdraw such consent for the use of your personal data at any time in accordance with Article 7(3) of the GDPR.

Please note that the withdrawal is only effective for the future. Processing prior to withdrawal will not be affected.

Right to object (Article 21 of the GDPR)

If the data is collected on the basis of Article 6(1)(f) of the GDPR (data processing for the purpose of our legitimate interests) or on the basis of Article 6(1)(e) of the GDPR (data processing for the purpose of protecting the public interest or in the exercise of official authority), you have the right to object to the processing at any time on grounds arising from your particular situation.

In that case, we will stop processing the personal data, unless there are compelling legitimate grounds for the processing which override your interests, rights and freedoms, or if the data are still necessary for the recognition, exercise or defence of legal claims.

Right to lodge a complaint with a supervisory authority (Article 77 of the GDPR)

In accordance with Article 77 of the GDPR, you have the right to lodge a complaint with a supervisory au-

thority if you consider that the processing of your data is in breach of data protection rules. Specifically, this right may be exercised before a supervisory authority in the Member State of your habitual residence, place of work or place of the alleged infringement.

Enforcing your rights

Unless otherwise stated, please contact us to enforce your rights.
You will find our contact details on the letterhead.

Data Protection Officer contact details

Our external data protection officer is available to provide you with information on data protection. Please contact

datenschutz nord GmbH

Sechslingspforte 2

22087 Hamburg

Web: www.datenschutz-nord-gruppe.de

E-mail office@datenschutz-nord.de

If you contact our Data Protection Officer, please also indicate the competent office mentioned in the legal notice.