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## XVI. Technologies on our website

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### Cloudflare

Provider: Cloudflare, Inc, 101 Townsend St., San Francisco, CA 94107, USA

Representative in the EU: Cloudflare Portugal Unipessoal Lda, Praça Marquês de Pombal 14 7th floor, 1250-162 Lisboa, Portugal, DSA-legal-representative@cloudflare.com

Purpose: To measure and analyze website performance from the user's perspective

Category: Statistics

Recipient: USA

Processed data: Page load times, response times, web vitals metrics, URL, browser, operating system, country

Data subjects: Website visitors

Technology: JavaScript beacon, cookies (details in the cookie list)

Legal basis: Consent (purpose)

Certifications: EU-U.S. Data Privacy Framework, Swiss-U.S. Data Privacy Framework, UK Extension to the EU-U.S. Data Privacy Framework

Further information:

<https://www.cloudflare.com/de-de/privacypolicy/>

<https://www.cloudflare.com/de-de/website-terms/>

On our website, we use the Cloudflare Web Analytics service to measure and analyze website performance from the perspective of our users. This tool allows us to track and understand key performance metrics such as load times, responsiveness and visual stability of our website.

Cloudflare Web Analytics works by inserting a JavaScript snippet into HTML pages. This beacon collects data about the user experience, including metrics such as page load time, time to first byte and other web vitals. The tool also collects information about the browser used, the operating system and the user's country.

The collected data is updated in real time and is available shortly after a user request. This enables us to continuously monitor and improve the performance of our website. According to the manufacturer, Cloudflare Web Analytics does not use cookies for analysis purposes, but does use them to recognize users (identification cookie).

The data is stored for the duration of the statutory retention obligations and deleted immediately after this period has expired. Additional details can be found in the linked further information. We recommend that you check these links regularly for changes so that you are always informed about the current practices of Cloudflare Web Analytics.

Additional information on the rights of data subjects and the relevant contact details can be found in the general section of this privacy policy.

### Cookies and Local Storage

We use cookies to make our website as user-friendly and functional as possible for you. Some of these cookies are stored on the device you use to access the site.

Cookies are small packages of data that are exchanged between your browser and our web server whenever you visit our website. They do not cause any damage and are used solely to recognise website visitors. Cookies can only store information provided by your browser, e.g. information that you have entered into your browser or that is available on the website. Cookies cannot execute code and cannot be used to access your terminal device.

The next time you access our website using the same device, the information stored in the cookies can then either be sent back to us ("first-party cookie") or to a web application of third party to whom the cookie belongs ("third-party cookie"). The information that is stored and sent back allows each web application to recognise that you have already accessed and visited the website using the browser on your device.

Cookies contain the following information:

- Cookie name

- Name of the server from which the cookie originates
- Cookie ID number
- An expiry date, after which the cookie will be automatically deleted

We classify cookies in the following categories depending on their purpose and function:

- Technically necessary cookies, to ensure the technical operation and basic functions of our website. These types of cookies are used, for example, to maintain your settings while you navigate our website; or they can ensure that important information is retained throughout the session (e.g. login, shopping cart).
- Statistics cookies, to understand how visitors interact with our website by collecting and analysing information on an anonymous basis only. In this way we gain valuable insights to optimize both the website and our products and services.
- Marketing cookies, to provide targeted promotional and marketing activities for users on our website.
- Unclassified cookies are cookies that we are trying to classify together with individual cookie providers.

Depending on the storage period, we also divide cookies into session and persistent cookies. Session cookies store information that is used during your current browser session. These cookies are automatically deleted when the browser is closed. No information remains on your device. Persistent cookies store information between two visits to the website. Based on this information, you will be recognized as a returning visitor on your next visit and the website will react accordingly. The lifespan of a persistent cookie is determined by the provider of the cookie.

The legal basis for using technically necessary cookies is our legitimate interest in the technically fault-free operation and smooth functionality of our website. The use of statistics and marketing cookies is subject to your consent. You can withdraw your consent for the future use of cookies at any time. Your consent is voluntary. If consent is not given, no disadvantages arise. For more information about the cookies we actually use (specifically, their purpose and lifespan), refer to this Privacy Policy and to the information in our cookie banner about the cookies we use.

You can also set your web browser so that it does not store any cookies in general on your device or so that you will be asked each time you visit the site whether you accept the use of cookies. Cookies that have already been stored can be deleted at any time. Refer to the Help section of your browser to learn how to do this.

Please note that a general deactivation of cookies may lead to functional restrictions on our website.

On our website, we also use so-called local storage functions (also called "local data"). This means that data is stored locally in the cache of your browser, which continues to exist and can be read even after you close the browser - as long as you do not delete the cache or data is stored within the session storage.

Third parties cannot access the data stored in the local storage. If special plug-ins or tools use the local storage functions, you are informed within the description of the respective plug-in or tool.

If you do not wish plug-ins or tools to use local storage functions, you can control this in the settings of your respective browser. We would like to point out that this may result in functional restrictions.

## Dynatrace

Provider: Dynatrace Austria GmbH, Am Fünfundzwanziger Turm 20, 4020 Linz, Austria, [privacy@dynatrace.com](mailto:privacy@dynatrace.com)

Purpose: Monitoring, optimization and scaling of applications in multi-cloud environments

Category: Statistics

Recipient: EU, USA

Processed data: Application performance data, usage statistics, system metrics

Data subjects: Users

Technology: JavaScript, cookies (details in the cookie list), local storage

Legal basis: Consent (purpose and data transfer)

Website: <https://www.dynatrace.com>

Further information:

<https://www.dynatrace.com/de/company/trust-center/imprint-impressum/>

<https://www.dynatrace.com/company/trust-center/privacy/>

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On our website, we use the Dynatrace service, a multi-cloud observability solution for monitoring, optimizing and scaling applications. Dynatrace helps to analyze and improve the performance and availability of web applications.

The tool works by embedding JavaScript code into the website. This code collects various performance metrics such as load times, server response times and user experience. Dynatrace collects data such as page views, click paths, browser information and device types. This information is used to identify potential problems and optimize application performance.

Dynatrace uses cookies to collect and analyze data. All relevant information about the cookies, including name, purpose and storage duration, is included in our detailed list of cookies used.

Dynatrace also uses local storage to store cookies, to cache configuration data and to measure performance. The use of local storage allows Dynatrace to store data across browser sessions for more consistent user tracking and performance analysis.

Dynatrace stores different types of data for different time periods:

Service metrics:

- 1 hour at a resolution of 30 seconds
- 35 days at 1 minute resolution

Metric sets for company-wide monitoring and real-user monitoring data:

- 3 months at 1 second resolution
- for 13 months at a resolution of 1 minute

Decentralized traces and RUM action data:

- 10 days for detailed data
- Up to 35 days for aggregated rollups

Logs:

- Customers must specify buckets for log retention
- Dynatrace plans to support storing logs for multiple years to meet strict retention criteria of certain industries

In general, data will be stored for as long as necessary to analyze and optimize application performance. Once the statutory retention periods have expired, the data is deleted immediately.

Additional details can be found in the linked further information. We recommend that you check these links regularly for changes in order to stay informed about Dynatrace's current practices. Additional information on the rights of data subjects and the relevant contact details can be found in the general section of this privacy policy.

## Google Analytics

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, e-mail: support-de@google.com

Parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

Purpose: Web analysis, performance measurement, conversion tracking, collection of statistical data

Category: Statistics

Recipient: EU, USA

Processed data: IP address, details of the website visit, user data

Data subjects: Website visitors

Technology: JavaScript call, cookies (details in the cookie list), fingerprinting, local storage

Legal basis: Consent (purpose)

Certifications: EU-U.S. Data Privacy Framework, Swiss-U.S. Data Privacy Framework, UK Extension to the EU-U.S. Data Privacy Framework

Further information:

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

<https://safety.google/intl/de/principles/>

<https://business.safety.google/adsprocessor/terms/>

Here you can find out exactly where Google data centers are located: <https://www.google.com/about/datacenters/locations/>

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On our website, we use the functions of the web analysis service Google Analytics to analyze user behavior and to optimize our website. The reports provided by Google are used to analyze the performance of our website and to measure the success of possible campaigns via our website.

Google Analytics uses cookies that enable us to analyze the use of our website. All details (name, purpose, storage duration) of the cookies can be found in our specific list of cookies used.

Google Analytics can use local storage. This is an alternative to using cookies to store the client ID. This makes it possible to track user behavior without setting cookies.

Information about the use of the website such as browser type/version, operating system used, the previously visited page, host name of the accessing computer (IP address), time of the server request are usually transmitted to a Google server and stored there. We have concluded a contract with Google for this purpose.

Google will use this information on our behalf to evaluate the use of our website, to compile reports on the activities within our website and to provide us with further services associated with the use of our website and the Internet.

We only use Google Analytics with IP anonymization activated by default. This means that the IP address of a user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and truncated there. According to Google, the IP address transmitted by a user's browser as part of Google Analytics is not linked to other Google data.

During the website visit, user behavior is recorded in the form of so-called events. These can be the following:

- Page views, the click path of a user
- First visit to our website
- Websites visited
- Start of a session
- Interaction with our website
- User behavior (e.g. clicks, scrolls, dwell time, bounce rates)
- File downloads
- Viewed / clicked ads
- Interaction with videos
- internal search queries

is also recorded:

- approximate location (region)
- Date and time of the visit
- IP address (in abbreviated form)
- technical information about the browser or the end devices used (e.g. language setting, screen resolution)
- Internet provider
- Referrer URL (via which website/advertising medium a user came to our website)

This data is essentially processed by Google for its own purposes, such as profiling (without us being able to influence this).

The data on the use of our website will be deleted immediately after the end of the retention period set by us. Google Analytics specifies a standard retention period of 2 months for user and event data, with a maximum retention period of 14 months. This retention period also applies to conversion data. The following options are available for all other event data: 2 months, 14 months, 26 months (Google Analytics 360 only), 38 months (Google Analytics 360 only), 50 months (Google Analytics 360 only). We choose the shortest storage period that corresponds to our intended use. You can ask us at any time about the retention period we have currently set.

Data whose retention period has been reached is automatically deleted once a month.

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Additional details can be found in the linked further information. It is recommended that you check these links regularly for changes, as Google Analytics may update its functions and privacy policy. Further information on rights and contact details can be found in the general section of this privacy policy.

## Google Tag Manager

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, Parent company: Google LLC (USA)

Purpose: Launching Tools and Plugins

Category: Technically Required

Recipients: EU, USA (possible)

Data processed: IP Address

Data subjects: User

Technology: JavaScript Call

Legal basis: legitimate interest, Data Privacy Framework, <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active>

Website: <https://www.google.com>

Further information:

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

<https://safety.google/intl/en/principles/>

<https://business.safety.google/adsprocessor/terms/>

Here you can find out where exactly Google data centers are located: <https://www.google.com/about/datacenters/locations/>

The Google Tag Manager service is used on our website.

The Tag Manager is a service that allows us to manage website tags via an interface. This allows us to include code snippets such as tracking codes or conversion pixels on websites without interfering with the source code. In doing so, the data is only forwarded by the Tag Manager, but neither collected nor stored. The Tag Manager itself is a cookie-less domain and does not process any personal data, as it serves purely to manage other services in our online offering.

When the Google Tag Manager is started, the browser establishes a connection to Google's servers. These are mainly located in the U.S. Through this, Google obtains knowledge that our website was called up via the IP address of a user.

The Tag Manager ensures the resolution of other tags, which in turn may collect data. However, the Tag Manager does not access this data. If a deactivation has been made at the domain or cookie level, this remains in place for all tracking tags that are implemented with the Tag Manager.

## Hosting

In the context of hosting our website, all data that arises in connection with the operation and use of the website is processed. This includes, in particular, content data, usage data, communication data, and technical data that are necessary for providing and securely operating the website.

The storage and processing of this data is necessary to enable access to the website, ensure the stability and security of the online offering, and to technically optimize the website.

To provide our online presence, we use the services of external web hosting providers. In this context, the data generated during the operation of the website is transmitted to these service providers or processed by them on our behalf. Processing is carried out exclusively in accordance with legal requirements and based on contractual agreements for data processing on behalf.

Further information on the handling of personal data in connection with hosting can be found in the privacy policy of this website.

## HubSpot

Provider: HubSpot Ireland Limited, 1 Sir John Rogerson's Quay, Dublin, Ireland, Parent Company: HubSpot, Inc (USA).

Purpose: Web Analytics, Tracking, Lead Generation, Customer Service

Category: Marketing

Recipient: USA

Data processed: IP Address, Website Visit Details, User Data

Data subjects: Users

Technology: JavaScript Call, Cookies

Legal basis: Consent, Data Privacy Framework, <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000TN8pAAG&status=Active>

Website: <https://www.hubspot.com/>

Further information:

<https://legal.hubspot.com/privacy-policy>

<https://legal.hubspot.com/cookie-policy>

On our website, we use the HubSpot service to carry out marketing activities. In this context, we use HubSpot for our own marketing, lead generation and customer service purposes.

These include email marketing, which governs the sending of newsletters as well as automated mailings, social media publishing and reporting, contact management such as user segmentation and CRM, landing pages and contact forms. HubSpot uses cookies to enable analysis of the use of our website. HubSpot evaluates the processed information (e.g. IP address, geographical location, type of browser, duration of visit and pages viewed) on our behalf so that we can generate reports about the visit and the pages visited. Information collected by HubSpot and the content of our website is stored on servers of HubSpot's service providers.

## Hubspot Analytics

Provider: HubSpot, Inc. 25 First Street, 2nd Floor, Cambridge, MA 02141, USA, e-mail: [privacy@hubspot.com](mailto:privacy@hubspot.com)

Representative in the EU: HubSpot Germany GmbH Am Postbahnhof 17, 10243 Berlin, Germany

Purpose: Analysis of website traffic, measurement of the performance of marketing campaigns, optimization of conversion rates

Category: Marketing

Recipient: EU, USA

Processed data: Visitor data (e.g. IP address, device type, location), interactions with website elements (e.g. clicks on call-to-actions, form submissions), traffic sources and behavioral patterns

Data subjects: Users of the website

Technology: JavaScript, cookies (details in the cookie list), tracking pixels, local storage

Legal basis: Consent (purpose)

Certifications: EU-U.S. Data Privacy Framework, Swiss-U.S. Data Privacy Framework, UK Extension to the EU-U.S. Data Privacy Framework

Website: <https://www.hubspot.com>

Further information:

<https://legal.hubspot.com/privacy-policy>

<https://legal.hubspot.com/terms-of-service>

We use the HubSpot Analytics service on our website to analyze website traffic and optimize marketing performance. The tool makes it possible to record and evaluate data such as traffic sources, device types and user interactions. It provides detailed reports on the customer journey and helps to target marketing measures and increase conversions.

Technically, the tool works by integrating a tracking code on the website. This code collects information about page views, clicks on call-to-actions and form submissions and links them to HubSpot's integrated CRM system. This allows interactions to be tracked at contact level.

HubSpot uses cookies in particular to track user behaviour, to identify visitors, to track sessions, to optimize performance, to compile statistics and for personalization. All relevant information on cookies, including name, purpose of use and storage duration, can be found in our detailed list of cookies used.

HubSpot also uses local storage to store certain information and improve the user experience. Specifically, Hubspot stores visitor preferences and interactions with web campaigns, as well as a personalized counter for the display of advertisements in local storage.

The storage period of the data depends on the statutory retention obligations; the data will be deleted immediately after this period has expired. Additional details can be found in the linked further information. It is recommended that you check these links regularly for changes. Additional information on the rights of data subjects and the relevant contact details can be found in the general section of this privacy policy.

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## Contact

Our website offers various options for contacting us, for example via contact forms or e-mail addresses provided. When contacting us, the personal data provided will be processed exclusively for the purpose of processing and responding to the respective inquiry. The processing takes place insofar as this is necessary to carry out pre-contractual measures or to fulfill a contract, or on the basis of legitimate interests, for example to maintain customer relationships or to document processes.

It may be necessary to provide certain data in order to fully process an inquiry. Without this information, it may not be possible to process the request, or only to a limited extent.

Personal data from contact requests may also be stored in a customer or prospective customer database on the basis of legitimate interests in order to optimize communication and support. Use for marketing purposes only takes place if separate consent has been obtained or a legitimate interest exists and there are no overriding interests of the data subject that require protection.

Personal data from contact inquiries will only be stored for as long as is necessary for the processing and handling of the inquiry or for as long as there are statutory retention obligations. After final processing of the inquiry and expiry of any legal deadlines, the data will be deleted or anonymized. As a rule, deletion takes place at the latest after three years without further contact, unless there are longer statutory or contractual retention obligations.

Additional information on the rights of data subjects and the relevant contact details are listed in the general section of this privacy policy.

## Leadfeeder

Provider: Dealfront Group GmbH, Durlacher Allee 73, D-76131 Karlsruhe, Germany, [privacy@dealfront.com](mailto:privacy@dealfront.com)

Purpose: Identification and analysis of website visitors for B2B lead generation

Category: Marketing

Recipient: EU

Processed data: IP addresses of visitors, company data (name, industry, size, location), visitor behavior on the website (pages visited, time spent), contact data (e.g. estimated email addresses, telephone numbers)

Data subjects: Website visitors

Technology: Cookies (details in the cookie list), JavaScript, tracking pixels

Legal basis: Consent (purpose)

Website: <https://www.leadfeeder.com>

Further information:

<https://www.leadfeeder.com/privacy/>

<https://www.dealfront.com/gdpr/>

Opt-Out: <https://privacycockpit.dealfront.com/>

We use the Leadfeeder service on our website to analyze visitor activity and generate potential B2B leads. The tool identifies companies based on the IP address of visitors and supplements this data with firmographic information such as industry affiliation, company size and location. The collected data is visualized and displayed in a dashboard.

Leadfeeder integrates seamlessly with existing CRM systems such as Salesforce or HubSpot and enables leads to be synchronized automatically. The platform uses a tracking script that is integrated into the website to record visitor activity.

Leadfeeder uses cookies for authentication and security, for functions and preferences, for analysis, for measuring advertising campaigns and for recognizing visitors. All relevant information about the cookies, including name, purpose of use and storage duration, is included in our detailed list of cookies used.

In addition to cookies, Leadfeeder also uses local storage to store data for account-based marketing (ABM), among other things. IP addresses, visit times and page requests are stored for this purpose. Leadfeeder also uses local storage to store time intervals selected in the Leadfeeder application. These entries are used to improve the functionality and user-friendliness of the tool.

The storage period for Leadfeeder is usually 30 days. However, depending on the settings and requirements, the collected data can also be stored for a longer period. It is important to note that after deletion, the data can remain in the system for

up to seven days due to backups. In any case, the data will be deleted immediately after expiry of statutory retention obligations. Additional details can be found in the linked further information. We recommend regularly checking these links for changes.

Additional information on the rights of data subjects and the relevant contact details can be found in the general section of this privacy policy.

## Server Log Files

For technical reasons, particularly to ensure a functioning and secure website, we process the technically necessary data about accesses to our website in so-called server log files which your browser automatically sends to us.

The access data we process includes:

- The name of the website you are accessing
- The browser type (including version) you use
- The operating system you use
- The site you visited before accessing our site (referrer URL)
- The time of your server request
- The amount of data transferred
- The host name of computer (IP address) you are using to access the site

This data cannot be traced back to any natural person and is used solely to perform statistical analyses and to operate and improve our website while also optimising our site and keeping it secure. This data is sent exclusively to our website operator. The data is neither connected nor aggregated with other data sources. In case of suspicion of unlawful use of our website, we reserve the right to examine the data retroactively. This data processing takes place on the legal grounds of our legitimate interest in maintaining a technically fault-free and optimal website.

The access data is deleted within a short period of time after serving its purpose (usually within a few days) unless further storage is required for evidence purposes. In such cases, the data is stored until the incident is definitively resolved.

## SSL Encryption

Within your visit to our website, we use the widespread SSL procedure (Secure Socket Layer) in conjunction with the highest level of encryption supported by your browser. You can tell whether an individual page of our website is transmitted in encrypted form by the closed representation of the key or lock symbol in the lower status bar of your browser. We use this encryption procedure on the basis of our justified interest in the use of suitable encryption techniques.

We also make use of suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments and kept state-of-the-art.

## Vimeo

Provider: Vimeo.com, Inc, 330 West 34th Street New York, New York 10001, USA, EU representative: RA Robert Niedermeier, DATA BUSINESS SERVICES GmbH & Co KG-Germany (Germany).

Purpose: Integration of Video Content, Collection of Statistical Data

Category: Statistics

Recipient: USA

Data processed: IP Address, Website Visit Details, User Data.

Data subjects: Users

Technology: JavaScript Call, Cookies

Legal basis: Consent

Website: <https://www.vimeo.com>

Further information: <https://vimeo.com/privacy>

**ATTENTION!** Within the scope of this service, data transfer to the U.S. takes place or cannot be excluded. We would like to point out that as of July 10, 2023, the European Commission has issued an adequacy decision on the EU-US data privacy framework (Data Privacy Framework). Accordingly, organizations or companies (as data importers) in the U.S. that are registered in a public list under the self-certification option of the Data Privacy Framework provide an adequate level of protection for data transfers. Whether the specific provider of this service is already certified can be found here: <https://www.dataprivacyframework.gov/s/participant-search>

Videos from the Vimeo platform are integrated on our website.

If you call up the Internet pages of our online offer that are provided with a Vimeo plugin, a connection to the Vimeo servers is established and the plugin is displayed. This transmits your IP address to the Vimeo server, as well as the information which of our Internet pages you have visited. Furthermore, Vimeo stores information about which website a user uses the Videmo service and which activities he or she performs on our website. These activities include, among other things, session duration, bounce rate or on which button a user has clicked on the website with built-in Vimeo function. Vimeo may track and store these activities through the use of cookies or similar technologies.

If you are logged in as a member of Vimeo in the process, Vimeo assigns this information to your personal user account. When using the plugin, such as clicking on the start button of a video, this information is also assigned to your user account. You can prevent this assignment by logging out of your Vimeo user account before using our website.

Vimeo uses information to improve its own service and to communicate with the user in order to set its own targeted advertising measures.

The data remains stored by Vimeo until Vimeo no longer has an economic reason for storing it.

## Webcare

Provider: DataReporter GmbH, Zeileisstraße 6, 4600 Wels, Austria.

Purpose: Consent Management

Category: technically required

Recipient: EU, AT

Data processed: IP Address, Consent Data

Data subjects: Users

Technology: JavaScript call, Cookies, Swarmcrawler

Legal basis: Legitimate interest, consent (swarmcrawler to evaluate search results)

Website: <https://www.datareporter.eu/>

Further information: <https://www.datareporter.eu/company/info>

On our website, we use the Webcare tool for consent management. Webcare records and stores the decision of each user of our website. Our Consent Banner ensures that statistical and marketing technologies such as cookies or external tools are only set or started if the user has expressly consented to their use.

We store information on the extent to which the user has confirmed the use of cookies. The user's decision can be revoked at any time by accessing the cookie setting and managing the declaration of consent. Existing cookies are deleted after revocation of consent. For the storage of information about the status of the consent of the user, a cookie is also set, which is referred to in the cookie details. Furthermore, the IP address of the respective user(s) is transmitted to DataReporter's servers when this service is called up. The IP address is neither stored nor associated with any other data of the user, it is only used for the correct execution of the service.

With the help of Webcare, our website is regularly checked for technologies relevant to data protection. This investigation is only carried out for those users who have expressly given their consent (for statistical or marketing purposes). The search results of the users are evaluated by Webcare in an anonymous form and only in relation to technologies and used for the fulfillment of our information obligations. To start the Swarmcrawler technology, a request is sent to our servers and the IP address of the user is transmitted for the purpose of data transfer. Servers are selected which are geographically close to the respective location of the user. It can be assumed that for users within the EU, a server with a location within the EU will also be selected. The IP address of the user is not stored and is removed immediately after the end of the communication.

## YouTube

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC (USA)

Purpose: Integration of Video Content, Collection of Statistical Data

Category: Statistics

Recipients: EU, USA

Data processed: IP Address, Website Visit Details, User Data

Data subjects: Users

Technology: JavaScript Call, Cookies, Device Fingerprinting, Local Storage

Legal basis: Consent, Data Privacy Framework, <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt00000001L5AAI&status=Active>

Website: <https://www.youtube.com>

Further information: [https://www.youtube.com/intl/ALL\\_at/howyoutubeworks/user-settings/privacy/](https://www.youtube.com/intl/ALL_at/howyoutubeworks/user-settings/privacy/)

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

<https://safety.google/intl/en/principles/>

<https://support.google.com/youtube/answer/10364219?hl=en>

On our website, we use the YouTube service to embed videos.

We have activated the extended data protection mode on YouTube. According to YouTube, this mode means that YouTube does not store any information about visitors to this website before they watch a video. However, the disclosure of data to YouTube partners is not excluded by the extended data protection mode.

As soon as you start a YouTube video, a connection to YouTube's servers is established. This tells YouTube which of our pages you have visited. If you are logged into your YouTube account, you thereby enable YouTube to assign your surfing behaviour directly to your personal profile. This can be prevented by logging out of your account.

Furthermore, YouTube can save various cookies on your end device after starting a video or use comparable technologies (e.g. device fingerprinting). YouTube also uses the local storage on your end device. In this way, YouTube can obtain information about visitors to this website. This information is used, among other things, to collect video statistics, improve the user experience and prevent fraud attempts

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