

Privacy Policy

Last update: September 22, 2026

Thank you for your interest in the information on our website!

With the help of this Privacy Policy we would like to inform the users of our website about the type, scope and purpose of the personal data processed. Personal data in this context is all information that can be used to personally identify you as a user of our website (theoretically in an alternative way or by linking various data), including your IP address. Information that is stored in cookies is generally not or only in exceptional cases personally identifiable; however, cookies are covered by specific regulations that makes the permissibility of the use of cookies dependent on their purpose to a large extent on the active consent of the user.

In a general section of this Privacy Policy, we provide you with information on data protection, which generally applies to our processing of data, including data collection on our website. In particular, you as a data subject will be informed about the rights to which you are entitled.

The terms used in our Privacy Policy and our data protection practice are based on the provisions of the EU General Data Protection Regulation ("GDPR") and other relevant national legal provisions.

Controller according to the GDPR

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Data Protection Officer:

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Data collection on our website

On the one hand, personal data is collected from you when you expressly communicate such data to us, on the other hand, data, especially technical data, is automatically collected when you visit our website. Some of this data is collected to ensure that our website functions without errors. Other data may be used for analysis purposes. However, you can use our website without a need to provide personal information.

Technologies on our website

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. These technologies are only activated after you have provided explicit consent via the cookie banner. 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.

Google Analytics

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

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

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

Category: Statistics

Recipients: EU, USA

Data Processed: Information about website visits (see detailed list below), user data. The IP address is used only briefly for rough location determination and is not stored afterward (see below).

Data Subjects: Website visitors

Technology: JavaScript call (Google tag / gtag.js), cookies (details in the cookie list), local storage

Legal basis: Consent

Legal basis for data transfer: 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/privacy/>

<https://business.safety.google/adsprocessorterms/>

<https://policies.google.com/technologies/ads>

<https://www.google.com/about/company/user-consent-policy-help>

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

Web and app activities collected via Google Analytics can be viewed and deleted by signed-in Google users under “My Activity” (myaccount.google.com/data-and-privacy).

On our website, we use the features of the web analytics service Google Analytics 4 (GA4) to analyze user behavior and optimize our website.

Google Analytics uses cookies that enable the analysis of our website’s usage. Full details (name, purpose, retention period) regarding these cookies can be found in our specific list of cookies used. As an alternative to cookies, GA4 may use local storage to store the client ID in order to track user behavior even without a traditional cookie.

Information about website usage—such as browser type and version, operating system used, the previously visited page, the time of the server request, and approximate location—is transmitted to Google and processed there. We have entered into a contract with Google for this purpose.

With regard to IP addresses, there is no traditional “anonymization” in the sense of truncation after transmission; rather, GA4 is designed from the ground up so that IP addresses are neither logged nor stored for visitors from the EU, Switzerland, and the UK. The IP address is used only briefly to determine a rough location (city, region, country) and is then irrevocably discarded before it is stored on Google’s servers. This is a feature built into GA4 that cannot be disabled; it is not an optional setting.

On our behalf, Google will use this information to analyze the use of our website, compile reports on activity on our website, and provide us with other services related to the use of our website.

During a visit to the website, user behavior is recorded in the form of so-called events. These may include the following:

- Page views, a user’s click path
- First-time visit to our website
- Websites visited
- Start of a session
- Interaction with our website
- User behavior (e.g., clicks, scrolling, time spent on page, bounce rates)
- File downloads
- Ads viewed/clicked (only if Google Ads is linked to this property and Google Signals is enabled)
- Interaction with videos
- Internal search queries

The following is also collected:

- Approximate location (region, derived from the IP address, without storing the IP address itself)
- Date and time of the visit
- Technical information about the browser or the devices used (e.g., language setting, screen resolution)

- Internet service provider
- Referrer URL (the website or advertising channel through which a user arrived at our website)

This data is primarily processed by Google for its own purposes, such as profiling (over which we have no control).

Data regarding the use of our website is deleted immediately upon expiration of the retention period we have set. By default, Google Analytics specifies a 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. For all other event data, the following options are available: 2 months, 14 months, 26 months (Google Analytics 360 only), 38 months (Google Analytics 360 only), 50 months (Google Analytics 360 only). We select the shortest retention period that meets our intended purpose. You may inquire with us at any time regarding the retention period currently set by us. Data for which the retention period has expired is automatically deleted once a month.

Additional details can be found in the linked supplementary information. We recommend checking these links regularly for changes, as Google Analytics may update its features and privacy policies. Further information regarding your rights and our contact information can be found in the general section of this privacy policy.

Google Fonts

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company Google LLC (USA), <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000001L5AAI&status=Active>

Purpose: Integration of Fonts

Category: Statistics

Recipients: EU, USA (possible)

Data processed: IP address, language settings, screen resolution, version and name of browser.

Data subjects: website visitors

Technology: JavaScript call

Legal basis: Consent, Data Privacy Framework

Website: www.google.com

Further information: <https://developers.google.com/fonts/faq> <https://policies.google.com/privacy> <https://www.google.com/about/datacenters/inside/locations/>

To display fonts consistently, our website uses Web Fonts which are provided by Google.

To display web fonts, the web browser you use must connect with a Google server. This informs Google that our website is being accessed via your IP address. The IP address from the browser of the device you are using to access our site is also stored by Google. If your browser does not support Web Fonts, your device will display the site using a standard font type. With each Google Font request, your IP address is automatically transferred to a Google server along with information such as your language preferences, display resolution, version and name of your browser. The usage data collected by Google enables them to determine the popularity of specific font types. Google publishes these findings on internal analytics sites (e.g. Google Analytics).

Google Fonts enables us to use fonts on our own website without uploading them to our server. Google Fonts is an important building block for maintaining the high quality of our website. All Google fonts are automatically optimized for the web. This reduces the data volume and is particularly advantageous for use on mobile devices. When you visit our site, the low file size allows for quicker loading times. Furthermore, Google Fonts are secure Web Fonts that support all major browsers.

Google stores requests for CSS assets for one day on its servers. This enables us to use the fonts with the support of a Google style sheet. The font files are stored by Google for one year. To delete data prematurely, you must contact Google Support (<https://support.google.com>).

Google Maps

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

Purpose: Integration of Map Services

Category: Statistics

Recipients: EU, 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=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/adsprocessorterms/>

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

On our website, the service Google Maps is integrated in order to better display geographical information about locations for users.

Google Maps is an online map service with which geographic information can be made more legible via a terminal device. Among other things, directions are displayed or map sections of a location can be integrated into a website.

When Google Maps is called up, the browser establishes a connection to Google's servers. This enables Google to know that our website has been accessed via the user's IP address. The use of Google Maps enables Google to collect and process data about the use of the service.

For the provision of this service, Google Maps processes, among other things, entered search terms as well as latitude and longitude coordinates on the basis of the IP address. If the route planner function of Google Maps is used, the entered starting address is also stored. This data processing is carried out exclusively by Google and is not within our sphere of influence.

We would like to point out that a cookie called "NID" is set by Google when running this service. Google Maps does not currently offer us the option to run this service in a mode without this cookie. The NID cookie contains information about your user behavior, which Google uses to optimize its own services and to provide individual, personalized advertising for you.

Google anonymizes data in server logs by deleting a portion of the IP address and cookie information after 9 and 18 months, respectively.

Location and activity data is stored for either 3 or 18 months and then deleted. Users can also manually clear history at any time via a Google account. To completely prevent location tracking, a user must turn off the "Web and App Activity" section in their Google account.

Google Ad Manager (formerly DoubleClick for Publishers + DoubleClick Ad Exchange)

Provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

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

Purpose: Management, marketing, and display of advertising space on our website, including programmatic ad sales (real-time bidding) across multiple ad networks and exchanges

Recipients: EU, USA, and, where applicable, other third-party providers involved in the bidding process (demand-side platforms, ad networks)

Category: Marketing

Data processed: IP address (briefly for approximate location determination), cookie/device ID, information on page content and ad placements viewed, technical device information (browser, screen resolution)

Data subjects: Website visitors

Technology: JavaScript (Google Publisher Tag / gpt.js), cookies, and, if applicable, additional header bidding scripts from other providers participating in the bidding process

Legal basis: Consent

Legal basis for data transfer: Data Privacy Framework (Google LLC); for participating third-party providers without their own DPF certification, Standard Contractual Clauses (SCCs) apply

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

Further information:

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

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

<https://business.safety.google/privacy/>

<https://business.safety.google/adsprocessorterms/>

<https://policies.google.com/technologies/ads>

<https://www.google.com/about/company/user-consent-policy-help>

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

This website uses the Google Ad Manager service to market and display our ad spaces. When a page containing an ad space is loaded, the browser sends a request to the Google ad server, whereupon the gpt.js script generates an ad request and forwards it to the server. The ad server checks the transmitted target values for the ad space (size, position, and, if applicable, targeting criteria) and delivers the appropriate ad. If ad spaces are sold programmatically via real-time bidding, multiple ad exchanges and third-party providers may participate in the auction simultaneously and process data in the process. In this case, granular consent is required that covers the individual providers involved, not just a blanket entry for "Google."

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 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.

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.

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.

Rapimail

Our website uses the services of Rapimail to send newsletters. The provider is rapimail GmbH, Augustinerplatz 2, 79098 Freiburg i.Br., Germany ("Rapimail"). Rapimail is a service with which, among other things, the dispatch of newsletters can be organised and analysed. If you enter data for the purpose of subscribing to the newsletter (e.g. e-mail address), it will be stored on Mailjet's servers. Mailjet can use the recipient's data in pseudonymous form, i.e. without allocation to a user, to optimise or improve its own services, e.g. for technical optimisation of the dispatch and presentation of the newsletter or for statistical purposes. However, the dispatch service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

If you do not want Rapimail to analyse your data, you must unsubscribe from the newsletter. For this purpose we provide a corresponding link in every newsletter message.

The dispatch of the newsletter and the associated performance measurement are based on the consent of the recipients or, if consent is not required, on our legitimate interests in direct marketing for similar products and services. You can revoke your consent at any time with effect for the future by unsubscribing from the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

You can find more details in Rapimail's data protection regulations at: <https://www.rapimail.de/datenschutz> (German version)

Facebook Social-Plugins

On our website we use social plugins of the social network Facebook, which are operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). With these social plugins users of our website have the opportunity to share the content of our website within Facebook (through 'LIKE'- or 'SHARE'-options).

Legal basis: Consent, Data Privacy Framework,
<https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt0000000GnywAAC&status=Active>

For these data processing we are jointly responsible with Facebook. The information required for joint responsibility can be found in the Facebook data policy at <https://www.facebook.com/policy.php>. The addition for responsible persons, which we have concluded with Facebook in order to determine the fulfillment of the obligation to joint responsibility, applies. In this regard, it has been agreed with Facebook that Facebook is responsible for fulfilling the rights of data subjects regarding personal data stored by Facebook after joint processing.

We have taken precautions on our website to ensure that such a plugin does not cause your browser to connect directly to Facebook's servers when you view a page.

If you interact with the plugins, for example by pressing the 'LIKE'- or 'SHARE'-button, your IP address and the corresponding information will be transmitted directly to a Facebook server and stored there.

If you are logged in to Facebook, Facebook can assign your visit to our website directly to your Facebook account. The information is also published on Facebook and displayed to your Facebook friends. We would like to point out that Facebook can use this information for the purpose of advertising, market research and tailoring Facebook pages to suit your needs. To this end, Facebook creates user, interest and relationship profiles, e.g. to evaluate your use of our website with regard to the advertisements displayed to you on Facebook, to inform other Facebook users about your activities on our website and to provide other services associated with the use of Facebook.

Further information on how Facebook processes personal data, including the legal basis on which Facebook relies and the possibilities for exercising the rights of data subjects vis-à-vis Facebook, can be found in the Facebook Data Policy at <https://www.facebook.com/policy.php>.

Further settings and objections to the use of data for advertising purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, i.e. according to our information they are adopted for all devices, such as desktop computers or mobile devices.

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=a2zt000000001L5AAI&status=Active>

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

Further information: 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

A/B testing and website optimization

Category: General processing activity

Purpose: Comparison of variants and optimization of user guidance

Data types: Usage and interaction data, technical access data

Data subjects: Website users

Recipients: Internal evaluation departments, technical optimization services

Technologies: A/B testing systems, variant rendering

Legal basis: Consent

A/B testing and similar methods may be used on our website to optimize content, functions, or layouts. Different variants of a page or individual elements are displayed in order to compare their effect and improve user guidance and the effectiveness of the website. These services are only activated if express consent has been given in advance. Without consent, no corresponding evaluation takes place.

If consent is given, the following data, among other things, may be processed depending on the service used:

- Assigned test variant
- Pages accessed
- Interactions with elements of the respective variant
- Length of stay or breakpoints
- Use of forms or specific functions
- Technical data such as IP address (truncated if necessary), time of access, browser and device information
- Referrer URL

The processing is carried out in order to measure the performance of different variants, optimize content and processes, and improve user-friendliness. Depending on the provider, cookies, scripts, or similar technologies may be used to keep the assignment to test variants consistent and to evaluate usage processes. If external service providers are used, the collected data may be transmitted to them and processed there. The legal basis is voluntary consent, which can be revoked at any time with future effect. Appropriate settings or revocation options are available within our online offering for this purpose.

The data will only be stored for as long as is necessary for the evaluation of the tests and optimization measures or until consent is revoked. Data will only be passed on to other third parties within the scope of the technical provision and implementation of the optimization services used.

Automated decisions

Category: General processing activity

Purpose: Implementation of automated evaluation and decision-making processes

Types of data: Input, usage, and interaction data, device information

Data subjects: Website users

Recipients: Internal departments, technical service providers

Technologies: Automated decision-making systems

Legal basis: Contract fulfillment (if necessary for the requested service), legitimate interest (for efficiency and security purposes), consent (for voluntary use)

Our website may use processes in which decisions are made completely or predominantly automatically. Such processes serve to speed up procedures, check requests, or provide content automatically. Direct human review does not take place in every case.

Depending on the procedure, the following types of data in particular may be processed:

- IP address
- Usage and interaction data
- Form and input data
- Technical device information
- Browser and operating system data
- Cookie or session IDs

- Results of automated analyses
- Data required to evaluate certain actions or inputs

Automated decisions may not have any legal effect or significantly affect users in a comparable manner, unless they are necessary for the provision of a requested service or express consent has been given. In such cases, the underlying processes are presented transparently and there is the option of requesting a review by a competent authority.

If automated decisions are used that go beyond a purely technical necessity, processing is based on voluntary consent. This can be revoked at any time with effect for the future. Corresponding revocation options are available within our online offering.

For automated processes that are technically necessary—for example, to perform requested functions or to protect the system—processing is based on our legitimate interest in the efficient, secure, and reliable provision of the online offering.

Data subjects may request an explanation of the decision-making process at any time, contest the decision, or request a review by a competent person.

The data will only be stored for as long as is necessary for the respective automated process or until consent is revoked. If external service providers are involved, they will only receive the data that is necessary for the technical provision of the automated process.

User account / registration

Category: General processing activity

Purpose: Provision and management of personal access

Data types: Login and account data, optional profile information, technical registration and usage data

Data subjects: Registered users

Recipients: Internal departments, technical service providers

Technologies: User account/registration system

Legal basis: Legitimate interest (provision of the account), performance of a contract (if account-related) , consent (voluntary additional information)

A user account or registration function is available on our website. When creating an account, the necessary data is processed in order to provide individual access, save settings, and enable user-specific functions. In addition, technical data required for security, administration, and system operation is processed.

In particular, the following data is processed:

- Email address
- Login data, password (encrypted)
- Optional profile and additional information
- Technical metadata such as time of registration or IP address

The processing is carried out in order to provide access to a personal user area, manage settings, provide functions that require registration, and ensure account security. The legal basis is our legitimate interest in providing and managing a user account and, if registration is required for a contract, the necessity of processing to fulfill this contractual relationship. Voluntary additional information is processed on the basis of consent.

The data is stored for as long as the user account exists. Deletion is possible at any time, provided that there are no legal retention obligations or other reasons preventing immediate deletion. Data is only passed on to third parties if this is necessary for technical operation or the provision of the account and registration function.

Bot and attack protection

Category: General processing activity

Purpose: Detection, defense, and analysis of automated access and potential attacks

Data types: IP addresses, device and browser data, technical event and access patterns

Data subjects: Website users

Recipients: Security service providers (in the case of external processing)

Technologies: Bot detection, traffic scanning, anomaly analysis

Legal basis: Legitimate interest (security, stability, and protection of systems)

Our website may use services that detect automated access, bots, or potential attacks. These systems analyze technical information to identify and defend against unusual patterns, suspicious activity, or known attack signatures. They work in the background and contribute to the security and stability of our online offering.

Depending on the service used, the following types of data in particular may be processed:

- IP address
- Browser and device information
- Technical connection data
- Access times
- Request and server information
- Anomalies in access patterns
- Information about automated or suspicious activities
- Data from security checks or filter mechanisms

Processing is carried out to prevent unauthorized access, ward off attacks (e.g., DDoS, automated scans, or brute force attempts), and ensure the proper functioning of the online offering. External service providers may process technical data as part of their protection mechanisms, for example to detect attacks, ensure stability, or prevent misuse.

The legal basis for processing is our legitimate interest in a secure, stable, and functional online offering. Consent is not required for this, as this processing is technically necessary to ensure the security of the website.

The data is only stored for as long as is necessary for security purposes or as required by legal or technical requirements. Data is only passed on to other third parties if this is necessary to defend against attacks, for technical provision, or due to legal obligations.

Captcha services

Category: General processing activity

Purpose: Prevention of automated entries, protection against spam and abuse

Data types: IP addresses, device and session information, interaction data

Data subjects: Website users

Recipients: Captcha service providers

Technologies: Captcha validation, security analysis

Legal basis: legitimate interest (security), consent (if additional data evaluation takes place)

Captcha services are used to prevent automated entries and misuse of our online offering. These systems distinguish human entries from automated access and contribute to the security of forms, login masks, and other input fields. When a captcha is executed, a connection to the servers of the respective service is established in order to perform the validation technically.

In particular, the following types of data are processed:

- IP address
- Mouse movements, typing behavior, and interaction patterns
- Browser and device information
- Screen resolution and technical environment data
- Referrer URL
- Time of interaction
- Cookie or session IDs
- Results of automated evaluation

Processing is carried out to secure online forms and to defend against automated attacks, spam transmissions, or mass requests. For technically essential captchas, the legal basis is the legitimate interest in the security of our online offering. If a captcha processes data beyond what is technically necessary or includes tracking functions, it will only be used after voluntary consent has been given, which can be revoked at any time with future effect.

The data is only stored for as long as is necessary for the security check or as required by legal regulations. Data is only passed on to third parties within the scope of the technical provision of the captcha service.

Content Delivery Network (CDN)

Category: General processing activity

Purpose: Faster delivery and stability of the online offering

Data types: Technical data and access information

Data subjects: Visitors to the online offering

Recipients: CDN providers

Technologies: Distributed server and caching infrastructure

Legal basis: Legitimate interest (performance, stability, security)

A content delivery network is used to ensure the fast, stable, and secure provision of our website. A CDN delivers content via a network of servers distributed worldwide. When pages or files on our website are accessed, a connection to the CDN provider's servers may therefore be established. Technical data necessary for delivery is processed in the process. The information processed may include:

- IP address
- Date and time of access
- File or resource accessed
- Amount of data transferred
- Browser type and browser version
- Operating system used
- Referrer URL
- Server and protocol information

The use of a CDN serves to improve loading times, increase the stability of the website, and ward off attacks such as overload or DDoS attacks. The processing of the data is technically necessary in order to provide the requested content and to ensure the security of the offer. The legal basis for processing is our legitimate interest in the secure, high-performance, and efficient presentation of our online offering.

The data is only stored for as long as is necessary for the provision or to ensure technical functionality. It is not passed on to other third parties unless this is necessary for the technical operation of the CDN.

Direct contact

Category: General processing activity

Purpose: Communication and processing of inquiries

Data types: Communication and content data, technical metadata

Data subjects: Person making contact

Recipients: Internal departments, email providers

Technologies: Email communication

Legal basis: Legitimate interest (general communication), contract fulfillment (for service-related inquiries)

If direct contact is made via the communication channels provided, we process the information transmitted in order to receive, process, and respond to the request. Depending on the communication channel used, the following data in particular may be processed:

- Email address or other contact details
- Name or identification data (if provided)
- Content of the message or inquiry

- Other voluntary information
- Technical metadata of the respective communication service (e.g., timestamp, server data, transmission information)

The processing is carried out to respond to the request and for communication purposes. The legal basis is our legitimate interest in an efficient, reliable, and user-friendly means of contact and—if the inquiry is aimed at initiating or executing a contract—the necessity of processing for this contractual relationship.

The data is only stored for as long as is necessary to process the request or as long as there are legal retention obligations. The data is not passed on to third parties unless this is necessary for processing the request or results from the communication channel used.

Download of documents and papers

Category: General processing activity

Purpose: Provision of downloads in exchange for user data

Data types: Contact, content, and technical data

Data subjects: Users of the download function

Recipients: Internal departments, technical service providers

Technologies: Download or form system

Legal basis: Consent

Certain content on our website is only available for download after entering personal data. The information entered is processed in order to provide the download, assign requests, and enable feedback if necessary. In addition, technical transmission and access data is processed in order to technically secure the provision.

The following data in particular is processed:

- Name
- Email address
- Other voluntary information
- Technical data such as time of transmission or IP address

Processing is based on voluntary consent. By submitting the download form, data processing is expressly authorized. Without providing the data, the download is not available, but remains voluntary. The data will be used exclusively for the purpose of providing the requested download, unless further use is separately indicated or requested in the form.

The data will only be stored for as long as is necessary for the provision, documentation, or proof of the consent given. If external systems are used to provide or manage the download, the necessary information will be transmitted to the respective service providers and processed there. The data will not be passed on to other third parties.

External audio content

Category: General processing activity

Purpose: Provision and playback of embedded audio content

Data types: Technical retrieval and usage data

Data subjects: Website visitors

Recipients: Audio/podcast platforms

Technologies: Audio embedding/streaming

Legal basis: Legitimate interest (provision), consent (tracking/marketing)

Audio content from external providers is embedded on our website. When a page with such an audio player is accessed, a connection to the servers of the respective provider is automatically established. Technical information required for provision and playback is transmitted in the process.

Depending on the provider, the following data in particular is processed:

- IP address
- Date and time of access

- Page accessed
- Browser information
- Operating system used
- Referrer URL
- Information on audio playback

The processing is carried out for the purpose of providing the audio stream and to ensure its technical functionality. External providers may also process transmitted data for their own purposes, for example to optimize the service, for security analyses, or to measure reach. If additional technologies are used in connection with audio embedding (e.g., cookies, tracking, profiling, or personalized recommendations), this is done exclusively on the basis of consent. Without consent, such content is either not loaded or only becomes available after appropriate activation.

The data is only processed for as long as is necessary for delivery and playback or until consent is revoked. Data will only be passed on to other third parties within the scope of the audio provider's technical provision.

External forms

Category: General processing activity

Purpose: Transmission and processing of form entries

Data types: Content and contact data, technical transmission data

Data subjects: Users who submit a form

Recipients: External form provider

Technologies: Integrated form interface

Legal basis: Consent (voluntary use), contract fulfillment (transaction-related entries)

Forms from external providers are integrated into our website. When these forms are used, the data entered is forwarded directly to the respective service and processed there. In addition, technical information required for the transmission and provision of the form functions is processed.

In particular, the following data is processed:

- Name
- Contact data
- Contents of the request or input
- Other transmitted input and content data
- Time of use
- Technical data such as time of transmission, IP address, or device information

The processing is carried out in order to receive and process form entries and to carry out the associated processes. The legal basis is the consent given by filling out and submitting the form, or the necessity within the framework of contractual or pre-contractual communication, provided that the purpose justifies this.

The data will only be processed for as long as is necessary to process the input or as required by law. Data will only be passed on to external service providers within the scope of the technically necessary provision.

External resources

Category: General processing activity

Purpose: Presentation, functionality, and technical provision

Data types: Technical data

Data subjects: Visitors to the online offering

Recipients: Providers of the integrated resources

Technologies: External scripts, fonts, or frameworks

Legal basis: Legitimate interest (presentation & function)

External resources from third-party providers are integrated for the presentation and functionality of our online offering. When this content is loaded, a connection to the servers of the respective provider is established. Technical information may be transferred and processed, including:

- IP address
- Date and time of access
- Resource accessed
- Browser type and browser version
- Operating system used
- Referrer URL

The integration of such external resources serves to ensure a uniform presentation of the website, an improved user experience, and the technical and functional provision of our online offering. The legal basis for the processing is our legitimate interest in a user-friendly, secure, and efficient presentation of the website.

The data is processed by the respective provider of the integrated resource. Where possible, we integrate external content in a data-efficient manner or use alternatives that reduce data transmission.

External trust widgets

Category: General processing activity

Purpose: Display of trust and rating evidence

Data types: Access data, technical identifiers, device information

Data subjects: Website users

Recipients: Providers of the integrated widget

Technologies: External script or widget integration

Legal basis: Consent (for display and rating content), legitimate interest (if necessary for technical functionality)

External trust widgets are integrated into our website to display information about trustworthiness, ratings, or certification status. When a page with an integrated widget is accessed, a connection to the provider is automatically established in order to display and update its content. Technical usage data required for the provision and function of the widget is transferred in the process.

The following types of data in particular are processed:

- IP address
- Date and time of the visit
- Page accessed
- Browser and device information
- Referrer URL
- Server or connection data
- Data on interactions with the widget, if applicable

The processing is carried out in order to display trust elements and ensure that they are up to date. For the pure display or retrieval of rating and trust elements, the use is based on prior consent. A trust widget is only technically necessary if it is an essential part of a service process or if its content is required to correctly execute a requested process. In these cases, processing is based on the legitimate interest in secure, functional, and traceable provision.

The data is only stored for as long as is necessary for the display, transmission, or system stability of the widget. Data is only passed on to third parties if this is necessary for the technical operation of the provider.

External videos

Category: General processing activity

Purpose: Provision and playback of embedded videos

Data types: Technical retrieval and usage data

Data subjects: Website visitors

Recipients: Video platforms / technical service providers

Technologies: Video embedding

Legal basis: Legitimate interest (provision), consent (tracking/marketing)

Videos from external providers are embedded on our website. When a page with an embedded video is accessed, a connection is established to the servers of the respective platform operator. In the process, data that is technically necessary for the delivery and playback of the video content is automatically transferred.

Depending on the provider, the following data in particular is processed:

- IP address
- Date and time of access
- Page accessed
- Browser type and browser version
- Operating system used
- Referrer URL
- Server or device information
- Information about video playback

Data processing is carried out in order to provide video content and enable playback. External video providers may also process transmitted data for their own purposes, such as optimization, security, or statistical evaluation. If video platforms use additional technologies (e.g., cookies, advertising tracking, profiling, or cross-platform analysis), these are only used with your consent. Without consent, such videos will either not be loaded or will only be played after manual activation.

The data will only be processed for as long as is technically necessary for the delivery of the video or until consent is revoked. Data will only be passed on to other third parties within the scope of technical provision by the platform operator.

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.

Feedback function

Category: General processing activity

Purpose: Collection and display of user feedback

Data types: Content data, voluntary information, technical data

Data subjects: Persons who provide feedback

Recipients: Internal departments or technical service providers

Technologies: Feedback or rating system

Legal basis: Legitimate interest (evaluation & presentation), consent (voluntary information)

A feedback function is integrated into our website. This is used to transmit and process feedback, ratings, or experience reports in order to evaluate, display, and use them for improvement purposes. In addition, technical data necessary for the secure operation of the function is processed, e.g., time of entry and technical transmission information.

In particular, the following data is processed:

- Name or pseudonym (if provided)
- Content of the review or feedback

- Optional contact details for queries
- Technical data such as IP address, timestamp, or browser information

The processing is carried out for the purpose of evaluating feedback, for public presentation (if approved) and for the internal optimization of our offering. The legal basis is our legitimate interest in improving and further developing our online offering. Voluntary additional information is processed on the basis of consent. Consent can be revoked at any time with effect for the future.

The data remains stored as long as the feedback is visible or required for internal purposes. It will be deleted when the purpose no longer applies or a request for deletion is received, provided that there are no legal retention obligations to the contrary. Data will only be passed on to third parties for technical provision or to operate the feedback function.

Competitions / promotions

Category: General processing activity

Purpose: Conducting competitions and promotions

Types of data: Contact details, participation data, technical data

Data subjects: Participants

Recipients: Internal departments, organizational service providers

Technologies: Participation or form system

Legal basis: Consent (participation), contract fulfillment (prize processing)

Competitions or other promotions are occasionally offered on our website. The data entered in this context is processed in order to record participation, organize the implementation, conduct prize draws, and inform participants. In addition, technical transmission data is processed in order to securely process form entries and participation procedures.

In particular, the following data is processed:

- Name
- Contact
- Participation data or submitted content
- Information on eligibility to participate
- Other information necessary for determining and notifying the winners
- Technical data such as time of transmission or IP address

This data is processed on the basis of contract fulfillment, as it is absolutely necessary for participation in and execution of the competition. Participation is not possible without providing this data.

If data is additionally processed within the scope of the competition for purposes such as advertising, future contact, profiling, statistical evaluations, or the publication of entries, this is done exclusively on the basis of separate, voluntary consent. This consent can be revoked at any time with effect for the future without affecting participation in the competition (provided that the additional purposes are not necessary for this).

The data will only be stored for as long as is necessary for the implementation, documentation, or verification of the competition. Data will only be passed on to external service providers if this is necessary for technical or organizational processing.

Instagram-Fanpage

Category: Social media presence

Purpose: Communication, reach analysis, public image

Types of data: Usage, interaction, and technical data, profile data upon registration

Data subjects: Visitors to the fan page

Recipients: Meta/Instagram (including possible third-country processing)

Technologies: Insights evaluation, interaction signals, profile-related data

Legal basis: legitimate interest (communication and site operation), platform-specific principles for analysis and tracking

Legal basis for data transfer: EU-US Data Privacy Framework

We are pleased that you are visiting our Instagram page and would like to inform you about the processing of data that takes place when you use our online offer on Instagram. The data controller for the operation of our Instagram page is us, together with Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, holding company: Meta Platforms, Inc. (USA) ("Instagram").

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. Meta is certified under the Data Privacy Framework.

Below we explain which functions are offered when visiting our Instagram page and which processing of your personal data takes place in this context.

Community functions

We offer various community functions on our Instagram page with which you can interact with other users, for example by posting on our posts, leaving comments or "liking" or sharing posts.

Please note that these areas are publicly accessible and any personal information you post or provide when signing up can be viewed by other users. We cannot control how other users of our Instagram page use this information. In particular, we cannot prevent unsolicited messages from being sent to you.

We collect all data entered as part of the community features in order to provide you with the community features as intended. Content posted in community areas may be stored for an unlimited period of time. If at any time you wish to have any posted content removed, please contact us using the contact details provided in this privacy policy.

Usage Analysis / Insights

When you visit our Instagram page, we analyse how you use it (Instagram Insights). With the help of Instagram insights, we learn more about our followers and the people who interact with us on Instagram. We see insights about gender, age range and location. We can also see which posts and stories are viewed the most and which are interacted with the most. Insights and metrics also include paid activities. Reach, accounts reached, impressions and impressions per day reflect both paid and organic activity.

The information required on data processing in the context of Instagram Insights can be obtained from Instagram; currently in Instagram's privacy notices at <https://help.instagram.com/519522125107875>.

Within the framework of Instagram Insights, we ourselves only receive anonymised statistics - we have no access to personal data processed by Instagram.

Receivers of your data

As the operator of this platform, Instagram, Inc. (181 South Park Street Suite 2 San Francisco, CA 94107 USA), as well as other companies that may be located outside the European Economic Area, have access to your data in order to enable the operation of the Instagram site. For more information, please see Instagram's privacy policy (<https://help.instagram.com/519522125107875>).

Map services

Category: General processing activity

Purpose: Display of location or map information

Data types: Technical data and location-related retrieval data

Data subjects: Visitors to the online offering

Recipients: Map service providers

Technologies: Map API or embedding

Legal basis: Legitimate interest (presentation & function)

Map services are integrated into our website to display geographical information, locations, or routes. When a page with such a service is accessed, a connection to the servers of the respective provider is established. The technical information required for the provision of the map is processed in the process. This may include, in particular:

- IP address
- Date and time of access
- Page or map section accessed
- Browser type and browser version
- Operating system used
- Referrer URL
- Server and device information

The processing is carried out in order to provide the map functions, optimize the display, and ensure the technical security of the service. The map provider may also process the transmitted data for its own purposes, for example to improve the service or for security analyses. The legal basis is our legitimate interest in a user-friendly and functional display of location and map information.

The data is only stored for as long as is necessary to provide the map functions or to ensure technical functionality. It is only passed on to other third parties if this is necessary for the technical operation of the map service.

Comments and Posts

Category: General processing activity

Purpose: Publication and moderation of comments

Data types: Content data, contact details, technical data

Data subjects: Commenters

Recipients: Internal departments, technical service providers

Technologies: Comment system

Legal basis: Legitimate interest (presentation & moderation)

Our website has a comment function that can be used to publish content, feedback, or discussion contributions. The data entered is processed in order to display the comment, assign it to the conversation, and prevent misuse or illegal content. In addition, technical usage and connection data necessary for security, moderation, and system operation is processed.

The following data in particular is processed:

- Name or pseudonym
- Content of the comment or post text
- Email address (if necessary)
- Time of publication
- Technical data such as IP address or browser information

Processing is carried out in order to display comments, enable moderation and queries, prevent misuse or illegal content, and ensure the security of the comment function. Depending on the structure of the function, comments may be publicly visible. The legal basis is our legitimate interest in providing an interactive comment function and ensuring a secure and transparent exchange.

The data is stored for as long as the comment is publicly visible or as long as it remains necessary for moderation and security purposes. It is deleted upon request or if legal or content-related reasons make this necessary. Data is only passed on to third parties if this is necessary for the technical operation or moderation of the comment function.

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.

LinkedIn Company Profile

Category: Social media presence

Purpose: Company presentation, communication, reach and target group analysis

Types of data: Usage and interaction data, technical access data, profile data upon registration

Data subjects: Visitors to the LinkedIn page

Recipients: LinkedIn Ireland / LinkedIn Corporation (including possible transfer to third countries)

Technologies: Analytics/insights, interaction signals, profile matching

Legal basis: Legitimate interest (external presence, network communication), platform-specific basis for tracking/statistics

Legal basis for data transfer: EU-US Data Privacy Framework

We operate a company page on the LinkedIn platform to publish content, provide information about activities and offers, and interact with users. When you visit our LinkedIn page, LinkedIn independently processes usage, device, and interaction data to provide statistics and enable platform operation.

LinkedIn processes the following types of data in particular:

- IP address
- Date and time of visit
- Device and browser information
- Page views, dwell time, and navigation paths
- Interactions such as views, clicks, likes, comments, or messages
- Profile and account information, if a LinkedIn login exists
- Cookie and tracking identifiers
- Approximate location information
- Statistical insights and reach data

This data is used by LinkedIn for its own purposes, including analysis functions, security measures, platform optimization, and advertising and marketing purposes. We have no influence on the type and scope of the processing carried out by LinkedIn.

LinkedIn provides us with aggregated, non-personally identifiable statistics about the use of our site (Insights). These evaluations help us to understand target groups, reach, and interactions and to tailor content accordingly. We and LinkedIn share responsibility for these Insights in accordance with the terms and conditions provided by LinkedIn.

When users communicate with us directly via LinkedIn, we process the transmitted content and information in order to respond to inquiries or enable communication. Processing is based on our legitimate interest in maintaining a public presence and interacting with the public.

The storage period depends on the necessity for the operation of our LinkedIn page, the evaluation of reach, and the processing of inquiries. In addition, LinkedIn's storage regulations apply.

LinkedIn is operated by LinkedIn Corporation and the Microsoft Group, whose headquarters are located in the United States. When using the platform, personal data may be transferred to or accessed in the United States. Data processing is subject to LinkedIn's regulations and the legal access options applicable in the USA. We have no influence on the nature and scope of such data transfers.

The division of data protection obligations between LinkedIn and us is regulated in the following agreement: <https://legal.linkedin.com/pages-joint-controller-addendum>

Further information on how LinkedIn processes personal data, including the legal basis on which LinkedIn relies and the options for exercising the rights of data subjects vis-à-vis LinkedIn, can be found in LinkedIn's data policy at <https://en.linkedin.com/legal/privacy-policy>

Meta-Fanpage

Category: Social media presence

Purpose: Public relations, reach measurement, communication

Types of data: Usage and interaction data, technical data, profile information

Data subjects: Visitors to the fan page

Recipients: Meta Platforms Ireland / Meta Platforms Inc. (depending on usage worldwide)

Technologies: Page views, interaction signals, insights statistics

Legal basis: Legitimate interest (fan page operation and communication), platform-specific basis for analysis/tracking

Legal basis for data transfer: EU-US Data Privacy Framework

We are delighted that you are visiting our Meta fan page and would like to inform you about the processing of data that takes place when you use our online offering on Meta. We are responsible for the operation of our Meta fan page, together with Meta Platforms Ireland Limited, 4 Grand Canal Square Grand Canal Harbour, Dublin 2, Ireland. The supervisory authority responsible for Meta is the Irish Data Protection Commission.

The information required for joint responsibility can be found in Meta's data policy at <https://www.facebook.com/policy.php> and the agreement for joint controllers at https://de-de.facebook.com/legal/terms/page_controller_addendum.

The addendum for controllers that we have concluded with Meta applies in order to define the fulfillment of the obligation regarding joint responsibility. In this regard, it has been agreed with Meta that Meta is responsible for fulfilling the rights of data subjects with regard to the personal data stored by Meta after joint processing.

In addition to this website, we also use our Meta fan page to shape our online presence. According to information provided by Meta, the following data and activities are collected and processed:

- Accessing a page, post, or video from a page
- Whether a page is subscribed to or unsubscribed from
- Whether a page or post is marked with "Like" or "Unlike"
- Whether a page is recommended in a post or comment
- Whether a page post is commented on, shared, or reacted to, including the type of reaction
- Whether a page post is hidden or reported as spam
- whether a link leading to the page is clicked on from another page on Meta or from a website outside Meta
- whether the mouse is hovered over the name or profile picture of a page to preview the page content
- whether the website, phone number, "Plan Route" button, or any other button on a page is clicked
- information about whether you are logged in via a computer or mobile device while visiting a page or interacting with it or its content

In order to process this information, Meta collects, among other things, your IP address and other information stored on your device in the form of cookies. According to Meta, the IP address is anonymized.

Due to the constant development of Meta, the availability and processing of data is subject to change, so we refer you to Meta's privacy policy for further details.

The above-mentioned data is statistically evaluated via the so-called "Insights" of our Meta fan page and made available to us by Meta without any personal reference. You can find more information at <https://de-de.facebook.com/help/pages/insights>

These statistics are generated and provided by Meta. As the operator of the site, we have no influence on their generation and presentation. We cannot deactivate this function or prevent the generation and processing of the data. Only Meta decides on the processing of Insight data.

We use this aggregated data to make our posts and activities on our Meta fan page more attractive to users. In accordance with Meta's Terms of Use, which every user has agreed to when creating a Meta profile, we can identify subscribers and fans of the page and view their profiles and other shared information.

If you are a registered Meta user and use the comment functions, share posts, and submit reviews, you are also responsible for this. If you like our page and click "Like" or "Subscribe," you will appear on the list we can access and we may view your public profile. You can undo this at any time. It is your decision what data you share publicly. However, we do not use this data for any purpose other than operating the Meta fan page.

Please note that Meta processes the data for its own purposes (in particular for displaying content and advertisements, providing, protecting, and improving Meta products) in accordance with its own data policy <https://de-de.facebook.com/policy.php> and its own terms of use, and also transfers it to countries outside the European Union or third countries for which Meta has, according to its own information, put in place appropriate safeguards. Opt-out options can be found in your Meta account settings.

Meta agrees, within the scope of the Page Insights Add-on, to assume primary responsibility for the processing of Insight data and to fulfill all obligations with regard to the processing of Insight data. In addition, Meta will make the essential content of the Page Insights Addendum available to the data subjects. You can therefore exercise your data subject rights (rights to information, correction, deletion, restriction of processing, and data portability) directly against Meta.

If you are currently logged in to Meta as a user, a cookie with your Meta ID is stored on your device. This enables Meta to track that you have visited our website and how you have used it. This also applies to all other Meta sites. Meta buttons embedded in websites enable Meta to record your visits to these websites and assign them to your Meta profile. This data can be used to tailor content or advertising to you.

If you wish to avoid this, you should log out of Meta or deactivate the "stay logged in" function. This will delete Meta information that can be used to identify you directly.

For more information on how Meta processes personal data, including the legal basis on which Meta relies and the options for exercising the rights of data subjects vis-à-vis Meta, please refer to Meta's data policy at <https://www.facebook.com/policy.php>.

Usage behavior tracking

Category: General processing activity, marketing
Purpose: Evaluation of individual usage patterns
Data types: Interaction, movement, and usage data
Data subjects: Visitors to the online offering
Recipients: Tracking service providers
Technologies: Behavior and interaction analysis
Legal basis: Consent

Our website uses technologies that record the behavior of individual users in detail. These services analyze interactions such as clicks or the use of individual page areas. They are only activated if explicit consent has been given beforehand. No tracking takes place without consent.

If consent is given, various personal and technical information may be processed depending on the service. This may include, in particular:

- Click behavior and interactions
- Scroll depth and movement patterns
- Use of individual elements or page sections

- Session recordings or heat maps
- Technical data such as IP address (truncated if necessary), time of visit, browser and device information
Referrer URL

Processing is carried out in order to understand the behavior of individual users, improve the functionality of the website, optimize user paths, and identify possible technical problems. Cookies, tracking scripts, or similar technologies may be used. If external service providers are used, the collected data may be transferred to them and processed there. The legal basis is the consent given in advance, which can be revoked at any time with effect for the future. Corresponding revocation options are available within our online offering or via the settings provided.

The data will only be stored for as long as is necessary for the analysis or until consent is revoked. Data will only be passed on to other third parties within the scope of the technical provision of the respective tracking service.

Online appointments

Category: General processing activity

Purpose: Planning and management of appointments

Data types: Contact, appointment, and content data

Data subjects: Appointment bookers

Recipients: Internal departments, appointment booking service providers

Technologies: Appointment booking system

Legal basis: Contract fulfillment (appointment-related processes), legitimate interest (organization & communication), consent (voluntary additional information)

An online appointment booking service is available on our website. The data entered during this process is processed in order to plan and coordinate appointments and to send confirmations or feedback. In addition, technical transmission data is collected that is necessary for the secure operation and assignment of the request.

In particular, the following data is processed:

- Name
- Contact details
- Desired appointment
- Information about the reason for or content of the appointment
- Other voluntary information
- Technical metadata such as time of transmission or IP address

The processing is carried out in order to receive appointment requests, coordinate appointments, clarify queries, and send confirmations or reminders. If an external service provider is used for appointment booking, the data entered is transmitted to this service provider and processed there. The legal basis is our legitimate interest in efficient appointment management and the necessity of processing for the preparation or execution of a contractual relationship, provided that the appointment is related to this. Voluntary additional information is processed on the basis of consent.

The data will only be stored for as long as is necessary for the organization and execution of the appointment or as long as there are legal retention obligations. Data will only be passed on to third parties if this is necessary for appointment management or the technical provision of the booking system.

Personalized advertising

Category: General processing activity

Purpose: Display of interest-based advertising and targeted content

Data types: Usage and interaction data, device information, interest characteristics

Data subjects: Website users

Recipients: Advertising service providers, technical ad partners

Technologies: Targeting, tracking, ad delivery

Legal basis: Consent

Our website uses services that display personalized advertising. These systems analyze usage information in order to display ads that are as relevant as possible to interests, previous interactions, or presumed preferences. Such advertising

services are only activated if explicit consent has been given in advance. No personalized advertising is displayed without consent.

The following types of data may be processed:

- Usage and interaction data
- Pages and content accessed
- Interest and topic categories
- Browser and device information
- IP address or truncated IP address
- Location-related data (if transmitted)
- Cookie or advertising IDs
- Referrer URL
- Data from connected advertising networks

The processing is carried out in order to display targeted ads, measure their effectiveness, form user groups, and tailor advertising to presumed interests. External advertising service providers may use this data to deliver ads, optimize their systems, and measure success. The evaluation can be carried out using cookies or comparable technologies. The legal basis for the use of personalized advertising is voluntary consent, which can be revoked at any time with future effect. Corresponding revocation options are available within our online offering or via the settings functions provided.

The data is only stored for as long as is necessary for the personalized advertisement or the associated evaluation purposes, or until consent is revoked. Data will only be passed on to other third parties within the scope of the technical provision of advertising services or within affiliated advertising networks, insofar as this is necessary for the display of advertisements.

Profiling

Category: General processing activity

Purpose: Creation of usage profiles and behavior-based evaluations

Data types: Usage, interaction, and device data, analysis metrics

Data subjects: Website users

Recipients: Internal departments, profiling service providers

Technologies: Profiling and evaluation systems

Legal basis: Consent

Our website may use processes that automatically evaluate personal data in order to analyze or predict certain characteristics, interests, or behavior patterns. Such processes serve to divide users into groups, better align content, or evaluate certain interactions. This does not necessarily result in a direct decision about individual persons.

Depending on the service used, the following types of data in particular may be processed:

- Usage and interaction data
- Viewing and clicking behavior
- Interest or topic categories
- Technical device information
- Browser and operating system data
- Referrer URL
- Location or time data (if transmitted)
- Results of automated evaluations or segmentations

Profiling can be used to personalize content, form user segments, adapt functionality, or improve the effectiveness of certain elements or information. The evaluation is automated and can be supported by cookies or similar technologies. If external service providers are used, the collected data may be transmitted to them and further processed there.

Profiling only takes place if express consent has been given in advance. Without consent, no profiles are created and no corresponding data is evaluated. Consent can be revoked at any time with effect for the future. Appropriate settings or revocation options are available within our online offering for this purpose.

The data will only be stored for as long as is necessary for the respective analysis, segmentation, or optimization purposes, or until consent is revoked. Data will only be passed on to other third parties within the scope of technical provision or analysis by the service providers used.

Remarketing and retargeting

Category: General processing activity, marketing

Purpose: Re-addressing users and targeted advertising

Data types: Usage and click behavior, device information, technical identifiers

Data subjects: Website users

Recipients: Ad networks, remarketing services

Technologies: Tracking, recognition, target group delivery

Legal basis: Consent

Remarketing or retargeting services are used on our website. These systems analyze usage information in order to re-address users at a later date and display ads based on previous interactions. Such services are only activated if explicit consent has been given in advance. No remarketing or retargeting takes place without consent.

The following types of data may be processed:

- Usage and interaction data
- Pages and content accessed
- Interest and topic categories
- Browser and device information
- IP address or truncated IP address
- Cookie or advertising IDs
- Referrer URL
- Location-related data (if transmitted)
- Data from connected advertising networks

The processing is carried out in order to recognize users, control ads, check their effectiveness, and tailor advertising to presumed interests. External advertising service providers may also use the data for their own purposes, such as optimizing their systems or classifying target groups. The evaluation can be carried out using cookies, pixels, or similar technologies. The legal basis is voluntary consent, which can be revoked at any time with future effect. Corresponding settings or revocation options are available within our online offering or via the options provided.

The data is only stored for as long as is necessary for remarketing or retargeting, or until consent is revoked. Data is only passed on to other third parties within the scope of technical provision or within affiliated advertising networks, insofar as this is necessary for the display of advertisements.

Server-Logfiles

Category: General processing activity

Purpose: Technical security, stability, and error analysis

Data types: Technical connection data and access data

Data subjects: Visitors to the online offering

Recipients: Hosting providers or technical service providers

Technologies: Server logs

Legal basis: Legitimate interest (technical operation & security)

When you visit our website, so-called server log files are automatically created. These log files contain the following data, which is automatically transmitted by the browser:

- IP address
- Date and time of access
- File or page accessed
- Amount of data transferred
- Notification of successful retrieval
- Browser type and version used
- Operating system used
- Referrer URL (previously visited page)
- Host name of the accessing device

This data is processed to ensure the functionality, security, and stability of our website, in particular to defend against or track attacks (e.g., DDoS attacks), for error analysis, and for the technical provision of the website. The legal basis for this is a legitimate interest in the secure and error-free provision of the website.

The log file data is automatically deleted after a standard technical period – after 12 weeks at the latest– once it is no longer required for the aforementioned purposes. Longer storage may occur in individual cases if data is required for evidence purposes (e.g., to investigate security-related incidents). This data is not merged with other data sources.

Security or protection services

Category: General processing activity

Purpose: Ensuring technical stability, protection against attacks, failures, and manipulation

Data types: Access data, IP addresses, device and browser information, technical event data

Data subjects: Website users

Recipients: Providers of the respective security service

Technologies: Firewall systems, security monitoring, infrastructure protection mechanisms

Legal basis: Legitimate interest (protection and operational security of the website)

Security and protection services may be used on our website to ensure technical operation, detect attacks, and prevent abusive activities. Such services analyze technical information to identify anomalies, manipulation attempts, or security risks and implement appropriate protective measures.

In particular, the following types of data are processed:

- IP address
- Browser and device information
- Technical connection data
- Access times
- Request and server information
- Information about suspicious or unusual activities
- Data from security-related checks or filter mechanisms

Processing is necessary to prevent unauthorized access, ensure system stability, prevent manipulation and malware, and guarantee the secure operation of the website. If external security service providers are used, they may receive the necessary data and process it in their own infrastructure.

The legal basis for processing is our legitimate interest in the protected, trouble-free, and technically reliable provision of our online services. The data is only stored for as long as is necessary to ensure security and fault tolerance or as required by law. Data is only passed on to third parties within the technical framework of the security service used.

Event Registrations

Category: General processing activity

Purpose: Organization and implementation of events

Types of data: Contact, event, and content data

Data subjects: Participants

Recipients: Internal departments or service providers

Technologies: Registration system, registration form

Legal basis: Contract fulfillment (participation-related processes), legitimate interest (planning & organization)

Registrations for events can be made via our website. The information provided is processed in order to accept and manage the registration and to organize participation. The information processed may include, in particular:

- Name
- Contact details
- Details of the selected event
- Participant information
- Other voluntary information
- Technical metadata such as time of transmission or IP address

The processing is carried out in order to manage the registration, clarify queries, send event notifications, and enable the event to take place. Where necessary, data may be passed on to internal departments or external service providers involved in the organization. The legal basis is our legitimate interest in planning and conducting events, as well as the necessary processing for the preparation or fulfillment of a contractual relationship, provided that participation is related to such a context.

The data will only be stored for as long as is necessary for the organization, implementation, or follow-up of the event, or as required by law. Data will only be passed on to third parties if this is necessary for the handling of the event or the technical provision of the registration process.

Web analysis

Category: General processing activity, statistics

Purpose: Usage analysis and optimization of the website

Types of data: Technical usage data, interaction data, device information

Data subjects: Visitors to the online offering

Recipients: Analysis service providers

Technologies: Analysis and measurement functions

Legal basis: Consent

Our website uses web analysis methods that record general visitor and usage behavior in anonymized or pseudonymized form. The information processed in this way is used for statistical evaluation of page views, to determine usage figures, and to optimize the technology and content of our online offering. In addition, technical access data is processed to provide analysis functions and ensure system stability.

The following data in particular is processed:

- IP address or a shortened IP address
- Date and time of the page view
- Pages viewed
- Length of stay
- Internal navigation
- Browser and device information
- Referrer URL
- Technical usage and interaction data

Cookies or similar technologies may be used to recognize repeat visits or to assign usage processes. If external analysis providers are used, the collected data may be transmitted to them and processed there. The legal basis is voluntary consent, which can be revoked at any time with effect for the future. Corresponding adjustment options are available within our online offering or via the revocation functions provided.

The data is only stored for as long as is necessary for statistical evaluations or until consent is revoked. Data is only passed on to other third parties within the scope of the technical provision of the respective analysis service.

Webinars / Online meetings

Category: General processing activity

Purpose: Holding online events

Types of data: Registration, communication, and usage data

Data subjects: Participants

Recipients: Internal departments, providers of the webinar or meeting platform

Technologies: Online meeting platform

Legal basis: Contract fulfillment (participation-related processes), legitimate interest (implementation & organization), consent (voluntary contributions or content)

When you participate in an online event, we process the data required for this purpose. This usually includes the information provided during registration and information collected during participation. The data processed may include, in particular:

- Name
- Email address
- Information about the event or topic
- Access data or meeting IDs
- Content that you transmit during participation
- Technical data such as IP address, time of participation, device used, or connection information

The processing is carried out in order to enable participation, to hold the event, to provide access data, to answer questions, and to organize the event. If external providers are used, the data required for this purpose is transmitted to them and processed there. The legal basis is our legitimate interest in holding online events and the necessary processing for the preparation or fulfillment of a contractual relationship, provided that the event is related to a contractual service. Voluntary additional information is processed on the basis of consent.

The data will only be stored for as long as is necessary for the planning, implementation, or follow-up of the event or as required by legal regulations. Data will only be passed on within the scope of organizational or technical processing.

X fanpage

Category: Social media presence

Purpose: Communication, reach analysis, public impact

Types of data: Usage and interaction data, technical access data, profile data upon registration

Data subjects: Visitors to the X fan page

Recipients: X Corp. / X International (including possible transfer to the US)

Technologies: Analytics insights, interaction signals, profile assignment

Legal basis: legitimate interest (communication & presence), platform-specific principles for analysis & tracking

Legal basis for data transfer: EU-US Data Privacy Framework

We operate a profile on the X platform (formerly Twitter) to publish information, provide updates on current topics, and engage with users. When you visit our profile, X independently processes usage, device, and interaction data. Among other things, this data is used to provide statistics, ensure the operation of the platform, and optimize content and advertisements.

In particular, X processes the following types of data:

- IP address
- Date and time of visit
- Device and browser information
- Page views, length of stay, and navigation paths
- Interactions such as views, likes, replies, reposts, or messages
- Profile and account information, if an X login exists
- Cookie and tracking identifiers

- Approximate location information
- Statistical reach and interaction data

This data is also used by X for its own purposes, including analysis functions, security measures, optimization of platform operation, and advertising and marketing purposes. We have no influence on the scope, type, and purpose of data processing by X.

X provides us with aggregated, non-personally identifiable statistics (analytics) about the use and reach of our profile. These evaluations help us to better understand target groups and interactions and to tailor our content accordingly. There is joint responsibility for these analysis functions in accordance with the terms and conditions of X.

When users communicate with us directly via X, we process the transmitted content and information in order to enable communication or respond to inquiries. The basis for this is our legitimate interest in maintaining a public presence and communicating with the public.

The storage period depends on the necessity for the operation of our profile, for the evaluation of reach, or for the processing of inquiries. In addition, the storage regulations of X apply.

X is operated by X Corp., based in the United States. When using the platform, personal data may be transferred to or accessed in the USA. Data processing is subject to the regulations of X and the legal access options applicable in the USA. We have no influence on the nature and scope of these data transfers.

Further information on data processing by X is available directly on the platform's information pages.

Youtube fanpage

Category: Social media presence

Purpose: Video provision, communication, reach analysis

Types of data: Usage, interaction, and technical data, profile data upon registration

Data subjects: Visitors to the YouTube channel

Recipients: Google Ireland / Google LLC (including possible transfer to third countries)

Technologies: YouTube Analytics, interaction signals, profile-based evaluation

Legal basis: legitimate interest (communication & reach), platform-internal basis for tracking & analysis

Legal basis for data transfer: EU-US Data Privacy Framework

We operate a channel on the YouTube platform to provide videos, share information, and interact with users. When you visit our YouTube channel or view our videos, YouTube or Google independently processes usage, device, and interaction data. This data is used to provide statistics, ensure platform operation, and optimize content and recommendations.

YouTube processes the following types of data in particular:

- IP address
- Date and time of visit
- Device and browser information
- Videos viewed, playback duration, and interaction behavior
- Click, search, and navigation histories
- Approximate location information
- Cookie and tracking identifiers
- Profile and account information, if a Google account is used
- Statistical insights on reach, target groups, and interactions

YouTube uses this data for analysis functions, security measures, personalized recommendations, advertising purposes, and optimization of platform operation, among other things. We have no influence on the type, scope, and purpose of this processing.

YouTube provides us with aggregated and non-directly personal evaluations of the use of our channel (Analytics). This information helps us to better understand reach, target groups, and interactions and to tailor our content accordingly. We share responsibility for these insights in accordance with the terms and conditions provided by YouTube and Google.

When users leave comments on YouTube or interact with us in other ways, we process the information provided in order to evaluate feedback or enable communication. The processing is based on our legitimate interest in maintaining a public presence and interacting with the public.

The storage period depends on the necessity for the operation of our channel, the evaluation of the reach, or communication via the platform. In addition, the storage regulations of YouTube or Google apply.

YouTube is operated by Google, a company based in the United States. In the context of platform operation, the provision of videos, statistical evaluations, and analysis functions, personal data may be transferred to the USA. Data processing is subject to Google's regulations and the legal access options applicable in the USA. We have no influence on the nature and scope of these data transfers.

Further information on data processing by YouTube is available directly from Google.

General information on data protection

The following provisions in its principles apply not only to the data collection on our website, but also in general to other processing of personal data.

Personal data

Personal data is information that can be assigned to you individually. Examples include your address, your name as well as your postal address, email address or telephone number. Information such as the number of users who visit a website is not personal data because it is not assigned to a person.

Legal basis for the processing of personal data

Unless more specific information is provided in this Privacy Policy (e.g. in the case of the technologies used), we may process personal data from you on the basis of the following legal principles:

- **consent in accordance with Art. 6 paragraph 1 lit. a of the GDPR** - The data subject has given his or her consent to the processing of his or her personal data for one or more specific purposes.
- **Fulfillment of a contract and pre-contractual measures pursuant to Art. 6 paragraph 1 lit. b of the GDPR** - Processing is necessary for the fulfillment of a contract to which the data subject is a party or for the implementation of pre-contractual measures.
- **Legal obligation pursuant to Art. 6 paragraph 1 lit. c of the GDPR** - Processing is necessary for the performance of a legal obligation.
- **Protection of vital interests pursuant to Art. 6 paragraph 1 lit. d of the GDPR** - Processing is necessary to protect the vital interests of the data subject or of another natural person.
- **Reasonable interests pursuant to Art. 6 paragraph 1 lit. f of the GDPR** - The processing is necessary to protect the legitimate interests of the controller or of a third party unless the interests or fundamental rights and freedoms of the data subject prevail.

Please note that in addition to the provisions of the GDPR, national data protection regulations may apply in your or our home country.

Transfer of personal data

Your personal data will not be transferred to third parties for purposes other than those listed in this Privacy Policy.

We will only transfer your personal data to third parties if:

- you have given your express **consent** in accordance with **Art. 6 paragraph 1 lit. a of the GDPR**,
- the transfer pursuant to **Art. 6 paragraph 1 lit. f of the GDPR** is necessary to safeguard **reasonable interests**, as well as to assert, exercise or defend legal claims and there is no reason to assume that you have a prevailing interest worthy of protection by not disclosing your data,

- there is a **legal obligation** to transfer the data in accordance with **Art. 6 paragraph 1 lit. c of the GDPR**, as well as this is legally permissible and / or
- it is required according to **Art. 6 paragraph 1 lit. b of the GDPR** for the **processing of contractual relationships** with you.

Cooperation with processors

We carefully select our service providers who process personal data on our behalf. If we commission third parties to process personal data on the basis of a data processing agreement, this is done in accordance with **Art. 28 of the GDPR**.

Transfer to third countries

If we process data to a third country or if this is done in the context of using the services of third parties or disclosure or transfer of data to other persons or companies, this is only done on the legal basis described above for the transfer of data.

Subject to express consent or contractual necessity, we process or allow data to be processed only in third countries in accordance with **Art. 44 - 49 of the GDPR** with a recognized level of data protection or on the basis of special guarantees, such as contractual obligations through so-called standard contractual clauses of the EU Commission, the existence of certifications or binding corporate rules.

Data transfer to the U.S.

We would like to explicitly point out that as of July 10, 2023, the EU Commission has issued an adequacy decision on the EU-US data protection framework (Data Privacy Framework) pursuant to Art. 45 paragraph 1 GDPR. Accordingly, organizations or companies (as data importers) in the US that are registered in a public list as part of the self-certification of the Data Privacy Framework provide an adequate level of protection for data transfers. Whether the specific provider of a service is already certified can be found here: <https://www.dataprivacyframework.gov/s/participant-search>

The Data Privacy Framework provides a valid legal basis for the transfer of personal data to the USA. This creates binding guarantees to comply with all ECJ requirements; for example, it provides that access by U.S. intelligence services to EU data is limited to a necessary and proportionate level and that a data protection review court is created to which individuals in the EU also have access.

If a transfer of data by us to the US takes place at all or if a service provider based in the US is used by us, we refer to this explicitly in this Privacy Policy (see in particular the description of the technologies used on our website).

It should be noted that aside from significant improvements, the Data Privacy Framework is only partial and only applies to data transfers to those data importers in the U.S. that appear on the public list of certified organizations/companies.

What can the transfer of personal data to the US mean for you as a user and what risks are involved?

Risks for you as a user as far as data importers in the USA are concerned, which are not covered by the Data Privacy Framework, are in any case the powers of the US secret services and the legal situation in the U.S., which currently, according to the European Court of Justice, no longer ensure an adequate level of data protection. Among others, these are the following:

- Section 702 of the Foreign Intelligence Surveillance Act (FISA) does not provide for any restrictions on the surveillance measures of the secret services or guarantees for non-US citizens.
- Presidential Policy Directive 28 (PPD-28) does not provide effective remedies for those affected against actions by U.S. authorities and does not provide barriers to ensuring proportionate measures.
- The ombudsman provided for in the Privacy Shield does not have sufficient independence from the executive; he cannot issue binding orders to the U.S. secret services.

Legally compliant transfer of data to the U.S. on the basis of the standard contractual clauses for data importers not covered by the Data Privacy Framework?

In June 2021, the European Commission adopted new Standard Contractual Clauses (SCC) in Decision 2021/914/EU. These create a new legal basis for data transfers where the level of data protection is not the same as in the EU.

Legally compliant transfer of data to the U.S. based on consent?

If a data transfer to a service provider based in the U.S. takes place that is not covered by the Data Privacy Framework and this data transfer is based on explicit consent, we provide explicit information about this in this privacy policy, in particular in the description of the technologies used on our website.

What measures do we take to ensure that data transfers to the U.S. are legally compliant?

Where US providers offer the option, we choose to process data on EU servers. This should technically ensure that the data is located within the European Union and that access by US authorities is not possible.

Storage periods in general

If no explicit storage period is specified during the collection of data (e.g. in the context of a declaration of consent), we are obliged to delete personal data in accordance with **Art. 5 paragraph 1 lit. e of the GDPR** as soon as the purpose for processing has been fulfilled. In this context, we would like to point out that legal storage obligations represent a legitimate purpose for the further processing of affected personal data.

Personal data will be stored and retained by us in principle until the termination of a business relationship or until the expiry of any applicable guarantee, warranty or limitation periods, in addition, until the end of any legal disputes in which the data is required as evidence, or in any event until the expiry of the third year following the last contact with a business partner.

Storage periods in particular

As part of the description of individual technologies on our website, there are specific references to the storage period of data. In our cookie table, you will be informed about the storage period of individual cookies. In addition, you always have the possibility to ask us directly about the specific storage period of data. To do so, please use the contact data listed in this Privacy Policy.

Rights of data subjects

Data subject have the right:

- (i) **in accordance with Art. 15 of the GDPR, to request information** about your personal data processed by us. In particular, you may request information on the purposes of processing, the category of personal data, the categories of recipients to whom your data has been or will be disclosed, the planned duration of storage, the existence of a right of rectification, deletion, restriction of processing or opposition, the existence of a right of appeal, the origin of your data, if not collected by us, as well as the existence of automated decision making including profiling and, where applicable, meaningful information on the details thereof;
- (ii) **in accordance with Art. 16 of the GDPR, to demand without delay the correction** of incorrect or incomplete personal data stored by us;
- (iii) **in accordance with Art. 17 of the GDPR, under specific circumstances** to demand the **deletion** of your personal data stored with us, unless the processing is necessary to exercise the right to freedom of expression and information, to fulfill a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims;
- (iv) **in accordance with Art. 18 of the GDPR, to demand the (temporary) restriction of the processing** of your personal data, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you refuse to delete it and we no longer require the data, but you require it for the assertion, exercise or defense of legal claims or you have lodged an objection to the processing in accordance with Art. 21 of the GDPR;
- (v) **in accordance with Art. 20 of the GDPR, to receive your personal data** that you have provided to us in a structured, common and machine-readable format or to request that it be transferred to another controller; However, this only covers those of your personal data that we process with the help of automated processes after your consent or on the basis of a contract with you;
- (vi) **in accordance with Art. 21 of the GDPR, if your personal data are processed on the basis of our legitimate interest, to object** to the processing of your personal data for reasons arising from your specific situation or if the objection is directed against direct advertising. In the latter case, you have a general right of objection, which we will implement without indicating a specific situation.

- (vii) **in accordance with Art. 7 paragraph 3 of the GDPR**, you may at any time **revoke your consent** to us. As a result, we may no longer continue the data processing based on this consent in the future. Among other things, you have the option of revoking your consent to the use of cookies on our website with effect for the future by calling up our **Cookie Settings**.
- (viii) **in accordance with Art. 77 of the GDPR** to **complain** to a data protection authority regarding the illegal processing of your data by us. As a rule, you can contact the data protection authority at your usual place of residence or workplace or at the headquarters of our company.

The responsible data protection authority for GUNTAMATIC Heiztechnik GmbH is:

Österreichische Datenschutzbehörde

Barichgasse 40-42, 1030 Wien, Österreich

Tel.: +43 1 52 152-0, dsb@dsb.gv.at

Assertion of rights of data subjects

You yourself decide on the use of your personal data. Should you therefore wish to exercise one of your above-mentioned rights towards us, you are welcome to contact us by email at office@guntamatic.com or by post, as well as by telephone.

Please assist us in specifying your request by answering questions from our responsible employees regarding the specific processing of your personal data. If there are reasonable doubts about your identity, we may request a copy of your identification.

For questions regarding data protection, you can reach us at office@guntamatic.com or at the other contact details stated in this Privacy Policy.

Peuerbach , on September 22, 2026

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