

Privacy policy

Privacy protection

We wrote this privacy policy (version 03.02.2020-111247670) to inform you, according to the requirements of the *General Data Protection Regulation* (EU) 2016/679, which information we collect, how we use data and which choices you as a visitor of this website have.

Unfortunately, it is in the nature of things, that this explanations sound pretty technical. But we have tried to describe the most important things as simple and clear as possible.

Automatic data storage

Nowadays, when you visit websites, certain information is automatically created and stored, as is the case on this website.

When you visit our website as you are doing right now, our web server automatically saves data as

- the address of the website called up (URL)
- browser and browser version
- the operating system used
- the address (URL) of the previously visited page (Referrer URL)
- the host name and the IP address of the device from which access is made
- date and time

in files (web server logfiles).

Ordinarily the web server logfiles are saved for two weeks and then automatically deleted. We do not share this data, but we can not exclude the possibility that this data may be viewed in the event of unlawful behaviour.

Cookies

Our website uses HTTP Cookies to save user-specific data. In the following we explain, what cookies are and why they are used, that you can understand the following privacy policy better.

What exactly are cookies?

Whenever you surf the internet, you use a browser. Known browsers are for example Chrome, Safari, Firefox, Internet Explorer or Microsoft Edge. Most of these websites save small text data in their browser. This data are called cookies.

There is one thing that can not be denied: cookies are useful helpers. Most of the websites use cookies. More specifically they are HTTP cookies, because there are other cookies for other fields of application. HTTP cookies are small data, which are saved on your computer by our website. This cookie data are stored automatically in the cookie folder, that's almost the brain of your browser. A cookie consists of a name and a value. In the definition of a cookie one or more attributes must be specified.

Cookies save certain user data from you, for example language or personal page settings. If you call our page again, your browser returns the user-related information to our page. Because of the cookies our website knows, who you are and offers you the settings you are used to. In some browsers every cookie has its own data, in others such as Firefox, all cookies are stored in a single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner sites (for example Google Analytics). Each

cookie must be evaluated individually, because each cookie stores different data. Also the expiration time of a cookie varies from a few minutes to a few years. Cookies aren't software programs and do not contain viruses, trojans or other malware. Cookies also can not access information on your PC.

For example, cookie data may look like this:

Name: `_ga`

Value: `GA1.2.1326744211.152111247670-9`

Purpose of use: differentiation of website visitors

Expiration date: after 2 years

A browser should be able to support these minimum sizes:

- at least 4096 bytes per cookie
- at least 50 cookies per domain
- at least 3000 cookies overall

What types of cookies are there?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point we would like to briefly discuss the different types of HTTP cookies.

You can distinguish four types of cookies:

Imperative cookies:

These cookies are necessary to ensure basic functions of the website. For example, these cookies are needed when a user places a product in the shopping cart, then continues surfing on other pages and only goes to checkout later. These cookies do not delete the shopping cart, even if the user closes his browser window.

Expedient cookies:

These cookies collect information about user behaviour and whether the user receives any error messages. In addition, these cookies are also used to measure the loading and the behaviour of the website with different browsers.

Goal-oriented cookies:

These cookies ensure a better user-friendliness. For example, entered locations, font sizes or form data are stored.

Advertising cookies:

These cookies are also called targeting cookies. They serve to provide the user with individually tailored advertising. This can be very practical, but also very annoying. Usually the first time you visit a website, you will be asked which of these types of cookie you wish to accept. And of course this decision is also stored in a cookie.

How can I delete cookies?

How and whether you want to use cookies is up to you. Regardless of the service or website from which the cookies originate, you always have the option to delete cookies, to deactivate or only partially allow. For example, you can block third-party cookies, but allow all other cookies. If you

want to find out which cookies are stored in your browser when you change or delete cookie settings, you can find this in your browser settings:

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

If you do not wish to receive cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. The best way to find the instructions is to search Google with the search term „delete Chrome cookies“ or „disable Chrome cookies“, in the case of a Chrome browser.

What about my privacy?

The so-called „cookie guidelines“, have been in place since 2009. This states that the storage of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, the transposition of this Directive was done in §96(2). 3 of the Telecommunications Act (TKG). If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called „HTTP State Management Mechanism“.

Storage of personal data

Personal data that you submit to us electronically on this website, such as your name, e-mail address, address or other personal information when submitting a form or comments on the blog, will be used by us, together with the time and IP address, only for the purpose stated in each case, will be stored securely and will not be passed on to third parties. We use your personal data therefore only for communication with those visitors who expressly wish to contact us and for processing the services and products offered on this website. We do not pass on your personal data without your consent, but we can not exclude the possibility that this data may be viewed in the event of illegal behaviour. If you send us personal data by e-mail- thus off this website- we can not guarantee secure transmission and protection of your data. We recommend that you never send confidential data by e-mail without encryption.

Rights according to the Data Protection Ordinance According to the provisions of the DSGVO and the Austrian Data Protection Act (DSG), you are basically entitled to the following rights:

- Right of rectification (Article 16 DSGVO)
- Right of deletion („right to be forgotten“) (Article 17 DSGVO)
- Right to restrict processing (Article 18 DSGVO)
- Right of notification – Obligation to notify in connection with the rectification or erasure of personal data of the restriction of processing (Article 19 DPA)
- Right to data transferability (Article 20 DPA)
- Right of objection (Article 21 DPA)
- Right not to be subject to a decision based solely on automated processing, including profiling (Article 22 DPA)

If you believe that the processing of your data violates data protection law or that your data protection rights have otherwise been violated in any way, you can complain to the supervisory

authority, which in Austria is the data protection authority, whose website you can find at <https://www.dsb.gv.at/>.

Evaluation of the visitor behaviour

In the following privacy policy we inform you, whether and how we evaluate your data from your visit of this website. The evaluation of the collected data is usually anonymous and we can not deduce your identity from your behaviour on this website.

You can find out more about the possibilities to contradict this evaluation of the visit data in the following data protection declaration.

TSL encoding with https

We use https to transfer data bugproof on the Internet (data protection through technology design article 25 paragraph 1 DSGVO). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data. You can recognize the use of this data transmission security by the small lock symbol in the upper left corner of the browser and the use of the https scheme as part of our Internet address.

Google Maps privacy policy

On our website we use Google Maps from the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With Google Maps we can show you locations better and thus adapt our service to your needs. By using Google Maps, data is transferred to Google and stored on Google's servers. Here we want to go into more detail about what Google Maps is, why we use this Google service, what data is stored and how you can prevent this.

What is Google Maps?

Google Maps is an Internet map service of the company Google Inc. With Google Maps, you can search online for exact locations of cities, places of interest, accommodations of businesses using a PC, tablet or app. If companies are represented on Google My Business, additional information about the company is displayed next to the location. In order to display the directions, map sections of a location can be integrated into a website using HTMLcode. Google Maps shows the surface of the earth as a road map or as an aerial or rather as a satellite picture. Thanks to the Street View images and the high quality satellite images, very accurate representations are possible.

Why do we use Google Maps on our website?

All our efforts on this page are aimed at providing you with a useful and meaningful time on our website. Through the integration of Google Maps, we can provide you with the most important information on various locations. You can see at a glance where we have our company headquarters. The route description always shows you the best or fastest way to get to us. You can retrieve the directions for routes by car, public transport, on foot or by bicycle. For us, providing Google Maps is part of our customer service.

Which data is stored by Google Maps?

In order for Google Maps to offer its service in its entirety, the company must collect and store data about you. This includes, among other things, the search terms entered, your IP address and also the width or length coordinates. If you use the route planner function, the entered start address is also saved. However, this data storage happens on the websites of Google Maps. We can only inform

you about it, but we can not influence it. Since we have integrated Google Maps into our website, Google sets at least one cookie (name: NID) in your browser. This cookie stores data about your user behaviour. Google uses this data primarily to optimise its own services and to provide you with individual, personalised advertising.

The following cookie is set in your browser due to the integration of Google Maps:

Name: NID

Value: 188=h26c1Ktha7fCQTx8rXgLyATyITJ111247670-5

Purpose: NID is used by Google to match ads to your Google search. Google uses the cookie to „remember“ your most commonly entered search queries or your previous interaction with ads. So you always get tailor-made advertisements. The cookie contains a unique ID that Google uses to collect your personal preferences for advertising purposes.

Expiry date: after 6 months

Note: We can not guarantee the completeness of the stored data. Especially when using cookies, changes can never be excluded. In order to identify the cookie NID, a separate test page was created where only Google Maps was included.

How long and where is the data stored?

The Google servers are located in data centers around the world. However, most of the servers are located in America. For this reason, your data is also increasingly stored in the USA. Here you can find out exactly where the Google data centres are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=de>

Google distributes the data on different data carriers. As a result, the data can be retrieved more quickly and is better protected against any attempts at manipulation. Each data center also has special emergency programs. For example, if there are problems with the Google hardware or a natural disaster paralyzes the servers, the data is pretty sure to remain protected. Some data is stored by Google for a specified period of time. For other data, Google only offers the possibility to delete them manually. The company also anonymizes information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months respectively.

How can I delete my data or prevent data storage?

With the automatic deletion of location and activity data introduced in 2019, location and web/app activity information is stored for either 3 or 18 months, depending on your decision, and then deleted. You can also manually delete this information from your history at any time via your Google Account. If you want to completely stop your location tracking, you'll need to pause the „Web and App activity“ section of your Google Account. Click „data and personalization“ and then „Activity setting“ option. Here you can switch the activities on or off. You can also deactivate, delete or manage individual cookies in your browser. Depending on the browser you are using, this always works slightly differently. The following instructions show how to manage cookies in your browser:

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

If you do not wish to receive cookies, you can set up your browser so that it always informs you when a cookie whether you want to allow it or not. Google is an active participant in the EU-U.S Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You

can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI>.

If you want to learn more about Google's data processing, we recommend that you read the company's own privacy policy at <https://policies.google.com/privacy?hl=de>.

Google Fonts privacy policy

We use Google Fonts on our website. These are the "Google Fonts" of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). For the use of Google fonts you do not need to register or store a password. Furthermore, no cookies are stored in your browser. The files (CSS, fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, requests for CSS and fonts are completely separate from all other Google services. If you have a Google Account, you don't need to worry about submitting your Google Account information to Google while using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. We will see in detail how the data storage looks exactly.

What are Google Fonts?

Google Fonts (formerly Google Web Fonts) is a directory of over 800 fonts that Google LLC makes available to its users free of charge. Many of these fonts are released under the SIL Open Font License, while others are released under the Apache license. Both are free software licenses. Why do we use Google Fonts on our website? With Google Fonts, we can use fonts on our own website, and don't have to upload them to our own server. Google Fonts is an important component to keep the quality of our website high. All Google fonts are automatically optimized for the web, which saves data volume and is a great advantage especially for use on mobile devices. When you visit our site, the small file size ensures a fast loading time. Furthermore, Google Fonts are secure Web Fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partly be texts or visually distort entire web pages. Thanks to the fast Content Delivery Network (CDN) there are no cross-platform problems with Google Fonts. Google Fonts supports all major browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). So we use the Google fonts so that we can present our entire online service as beautifully and consistently as possible.

Which data is stored by Google?

When you visit our website, the fonts are downloaded via a Google server. Through this external call, data is transmitted to the Google servers. This way Google also recognizes that you or your IP address visits our website. The Google Fonts API is designed to reduce the use, storage and collection of end-user data to what is necessary for proper font deployment. By the way, API stands for "Application Programming Interface"; and serves, among other things, as a data transmitter in the software sector. Google Fonts stores CSS and font requests securely with Google and is therefore protected. The collected usage figures enable Google to determine how well the individual fonts are received. Google publishes the results on internal analysis pages, such as Google Analytics. Google also uses data from its own web crawler to determine which websites use Google fonts. This data is published in the BigQuery database of Google Fonts. Entrepreneurs and developers use the Google web service BigQuery to examine and move large amounts of data. However, it should also be noted that each Google Font request automatically transfers information such as language settings, IP address, browser version, browser screen resolution and browser name to the Google servers. It is not clear whether these data are also stored, or is not clearly communicated by Google.

How long and where is the data stored?

Google stores requests for CSS assets for one day on your servers, which are mainly located outside the EU. This allows us to use the fonts with the help of a Google style sheet. A style sheet is a style sheet that you can use to quickly and easily create a new z. B. the design or can change the font of a web page. The font files are stored by Google for one year. Google is thus pursuing the goal of fundamentally improving the loading time of websites. When millions of web pages link to the same fonts, they are cached after the first visit and reappear immediately on all other web pages visited later. Sometimes Google updates font files to reduce file size, increase language coverage and improve design. How can I delete my data or prevent data storage? The data that Google collects for one day or more one year of storage cannot be simply deleted. The data is automatically transmitted to Google when the page is called up. To delete this data prematurely, you must contact Google support at <https://support.google.com/?hl=de&tid=111247670>. In this case you only prevent data storage if you do not visit our site. Unlike other web fonts, Google allows us unlimited access to all fonts. So we have unlimited access to a sea of fonts and can thus get the best out of our website. More about Google Fonts and other questions can be found at <https://developers.google.com/fonts/faq?tid=111247670>.

There Google goes on data protection relevant matters, but really detailed information about data storage is not included. It is relatively difficult to get really precise information from Google about stored data. You can also find out which data is generally collected by Google and what this data is used for at

<https://www.google.com/intl/de/policies/privacy/>; Facebook Privacy Policy We use selected Facebook tools from Facebook on our website. Facebook is a social media network of the company Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the help of these tools we can offer you and people interested in our products and services the best possible offer. In the following we give an overview of the different Facebook tools, which data is sent to Facebook and how you can delete this data.

What are Facebook tools?

Among many other products, Facebook also offers the so-called "Facebook Business Tools". That is the official name of Facebook. However, since the term is hardly known, we have decided to call them simply Facebook tools. Among them are:

- Facebook pixels
- social plug-ins (such as "Like" or "Share" button)
- Facebook Login
- Account Kit - APIs (Application Programming Interface)
- SDKs (Collection of Programming Tools)
- Platform Integrations
- Plugins
- Codes
- Specifications
- Documentation
- Technologies and Services

Through these tools, Facebook extends services and has the ability to receive information about user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are really interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, in order to show users suitable advertising, Facebook needs information about people's wishes and needs. For example, the company is provided with information about user behavior (and contact information) on our website. This way Facebook collects better user data and can provide interested people with suitable advertising about our products or services. Display services. The tools thus enable tailor-made advertising campaigns on Facebook. Facebook calls data about your behavior on our website "event data". These are also used for measurement and analysis services. Facebook can thus produce "campaign reports"; on our behalf about the impact of our advertising campaigns. Furthermore, analyses give us a better insight into how you use our services, website or products. This allows us to optimize your user experience on our website with some of these tools. For example, you can use the social plug-ins on our site to share content directly on Facebook.

What data is stored by Facebook Tools?

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address can be sent. Facebook uses this information to match the data with its own data it has about you (if you are a Facebook member). Before customer data is transmitted to Facebook, a so-called "hashing" process takes place. This means that a data record of any size is transformed into a character string. This also serves to encrypt data. In addition to the contact data, "event data" is also transmitted. Event data refers to the information we receive about you on our website. For example, which subpages you visit or which products you buy from us. Facebook does not share the information it receives with third parties (such as advertisers) unless the company has explicit permission or is legally required to do so. „ Event data" can also be linked to contact data. This allows Facebook to offer better personalized advertising. After the aforementioned reconciliation process, Facebook deletes the contact data again. In order to be able to deliver advertisements in the best possible way, Facebook only uses the event data if it has been combined with other data (which was collected by Facebook in another way). Facebook also uses this event data for security, protection, development and research purposes. Much of this data is transferred to Facebook via cookies. Cookies are small text files that are used to store data or information about the user. information can be used in browsers. Depending on the tools you use and whether you are a Facebook member, different numbers of cookies are created in your browser. In the descriptions of the individual Facebook tools, we go into more detail about individual Facebook cookies. For general information about the use of Facebook cookies, please also visit <https://www.facebook.com/policies/cookies>.

How long and where is the data stored?

In principle, Facebook stores data until it is no longer needed for its own services and Facebook products. Facebook has servers all over the world where your data is stored. However, customer data is deleted within 48 hours after it has been compared with your own user data.

How can I delete my data or prevent data storage?

In accordance with the Data Protection Basic Regulation, you have the right to information, correction, transferability and deletion of your data. A complete deletion of the data will only take place if you completely delete your Facebook account. And this is how deleting your Facebook account works:

- 1) On Facebook, click Settings on the right.
- 2) Then click on "Your Facebook information" in the left column.
- 3) Now click "Deactivation and deletion".
- 4) Now select "Delete account"; and then click on "Next and delete account"
- 5) Now enter your password, click on "Next" and then on "Delete account"

The data that Facebook receives via our site is stored, among other things, by means of cookies (e.g. B. for social plugins). In your browser, you can deactivate, delete or delete all cookies individually or manage. Depending on the browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

If you do not wish to receive cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you want to allow it or not. Facebook is an active participant in the EU-U. S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we have provided you with the most important information about the use and data processing by the Facebook tools. If you would like to learn more about how Facebook uses your information, we recommend that you review the privacy policy at <https://www.facebook.com/about/privacy/update>.

Instagram privacy policy

We have implemented Instagram features on our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of the Facebook products. Embedding Instagram content on our website is called embedding. This allows us to show you content such as buttons, photos or videos from Instagram directly on our website. When you visit web pages on our site that have an Instagram feature built in, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data is thus processed across all Facebook companies. In the following we would like to give you a more detailed insight into why Instagram collects data, what data is involved and how you can largely control the data processing. Because Instagram is part of Facebook Inc. , we obtain our information from both the Instagram policies and the Facebook data policies themselves.

What is Instagram?

Instagram is one of the most popular social media networks worldwide. Instagram combines the advantages of a blog with the benefits of audiovisual platforms such as YouTube or Vimeo. On "Insta (as many of the users casually call the platform) you can upload photos and short videos, edit them with various filters and also distribute them in other social networks. And if you do not want to be active yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is the social media platform that has really gone through the roof in recent years. And of course we too have reacted to this boom. We want you to feel as comfortable as possible on our

website. That is why a varied preparation of our contents is a matter of course for us. The embedded Instagram features allow us to enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected may also be used to provide personalized advertising on Facebook. This way, our advertisements are only sent to people who are really interested in our products or services. Instagram also uses the collected data for measurement and analysis purposes. We get summarized statistics and thus more insight about your wishes and interests. It is important to note that these reports do not identify you personally.

What data does Instagram store?

If you come across one of our sites that has Instagram features (such as Instagram images or plugins) built in, your browser will automatically connect to Instagram's servers. Data is sent to Instagram, stored and processed. This is true whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements you see and how you use our services. Furthermore, the date and time of your interaction with Instagram is also stored. If you have an Instagram account or are logged in, Instagram stores much more data about you. Facebook distinguishes between customer data and event data. We assume that this is exactly the case with Instagram. Customer data are for example name, address, telephone number and IP address. This customer information will only be transmitted to Instagram after you have been "hashed"; Hashing means that a record is converted into a string. This allows you to encrypt the contact data. In addition, the above-mentioned "event data"; is also transmitted. By "event data"; Facebook - and consequently Instagram - understands data about your user behavior. It can also happen that contact data is combined with event data. The contact information we collect is matched with the information Instagram already has about you. Via small text files (cookies), which are usually set in your browser, the collected data are transmitted to Facebook. Depending on the Instagram functions used and whether you have an Instagram account yourself, different amounts of data are stored.

We assume that data processing at Instagram works the same way as on Facebook. This means that if you have an Instagram account or have visited www.instagram.com, Instagram has at least one cookie set. If this is the case, your browser uses the cookie to send information to Instagram whenever you come into contact with an Instagram function. At the latest after 90 days (after adjustment) these data are deleted or anonymized. Although we have studied Instagram's data processing practices extensively, we cannot say exactly what data Instagram collects and stores. In the following, we show you cookies that are set in your browser at least when you access an Instagram function (such as the "cookie" function). B. button or an Insta image). In our test we assume that you do not have an Instagram account. When you are logged in to Instagram, your browser will naturally set many more cookies.

These cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent fake requests. However, we could not find out more about this.

Expiry date: after one year

Name: mid

value: ""

Purpose: Instagram uses this cookie to provide its own services and offers in and outside of Instagram. The cookie defines a unique User ID.

Expiry date: after the end of the session

Name: fbsr_111247670124024

Value: not specified

Purpose: This cookie stores the log-in request for users of the Instagram app.

Expiry date: after the end of the session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie that provides functionality on Instagram.

Expiry date: after the end of the session

Name: urlgen

Value: "{"194. 96. 75. 33";: 1901}:1iEtYv:Y833k2_UjKvXgYe111247670"

Purpose: This cookie is for Instagram's marketing purposes.

Expiry date: after the end of the session

Note: We cannot claim completeness here. Which cookies are set in each individual case depends on the embedded features and your use of Instagram.

How long and where is the data stored?

Instagram shares the information it receives between Facebook companies with external partners and with people you connect with around the world. Data processing is carried out in compliance with our own data policy. For security reasons, among others, your data is distributed on Facebook servers all over the world. Most of these servers are located in the USA.

How can I delete my data or prevent data storage?

Thanks to the basic data protection regulation, you have the right to information, transferability, correction and deletion of your data. You can manage your data in the Instagram settings. If you want to completely delete your data on Instagram, you must permanently delete your Instagram account. And this is how the Instagram account deletion works:

First open the Instagram app. On your profile page, go down and click on "help section". You are now entering the website of the company. On the website, click "Manage your account" and then "Delete your account". If you completely delete your account, Instagram will delete posts such as your photos and status updates. Information that other people have shared about you is not part of your account and will not be deleted. As mentioned above, Instagram stores your information primarily through cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, the administration always works a bit differently. Here we show you the instructions of the most important browsers.

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

You can also configure your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not. Instagram is a subsidiary of Facebook Inc. and Facebook is an active participant in the EU-U. S. Privacy Shield

Framework. This framework ensures correct data transmission between the USA and the European Union. At <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> learn more about it. We have tried to provide you with the most important information about data processing by Instagram. At <https://help.instagram.com/519522125107875> you can learn more about Instagram's data policies.

YouTube privacy policy

We have included YouTube videos on our website. So we can present interesting videos directly on our site. YouTube is a video portal that has been a subsidiary of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. When you visit a page on our website that has a YouTube video embedded, your browser automatically connects to the servers of YouTube or Google. Different data is transmitted (depending on the settings). Google is responsible for the entire data processing and Google's data protection therefore also applies. In the following, we would like to explain to you in more detail what data is processed, why we have included YouTubeVideos and how you can manage or delete your data.

What is YouTube?

On YouTube, users can view, rate, comment on and upload videos for free. Over the last few years, YouTube has become one of the most important social media channels worldwide. To enable us to display videos on our website, YouTube provides a code snippet that we have built into our site.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and the best content. We strive to provide you with the best possible user experience on our website. And of course interesting videos should not be missing. With the help of our embedded videos we provide you with further helpful content besides our texts and pictures. In addition, our website is easier to find on the Google search engine due to the embedded videos. Even if we place ads via Google Ads, Google - thanks to the data collected - can really only show these ads to people who are interested in our offers.

What data is stored by YouTube?

When you visit one of our sites that has a YouTube video embedded, YouTube at least sets a cookie that stores your IP address and our URL. If you are logged in to your YouTube account, YouTube can associate your interactions on our site with your profile, usually using cookies. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Other data may include contact information, any ratings, sharing content via social media or adding to your favorites on YouTube. If you're not signed in to a Google Account or a YouTube account, Google stores data with a unique identifier associated with your device, browser, or app. For example, your preferred language setting is retained. But a lot of interaction data cannot be stored because fewer cookies are set. In the following list we show cookies that were set in a test in the browser. On the one hand, we show cookies that are set without a registered YouTube account. On the other hand, we show cookies that are set with a logged in account. The list cannot claim to be complete, because the user data always depends on the interactions on YouTube.

Name: YSC

Value: b9-CV6ojI5Y111247670-1

Purpose: This cookie registers a unique ID to store statistics on the video viewed.

Expiry date: after the end of the session

Name: PREF

Value: fl=50000000

Purpose: This cookie also registers your unique ID. Google gets statistics about how you use YouTube videos on our website via PREF.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track the GPS location. Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU

Purpose: This cookie tries to estimate the bandwidth of the user on our websites (with built-in YouTube video).

Expiry date: after 8 months

Other cookies that are set when you are logged in with your YouTube account:

Name: APISID

Value: zILlvClZSkqGsSwI/AU1aZI6HY7111247670

Purpose: This cookie is used to create a profile of your interests. The data is used for personalised advertisements.

Expiry date: after 2 years

Name: CONSENT

Value: YES+AT. de+20150628-20-0

Purpose: The cookie stores the status of a user's consent to use various Google services. CONSENT also serves as a security tool to verify users and protect user data from unauthorized attacks.

Expiry date: after 19 years

Name: HSID

Value: AcRwpgUik9Dveht0I

Purpose: This cookie is used to create a profile of your interests. This data helps us to display personalized advertising.

Expiry date: after 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQIhALl6aL. . .

Purpose: This cookie stores information about your login data.

Expiry date: after 2 years

Name: SAPISID

Value: 7oaPxoG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

Purpose: This cookie works by uniquely identifying your browser and device. It is used to create a profile about your interests.

Expiry date: after 2 years

Name: SID

Value: oQfNKjAsI111247670

Purpose: This cookie stores your Google Account ID and last sign-in time in digitally signed and encrypted form.

Expiry date: after 2 years

Name: SIDCC

Value: AN0-TYuqub2JOcDTyL

Purpose: This cookie stores information about how you use the site and what advertisements you may have seen before visiting our site.

Expiry date: after 3 months

How long and where is the data stored?

The data that YouTube receives and processes from you is stored on Google's servers. Most of these servers are located in America. At <https://www.google.com/about/datacenters/inside/locations/?hl=de> you can see exactly where the Google data centres are located. Your data is distributed on the servers. This means that data can be retrieved more quickly and is better protected against manipulation. Google stores the collected data for varying lengths of time. Some data can be deleted at any time, some are automatically deleted after a limited time, and some are stored by Google for longer periods of time. Some data (such as „My Activity“ items, photos or documents, products) stored in your Google Account will remain stored until you delete them. Even if you're not signed in to a Google Account, you can still delete some data associated with your device, browser, or app.

How can I delete my data or prevent data storage?

Basically, you can manually delete data in your Google Account. With the automatic deletion function for location and activity data introduced in 2019, information will be stored for either 3 or 18 months, depending on your decision, and then deleted. Whether or not you have a Google Account, you can configure your browser to delete or block Google cookies. can be deactivated. Depending on the browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

If you do not wish to receive cookies, you can set up your browser so that it always informs you when a cookie is to be set. So you can decide for each individual cookie whether you want to allow it or not. Because YouTube is a subsidiary of Google, there is a common privacy policy. If you want to know more about how we handle your data, we recommend that you read the data protection declaration at <https://policies.google.com/privacy?hl=de>.

Twitter privacy policy

On our website we have implemented Twitter functions. These are for example embedded tweets, timelines, buttons or hashtags. Twitter is a short messaging service and social media platform provided by Twitter Inc, One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland. To our knowledge, in the European Economic Area and Switzerland, the mere inclusion of Twitter functionality does not yet transfer any personal data or data relating to your web activities to Twitter. Only when you interact with the Twitter functions, such as clicking a button, can data be sent to Twitter, stored and processed there. We have no influence on this data processing and bear no responsibility. In the context of this privacy policy, we would like to give you an overview of

what data Twitter stores, what Twitter does with this data and how you can protect yourself to a large extent from data transfer.

What is Twitter?

For some, Twitter is a news service, for others it is a social media platform and yet others speak of a microblogging service. All these terms have their justification and mean more or less the same. Both private individuals and companies use Twitter to communicate with interested people via short messages. Twitter only allows 280 characters per message. These messages are called "tweets";. Unlike Facebook, for example, the service does not focus on expanding a network for "friends";, but wants to be understood as a worldwide and open news platform. With Twitter you can also have an anonymous account and tweets can be deleted by the company on the one hand and by the users themselves on the other.

Why do we use Twitter on our website?

Like many other websites and companies, we try to offer our services through different channels and communicate with our customers. Twitter in particular has become dear to our hearts as a useful "little"; news service. Again and again we tweet or retweet exciting, funny or interesting content. We realize that you can't follow every channel on your own. Finally, you have something else to do. This is why we have also integrated Twitter functions on our website. You can experience our Twitter activity "on site"; or come to our Twitter page via a direct link. Through the integration we want to strengthen our service and the user-friendliness of our website.

What data is stored by Twitter?

On some of our subpages you will find the built-in Twitter functions. When you interact with Twitter content, such as clicking a button, Twitter can collect and store data. Even if you do not have a Twitter account yourself. Twitter calls this data „log data“. This includes demographic data, browser cookie IDs, the ID of your smartphone, hashed email addresses, and information about which pages you have visited on Twitter and what actions you have executed. Twitter of course stores more data if you have a Twitter account and are logged in. Mostly this storage happens via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter. We will now show you which cookies are set when you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We can in no way guarantee a claim to completeness here, as the choice of cookies is always changing and depends on your individual actions with the Twitter content.

These cookies were used in our test:

Name: personalization_id

Value: „v1_cSJIsoG51SeE111247670"

Purpose: This cookie stores information about how you use the website and which advertisements you may have used to get to Twitter.

Expiry date: after 2 years

Name: lang

Value: en Purpose: This cookie stores your preset or preferred language.

Expiry date: after the end of the session

Name: guest_id

Value: 111247670v1%3A157132626

Purpose: This cookie is set to identify you as a guest.

Expiry date: after 2 years

Name: fm
Value: 0
Purpose: Unfortunately we could not find out the purpose of this cookie.
Expiry date: after the end of the session

Name: external_referer
Value: 1112476702beTA0sf5lkMrlGt
Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.
Expiry date: After 6 days

Name: eu_cn
Value: 1
Purpose: This cookie stores user activity and serves various Twitter advertising purposes.
Expiry date: After one year

Name: ct0
Value: c1179f07163a365d2ed7aad84c99d966
Purpose: Unfortunately we have not found any information about this cookie.
Expiry date: after 6 hours

Name: _twitter_sess
Value: 53D%253D-dd0248111247670
Purpose: With this cookie you can use functions within the Twitter website.
Expiry date: after the end of the session

Note: Twitter also works with third party providers. That's why our test also recognized the three Google Analytics cookies `_ga`, `_gat`, `_gid`. Twitter uses the collected data on the one hand to better understand user behaviour and thus improve your own services and advertising offers, and on the other hand the data also serves internal security measures.

How long and where is the data stored?

If Twitter collects data from other websites, it will be deleted, aggregated or otherwise concealed after a maximum of 30 days. The Twitter servers are located at different server centers in the United States. Accordingly, it is to be assumed that collected data is collected and stored in America. After our research we could not clearly determine whether Twitter also has its own servers in Europe. In principle, Twitter can store the collected data until it is no longer useful to the company, until you delete the data or until there is a statutory period of deletion.

How can I delete my data or prevent data storage?

Twitter repeatedly emphasizes in your privacy policy that it does not store data from external website visits when you or Your browser is located in the European Economic Area or in Switzerland. However, if you interact directly with Twitter, Twitter will of course also store data about you. If you have a Twitter account, you can manage your data by clicking on „More" under the „Profile" button. Then click on „Settings and privacy". Here you can manage the data processing individually. If you don't have a Twitter account, you can go to twitter.com and then click on „Individualization". Under the item „Individualization and data" you can manage your collected data. Most of the data, as mentioned above, is stored via cookies and you can manage, deactivate or delete them in your browser. Please note that you only „edit" the cookies in the

browser you have selected. This means: if you use a different browser in the future, you will have to manage your cookies there again according to your wishes. Here you can find the instructions for cookie management of the most popular browsers.

Chrome: Delete, activate and manage cookies in Chrome

Safari: Manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have placed on your computer

Internet Explorer: Delete and manage cookies

Microsoft Edge: Delete and manage cookies

You can also manage your browser in such a way that you are informed about every single cookie. Then you can always decide individually whether you want to accept a cookie or not. Twitter also uses the data for personalised advertising inside and outside Twitter. In the settings you can switch off personalised advertising under "Individualisation and data";. If you use Twitter on a browser, you can deactivate personalised advertising at <http://optout.aboutads.info/?c=2=EN>. Twitter is an active participant in the EU-U. S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can find out more about this at <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO>. We hope we have given you a basic overview of the data processing by Twitter. We do not receive any data from Twitter and are not responsible for what Twitter with your data. If you have any further questions on this topic, we recommend the Twitter privacy policy at <https://twitter.com/de/privacy>.

Source: Created with the data protection generator of Content Marketing Agency Vienna in cooperation with trigital.at