



## Our data protection declaration

### 1. General information and principles of data processing

The protection of your privacy and the protection of your personal data. According to Art. 4 No. 1 GDPR, personal data is all information relating to an identified or identifiable person. This includes, for example, information such as your first and last name; your address; your telephone number; your e-mail address and also your IP address.

Data that cannot be linked to a person, for example, through anonymisation, is not personal data. The processing (e.g. the collection, storage, reading, querying, use, transmission, deletion or destruction) according to Art. 4 No. 2 GDPR, always requires a legal basis for your consent. Processed personal data must be deleted as soon as the purpose of the processing has been achieved and no legally prescribed retention obligation are to be preserved.

Here, you will find information about the handling of your personal data when you visit our website. In order to provide the functions and services of our website, it is necessary that we collect personal data about you.

We will also explain the type and scope of the respective data processing, the purpose and the corresponding legal basis as well as the respective storage period.

**This privacy policy applies only to this website. It does not apply to other websites to which we merely refer via a hyperlink. We cannot assume any responsibility for the confidential handling of your personal data on these third party websites, as we have no influence on whether these companies comply with data protection regulations. Please inform yourself about the handling of your personal data by consulting these companies directly on these websites.**

Below you will find the contact details of the responsible controller and the data protection officer.

### 2. Controller

Controller for the processing of personal data on this website:

Fidor Bank AG  
Business Address:  
Sandstr. 33  
80335 Munich  
Germany

### 3. Data Protection Officer

If you have any questions about data protection, you can also contact our data protection officer at any time:

Dr. Georg F. Schröder, LL.M.  
Data protection officer  
HEUSSEN Rechtsanwaltsgesellschaft mbH  
Brienner Straße 9 / Amiraplatz  
80333 München (Munich)/ Germany  
Telephone: +49 89 29 09 70  
Telefaxax: +49 89 290 97 200  
E-mail: [georg.schroeder@heussen-law.de](mailto:georg.schroeder@heussen-law.de)

### 4. Provision and use of the website/ log files

#### a) Type and scope of data processing

If you use this website without otherwise transmitting data to us, we will collect the following technically necessary data via log files, which are automatically transmitted to our server:

- Date and time
- IP address
- Session ID
- Visited web page
- Name of the website from which our website was accessed
- Browser used

#### b) Purpose and legal basis

This processing is necessary in order to be able to display our website. We also use the data to ensure the security and stability of our website. This processing is also necessary to prevent any potential misuse of our website.

The legal basis for this processing is Art. 6(1) lit. f) GDPR. The processing of the mentioned data is necessary for the running of the website and protection against misuse of the website and thus serves the protection of a legitimate interest of our company.

#### c) Storage period

As soon as the personal data mentioned is no longer required to display the website, the data will be deleted. The collection of the data for the provision of the website and the storage of the data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility for the user to object to this aspect. Further storage may take place in individual cases if this is required by law.

## 5. Use of cookies

### a) Type, scope and purpose of data processing

We use cookies. Cookies are small files that are sent by us to the browser of your device during your visit to our website and stored there.

Some functions of our website cannot be offered without the use of necessary cookies. Other cookies, on the other hand, allow us to perform various analyses. For example, some cookies can recognize the browser you are using when you return to our website and transmit various information to us. We use cookies to facilitate and improve the use of our website. For example, we can use cookies to make our website more user-friendly and effective for you by tracking your use of our website and determining your preferred settings (e.g. country and language settings). If third parties process information via cookies, the third parties collect the information directly via your browser. However, cookies do not cause any damage to your device. They cannot run programs or contain viruses. Various types of cookies are used on our website and their type and function are explained below.

#### *Transient/ Session cookies*

Our website uses transient/session cookies, which are automatically deleted when you close your browser. This type of cookie allows us to collect your session ID. This makes it possible to assign different requests of your browser to a common session. It is possible to recognize your device during subsequent visits to websites.

#### *Persistent cookies*

Persistent cookies are used on our website. Persistent cookies are cookies that are stored in your browser for a longer period of time and can transmit information. The respective storage period differs depending on the cookie. You can delete persistent cookies independently using your browser settings.

#### *Third-party cookies*

We use analytical cookies to track the anonymous user behavior on our website.

We also use advertising cookies. These cookies can be used to track user behavior for advertising and targeted marketing purposes.

Social media cookies allow us to connect to your social networks and share content from our website within your networks with your permission.

#### Configuring the browser settings

Most web browsers are pre-set to automatically accept cookies. However, you can configure your browser so that it only accepts certain cookies or no cookies at all. However, we would like to point out that you may then no longer be able to use all the functions of our website.

You can also use your browser settings to delete cookies already stored in your browser. Furthermore, it is possible to set your browser so that it informs you before cookies are stored.

Since the different browsers may differ in their respective functions, we ask you to use the respective help menu of your browser for the corresponding configuration options.

Disabling the use of cookies may require the storage of a permanent cookie on your computer. If you subsequently delete this cookie, you must deactivate it again.

b) Legal basis

Due to the described purposes of use, the legal basis for the processing of personal data using cookies is Art. 6(1) lit. f) GDPR. If you have given us your consent to the use of cookies on the basis of a reference ("cookie banner"), the legal basis is additionally Art. 6(1) lit. a) GDPR.

c) Storage period

As soon as the data transmitted to us via cookies is no longer required for the purposes described above, this information will be deleted. Further storage may take place in individual cases if this is required by law.

**6. Data collection for the implementation of pre-contractual measures and for contract fulfilment**

a) Type and scope of data processing

In the pre-contractual area and at the conclusion of the contract we collect personal data about you. This includes, for example, first and last name, address, e-mail address, telephone number or bank details.

b) Purpose and legal basis of data processing

We collect and process this data exclusively for the purpose of contract execution and/or for the fulfilment of pre-contractual obligations.

The legal basis for this is Art. 6(1) lit b) GDPR. If you also give your consent, the additional legal basis is Art. 6(1) lit. a) GDPR.

c) Storage period

The data will be deleted as soon as they are no longer necessary for the purpose of their processing.

In addition, statutory retention obligations may exist, such as commercial or tax retention obligations in accordance with the German Commercial Code (HGB) or the German Fiscal Code (AO). If such storage obligations exist, we will block or delete your data at the end of these storage obligations.

**7. Registration**

a) Type and scope of data processing

You can register on our website. When you register, we collect and store the information you enter in the input form (e.g. last name, first name, e-mail address). A disclosure to third parties does not occur.

b) Purpose and legal basis of data processing

Your registration is required for the use of certain content and services on our website, the performance of a contract or the implementation of pre-contractual measures. After registration, you are free to modify the personal data provided at registration at any time or have it completely deleted from the database of the data controller.

Legal basis for the processing is in the case of a consent Art. 6(1) lit. a) GDPR. If your registration serves to prepare a contract, Art. 6(1) lit. b) GDPR serves as an additional legal basis.

c) Storage period

The data collected during registration will be stored by us as long as you are registered on our website. Legal retention periods remain unaffected. In addition, your registered personal data will be deleted if you ask us informing us to delete this data.

## 8. Data transmission

We will only pass on your personal data to third parties if:

- a) you have given your explicit consent in accordance with Art. 6(1) lit. a) GDPR
- b) this is legally permissible and is necessary according to Art. 6(1) lit. b) GDPR for the fulfilment of a contractual relationship with you or the implementation of pre-contractual measures
- c) according to Art. 6(1) lit. c) GDPR there is a legal obligation for the transfer.

We are legally obliged to transmit data to state authorities, e.g. tax authorities, social insurance carriers, health insurance funds, supervisory authorities and law enforcement authorities.

d) the disclosure according to Art. 6(1) lit. f) GDPR is necessary for the protection of legitimate company interests, as well as for the assertion, exercise or defence of legal claims and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data.

e) in accordance with Art. 28 GDPR, we use external service providers, so-called processors, who are obliged to handle your data with care.

We use such service providers in the following areas:

- IT
- Logistics

- Sales
- Marketing

When transferring your personal data to external bodies in third countries, i.e. outside the EU or the EEA, we ensure that these bodies treat your personal data with the same care as within the EU or the EEA. We only transfer personal data to third countries for which the EU Commission has confirmed an appropriate level of protection or if we ensure the careful handling of personal data through contractual agreements or other suitable guarantees.

## 9. Comment Function

### a) Type and scope of data processing

On our website you can comment on contributions. When you comment on a post, we collect and save the data you enter in the input form. In addition to the comments left information on the date of the comment input and possibly the one of your chosen username (pseudonym) are also stored and published. Furthermore, the IP address assigned by the Internet service provider (ISP) of the person concerned is stored. A disclosure to third parties does not occur.

### b) Purpose and legal basis

The data provided by you (for example the IP address) is made for security reasons and in the event that the data subject violates the rights of third parties or posts illegal contents by submitting a comment.

There is no disclosure of this personal data to third parties, unless such disclosure is not required by law or the legal defense of the controller.

Legal basis for the processing of personal data transmitted when using the comment function, is if and to the extent that your consent is given, is Art. 6(1) lit. a) GDPR. You can withdraw this consent at any time. The legality of the already completed data processing operations remains unaffected by the revocation. Further legal basis is Art. 6(1) lit. f) GDPR.

We have a legitimate interest in the processing, if third party rights are violated or unlawful content is posted. This is for safety if someone writes unlawful content in comments and posts (insults, prohibited political propaganda, etc.)

### c) Storage period

The comments and related data (e.g. IP address) are stored and remain on our website until the commented content has been completely deleted or the comments must be deleted for legal reasons.

## 10. Contact form

### a) Type and scope of data processing

Our website offers you the possibility to contact us via an earmarked form. In the course of sending your inquiry via the contact form, reference is made to this data protection declaration in order to obtain your consent.

If you use the contact form, the following personal data will be processed:

- Salutation
- Prenom
- Last name
- Title
- Company
- Job title
- Street
- Street number
- Postal code
- Place
- Country
- E-mail address
- Telephone number
- Mobil phone number
- Subject
- Content of the message

#### b) Purpose and legal basis

The purpose of providing your e-mail address is to send you an answer to your request by e-mail. When using the contact form, your personal data will not be passed on to third parties.

The legal basis for processing is a consent in accordance with Art. 6(1) lit. a) GDPR on the basis of the declaration of consent you have voluntarily given below and which can be revoked at any time for the future:

By entering my personal data and confirming the button "Send form" I declare my consent to the processing of my company, job titles, first name, surname, e-mail address, telephone number and the content of the message to answer my contact request. I have read and accept the current privacy policy. I can withdraw this consent at any time with effect for the future by contacting [hello@fidorbank.uk](mailto:hello@fidorbank.uk) or the data protection officer.

#### c) Storage period

The data entered by you in the contact form will remain with us until you request us to delete them, you withdraw your consent for storage or the purpose for data storage no longer applies (e.g. after your request has been processed).

This shall not affect mandatory statutory provisions - in particular retention periods in accordance with the German Commercial Code (HGB) or the Tax Code (AO).

### 11. Contact options by e-mail

You can contact us by e-mail on our website

a) Type and scope of data processing

You can contact us by e-mail. Our data collection is limited to the e-mail address of the e-mail account you use to contact us and to any personal data you make available when contacting us.

b) Purpose and legal basis

The purpose of data processing is to enable us to respond appropriately to your request. The legal basis for this is Art. 6(1) f) GDPR. There is a legitimate interest in the processing of the above-mentioned personal data in order to be able to process your request properly.

c) Storage period

The duration of the storage of the above data depends on the background of your contact. Your personal data is regularly deleted if the purpose of the communication no longer applies and storage is no longer necessary. This may result, for example, from the processing of your request.

## 12. Newsletter

a) Type and scope of data processing

On our website you can subscribe to a free regularly e-mail newsletter. In order to be able to send you the newsletter regularly, we need your e-mail address.

For the newsletter distribution we use the so-called double-opt-in.

This means that we will only send you an e-mail newsletter if you have explicitly confirmed that you consent to receive it. We will then send you a confirmation e-mail asking you to confirm by clicking on an appropriate link that you wish to receive newsletters from us in the future. This is to ensure that only you as the owner of the specified e-mail address can subscribe to the newsletter. Your confirmation must be sent promptly after receiving the confirmation e-mail, otherwise your newsletter subscription will be automatically deleted from our database.

When you subscribe to the newsletter, we collect and store the information you enter in the input mask (e.g. last name, first name, e-mail address). A disclosure to third parties does not occur. Subscription to the newsletter is only possible with your consent.

When registering for the newsletter, we also store your IP address entered by the internet service provider (ISP) as well as the date and time of registration so that we can trace any possible misuse of your e-mail address at a later point in time. In the case of the confirmation email sent out for checking purposes (double-opt in the e-mail), we also save the date and time of the click on the confirmation link and the ip address entered by the internet service provider (ISP).

b) Purpose and legal basis

The data collected by us when registering for the newsletter will be used exclusively for promotional purposes for addressing you in advertising by means of the newsletter.



The processing of your e-mail address for sending newsletters is based on the declaration of consent voluntarily submitted by you below and revocable at any time for the future in accordance with Art. 6(1) lit. a) GDPR and § 7(2) Nr. 3 UWG.

In addition, the processing is based on Art. 6(1) lit. f) GDPR because of legitimate interests and requires us to document proof of the required consent.

c) Storage period

Your e-mail address will be stored as long as you have subscribed to the newsletter. After you unsubscribe from the newsletter, your e-mail address will be deleted, unless you have expressly consented to the further use of your data.

### 13. Tracking and analysis tools

We use tracking and analysis tools to ensure continuous optimization and demand-oriented design of our website. By using tracking and analysis measures, it is also possible for us to statistically record the use of our website by visitors and to further develop our online presence for you through the knowledge gained as a result.

We have a justified interest in this, which justifies the use of the tracking and analysis tools described below in accordance with Art. 6(1) lit. f) GDPR.

If you gave us your consent to the use of cookies on the basis of a reference ("cookie banner") is the legality of the use additionally governed by Art. 6(1) lit. a) GDPR.

The following description of the tracking and analysis tools shows the type, scope and the respective processing purposes:

<https://www.fidorbank.uk/document-center/tracking-tools>

**Commented [GFS1]:** A link may be used, but shall however be connected to the right set of tracking tools (see following pages)

## Facebook Custom Audience

Within our website we use the "visitor action pixel" of Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). Responsible for the data processing are us and Facebook. This function serves to present to visitors of this website, as part of their visit to the social network Facebook, interest-based advertisements ("Facebook Ads"). For this purpose, the Facebook remarkmark tag or pixel was implemented on this website. The Facebook pixel is a Javascript code that sends the following data to Facebook:

- HTTP header information (including IP address, web browser information, page location, document, website URL and web browser user agent, and day and time of use)
- Pixel-specific data: Pixel ID and Facebook cookie data, including your Facebook ID (used to associate events with a specific Facebook ad account and thus associate them with a Facebook user)
- Additional information about the visit, as well as standard and custom data events.

We use the following custom data events:

- o The searched and viewed content at the product level
- o Insert the product into the shopping cart
- o Initiation of a checkout in the ordering process
- o Completion of the ordering process

Unless a Facebook cookie is stored in your browser, it will not be classified in a user group designated as "Custom Audience". However, if an assignment of the Facebook ID contained in the Facebook cookie to a Facebook user has been made, Facebook assigns this user to a so-called "Custom Audience" based on the rules we have defined. We use this information for the display of advertisements on Facebook ("Facebook Ads"). In this way we can not draw conclusions about the characteristics of the individual users.

We only receive statistical information about the use of our website from Facebook via "Audience Insights".

The assignment and storage to a "Custom Audience" takes place for a maximum of 180 days. This period begins again if you visit our website again unless there is a revocation.

More information can be found [here](#) and in the [privacy policy of Facebook](#). Facebook is certified under the [Privacy Shield Agreement](#), which provides a guarantee to comply with European data protection law:

You can disable the display of ads in the [settings of your Facebook user account](#).

We offer an opt-out option to disable tracking. You may object to the use of the Facebook Pixel and the storage of "conversion cookies". Please click [here](#). In this case, a so-called opt-out cookie is set, which prevents the transmission of data via the Facebook pixel.

## Social Plugins

We are currently using the following social media plug-ins: Facebook, Google+, Twitter, , Instagram. With the help of a button, personal data is transmitted to the respective plug-in provider and stored there.

The respective plug-in provider stores the data collected about you as usage profiles and uses them for purposes of advertising, market research and/or tailor-made design of its website. Such an evaluation is carried out in particular (also for non-logged-in users) for the presentation of needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the formation of these user profiles, whereby you must contact the respective plug-in provider to exercise it. Through the plug-ins we offer you the opportunity to interact with the social networks and other users, so that we can improve our offer and make it more interesting for you as a user. The legal basis for the use of the plug-ins is Art. 6(1) lit. f) GDPR.

The data transfer takes place regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged into the plug-in provider, your data collected from us will be assigned directly to your existing account with the plug-in provider. For US providers, a transmission takes place in the US; these have submitted to the EU-US Privacy Shield: [www.privacyshield.gov/EU-US-Framework](http://www.privacyshield.gov/EU-US-Framework)

For more information on the purpose and scope of the data collection and its processing by the plug-in provider, please refer to the privacy statements of these providers provided below. There you will also find more information about your rights and settings options for the protection of your privacy:

- Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA
- <https://www.facebook.com/policy.php>
- Google LLC, 1600 Amphitheater Parkway, Mountainview, California 94043, USA
- <https://policies.google.com/technologies/partner-sites?hl=en>
- Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA
- <https://twitter.com/en/privacy>
- Instagram LLC, 1601 Willow Road, Menlo Park, CA 94025, USA („Instagram“): <https://help.instagram.com/155833707900388>

## Google Analytics

We use Google Analytics to analyse and improve the use of our website.

Google Analytics is a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, Google will shorten your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use. The legal basis for the processing of data with the help of Google Analytics is Art. 6 para. 1 lit. f) GDPR. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this, you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link.

We use Google Analytics with the extension "\_anonymizeIp()". This shortens the IP addresses (IP masking). A reference to certain persons can thus be excluded. Google participates in the [EU-US Privacy Shield](#). This ensures an adequate level of data protection even in the exceptional cases in which Google transfers personal data to the USA.

Information about Google: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001

More information about the terms of use of Google:

<https://www.google.de/analytics/terms/gb.html>

Further information on the data protection of Google:

<https://policies.google.com/privacy?hl=en>

## **Google Tag Manager**

In order to draw attention to our services, we place Google Adwords ads and use within that framework Google Conversion Tracking and the Google Tag Manager for the purpose of personalised, interest- and location-based online advertising. The option to anonymize IP addresses is controlled by the Google Tag Manager via an internal setting that is not visible in the source of this page. This internal setting is set so that the anonymisation of the IP addresses required by the Federal Data Protection Act is achieved.

Ads appear after searches on Google Network web pages. We have the opportunity to combine our ads with certain search terms. Cookies enable us to serve ads based on a user's previous visits to our website.

When you click on an ad, Google sets a cookie on the users' computer. Further information on the cookie technology used can also be found in Google's notes on website statistics and in the data protection regulations.

With the help of this technology, Google and we as customers receive information that a user has clicked on an ad and has been redirected to our websites. The information obtained in this way is used exclusively for statistical evaluation for ad optimization. We do not receive any information that personally identifies visitors. The statistics provided to us by Google include the total number of users who clicked on one of our ads and, if applicable, whether they were forwarded to a page of our website with a conversion tag. On the basis of these statistics we can trace the search terms for which our advertisement was clicked particularly often and which advertisements lead to contact by the user via the contact form.

If you do not wish to do so, you can prevent the storage of the cookies required for these technologies, for example via the settings of your browser. In this case, your visit is not included in the user statistics.

You can also use the ad settings to select Google ad types or deactivate interest-based ads on Google. Alternatively, you can disable the use of cookies by third parties by using the Network Advertising Initiative's deactivation aid tool.

## **Google Dynamic Remarketing**

On our website we use the dynamic remarketing function of Google AdWords, a service of Google Inc (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). The technology enables us to place automatically generated, target group-oriented advertising after your visit to our website. The ads are based on the products and services you clicked on the last time you visited our website.

Google uses cookies to create interest-based ads. Cookies are small text files that are stored in your browser when you visit our website. Google usually saves information such as your web request, IP address, browser type, browser language, date and time of your request. This information is only used to assign the web browser to a specific computer. They cannot be used to identify a person.

If you don't want to receive user-based advertising from Google, you can disable ads using Google's ad settings. For more information about how Google uses cookies, please read Google's privacy policy.

### **Google reCAPTCHA**

In order to ensure sufficient security in the submission of forms, in some cases we use the service reCAPTCHA of the company Google Inc. This is used in particular to distinguish whether the input is made by a natural person or abusive by automated and automated processing operations of third parties. When using the service, the IP address and any other data needed by Google for the reCAPTCHA service will be transmitted to Google. This is subject to the deviating privacy policies of Google Inc. For more information about the Google Inc. Privacy Policy, please visit <https://policies.google.com/privacy?hl=en>.

### **Optimizely**

This website uses Optimizely, a web analysis service of Optimizely, Inc. Optimizely uses cookies. The information generated by the cookie about your use of our website is usually transferred to an Optimizely server in the USA and stored there. However, if IP anonymisation is activated on our website, your IP address will be shortened by Optimizely within Member States of the European Union or in other countries party to the Agreement on the European Economic Area.

Only in exceptional cases the full IP address is transmitted to an Optimizely server in the USA and shortened there. Optimizely will use this information on behalf of the operator of this website to evaluate your use of the website and to compile reports on website activities. The IP address transmitted by your browser within Optimizely will not be merged with other Optimizely data.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this, you may not be able to use the full functionality of this website. You can also deactivate Optimizely tracking at any time and thus prevent Optimizely from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and processing this data by Optimizely by following the instructions at [http://www.optimizely.com/opt\\_out](http://www.optimizely.com/opt_out).

## **Ingenious Technologies**

We use a tracking technology of Ingenious Technologies AG ("Ingenious"), Französische Straße 48, 10117 Berlin, Germany, to establish the connection between a user's click on an advertising medium, in particular, an advertisement of an advertising medium (touch point) and an action by you (your registration as a potential borrower on our website). At each touch point, your browser sends an HTTP request to Ingenious's server, which transmits certain information. This information includes the URL of the website on which the advertisement is placed (referrer URL), the browser identification (user agent) of the end device (including information about the device type and the operating system), the IP address of the end device (this IP address is anonymized by Ingenious before being stored), HTTP header (data package automatically transmitted by your browser with various technical information), the time of the request and, if previously stored on the end device, the cookie with its entire content.

The tracking technology stores cookies on your terminal device to document actions. The cookie stores information about the last touch points (i.e. when a particular advertising medium was displayed or clicked on by a terminal device). In addition, a cookie ID generated by Ingenious is stored in the cookie. Ingenious stores data about the touch points and information about your actions for this cookie ID. The information transmitted to Ingenious and the cookies serve exclusively the purpose of a correct allocation of the success of an advertising medium and the corresponding billing and is justified with our justified interests according to art. 6 para. 1 sentence 1 lit. f GDPR. Individual requests can be combined into a sequence chain (user-journey).

If you do not wish cookies to be stored in your browser, you can do so by setting your browser accordingly. You can deactivate the storage of cookies in your respective browser under Tools/Internet options, limit them to certain websites or set your browser so that it notifies you as soon as a cookie is sent. Please note, however, that in this case you must expect a limited display of the online offers and limited user guidance. You can also delete cookies at any time. In this case, the information stored in it is removed from your mobile device.

## **DoubleClick by Google**

We use Doubleclick, a service of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter: "Google"). Doubleclick uses cookies to show you personalized advertising. The cookies do not contain any personal information.

The information generated by the cookies about your use is usually transferred to a Google server in the USA and stored there. Google participates in the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. This ensures an adequate level of data protection even in the exceptional cases, in which Google transfers personal data to the USA.

The data transmitted by your browser in the context of Doubleclick will not be merged with other Google data.

You may refuse the storage of cookies by selecting the appropriate settings on your browser. You can disable the display of personalized advertising using a browser plug-in. You can install it here:

You can also deactivate the display of personalized advertising here.

The legal basis for the processing of data using Double Click is Art. 6 para. 1 lit. f GDPR.

For more information on data protection at Google, please visit:  
<https://www.google.de/intl/de/policies/technologies/ads/>

### **Pardot**

Our website uses the Pardot Marketing Automation System ("Pardot MAS") of Pardot LLC, 950 Eeast Paces Ferry Road, Suite 3300 Atlanta, GA 30326, USA. Pardot MAS is a special software for recording and evaluating the movement profiles of website visitors. As far as Pardot LLC processes personal data, the processing takes place exclusively on our behalf and according to our instructions.

Pardot LLC complies with EU-U.S. Privacy Shield guidelines for the services it provides and for which Padrot LLC acts as data processor. Further information on Pardot LLC's handling of personal data from the European Union can be found at [www.salesforce.com/content/dam/web/en\\_us/www/documents/legal/Privacy/privacy-shield-notice.pdf](http://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Privacy/privacy-shield-notice.pdf)

For the latest Privacy Shield certification from Salesforce (Pardot LLC), visit [www.privacyshield.gov/participant](http://www.privacyshield.gov/participant). Partdot MAS uses "cookies", which are text files placed on users' computers, to help the website analyze how users use the site. You can prevent cookies from being saved at any time by configuring your Internet browser so that cookies from the "pardot.com" domain are not accepted. However, this can lead to certain limitations in the functions and user-friendliness of our offer.

### **adjust**

We use the "adjust" analysis technology of adjust GmbH, Saarbrücker Str. 37A, 10405 Berlin ("adjust") for our apps. Adjust uses für the analysis thereby IDFA in particular the AAID of the users, which are used however only anonymized. It is not possible to draw any conclusions about a natural person. This information is used in order to conduct its own market research and to optimize Zattoo's own advertising activities. Further information about the purpose and scope of data collection and further processing and use of the data can be found in Adjust's data protection declaration at <https://www.adjust.com/privacy-policy/>.

In the context of advertising measures, this information is also provided to providers of retargeting services for the purpose of targeted delivery of (zattoo) advertising material to users with specific IDFA/AAID.



The data collection and storage by Adjust can be deactivated at any time with effect for the future in the settings of the apps, in particular under <https://www.adjust.com/opt-out/>. The legal basis is Art. 6 para. 1 lit. f) GDPR.

### **Amazon Mobile Ads**

(1) We are a member of the Amazon Europe S. à. r. l. affiliate program and partner of the advertising program, which was designed to provide a medium for websites through which advertising cost refunds can be earned through the placement of advertisements and links to amazon.de. We are interested in showing you advertisements that are of interest to you and that make our website more interesting to our users.

(2) In order to provide the advertisements, statistical information about you is collected and processed by our advertising partners. Through the visit to the website gets Amazon the information that you have visited the corresponding page of our website. Amazon determines your requirements via web beacons and sets a cookie on your computer if necessary. We have no influence on the data collected, nor are we aware of the full extent of the data collection and the storage period. If you are logged in to Amazon, your data can be directly assigned to your account there. If you do not wish to be associated with your Amazon profile, you must log out. It is possible that your data will be passed on to contractual partners of Amazon and authorities. We have no influence on the data collected, nor are we aware of the full extent of the data collection. The data is transferred to the USA and evaluated there. The legal basis for the processing of your data is Art. 6 para. 1 sentence 1 lit. f) GDPR.

(3) You can prevent the installation of Amazon Affiliate Program cookies in various ways:

a) by adjusting your browser software accordingly, in particular the suppression of third party cookies means that you will not receive any ads from third party providers;

b) by deactivating interest-based ads on Amazon via this link: [https://www.amazon.com/adprefs/ref=hp\\_468496\\_advertisingpref2](https://www.amazon.com/adprefs/ref=hp_468496_advertisingpref2)

c) by deactivating the interest-based ads of the providers that are part of the "About Ads" self-regulation campaign via this link. This setting will be deleted however, if you delete your cookies. Please note that in this case you may not be able to use all functions of this offer in full.

(4) Further information on the purpose and scope of data collection and processing as well as further information on your rights in this regard and setting options for the protection of your privacy is also provided in addition to the data protection declaration mentioned above: Amazon EU S.à.r.l., Amazon Services Europe S.à.r.l. and Amazon Media EU S.à.r.l., all three located 5, Rue Plaetis, L-2338 Luxembourg; e-mail: ad-feedback@amazon.com. Amazon has submitted to the EU-US Privacy Shield. Further information on Amazon's use of data can be found here in the company's data protection declaration.

## Mixpanel

This application uses the analysis service Mixpanel, a service of Mixpanel Inc, a company incorporated under the laws of the State of Delaware, United States of America. The service Mixpanel records page views and page activity. To make this possible, protocol data is transferred to Mixpanel (and Mixpanel Inc.). For more information about the use of your data, please visit the English privacy page of the Mixpanel service (<http://mixpanel.com/privacy>) in the appropriate paragraphs. If you do not wish the transmission of log data from your activities on this website to Mixpanel (and Mixpanel Inc.), you can stop the recording of logs of your activity with the so-called "opt out cookie", which you can find at <http://mixpanel.com/optout/>. Please note, however, that this cookie and thus the recording prohibition will be deleted as soon as you delete your cookies in the settings of your browser (Internet access program). Please note that as the operator of the website on which you are located, we have no influence on the use of your data.

## LinkedIn Insight

We use the LinkedIn Insight Conversion Tool of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA, which allows us to obtain information about the use of our website and to present advertising content tailored to your interests on other websites. A cookie with a validity of 120 days is set in your browser, which enables LinkedIn to recognize you when you visit a website. LinkedIn uses this information to create anonymous reports for us about ad activity and information about how you interact with our website.

You can deactivate the LinkedIn Insight Conversion Tool and interest-based advertising by opting out at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

If you are a LinkedIn member, click on "Reject to LinkedIn". Other visitors click on "Reject".

Further information on data protection at LinkedIn can be found here: <https://www.linkedin.com/legal/privacy-policy#choices-oblig>

You can disable tracking via the LinkedIn Insight tag by clicking the following link: <https://caala.de?optout=socialmedia>

Salesforce Marketing Cloud, Service Cloud and Sales Cloud

We use the Customer-Relationship-Management Modul (CRM module) of Salesforce.com, represented in Germany, for customer service and to improve the user experience:

Salesforce.com Germany GmbH  
Erika-Mann-Str. 63  
80636 Munich Germany

The address of the US parent company is:  
The Landmark @ One Market Street,  
Suite 300, San Francisco, CA 94105, USA

Salesforce's privacy policy applies and can be found at the following URL:  
<https://www.salesforce.com/de/company/privacy/>

Salesforce Marketing Cloud is a Salesforce.com user transaction data management service for our Web site. The data is processed in the USA.

The purpose of processing is to create a profile as part of the Salesforce CRM system and the finding of suitable product recommendations for newsletters and special mailings. The legal basis for the processing of your data is art. 6 para. 1 sentence 1 lit. f) GDPR. We may also use personal information from Salesforce customers and participant data for marketing purposes. We may use the information you provide to contact you to discuss your interest in the services and to provide you with information about our company, our subsidiaries and partner companies, such as promotions or events. Credit card information is used by Salesforce only to verify the creditworthiness of prospects and participants and for billing purposes.

Salesforce also offers us the possibility of evaluating indexed content historically, provided that such data is available to the company and has been stored. The use of the information collected via these online tools is limited to the provision of the services for the specific customer through whose website the data was collected (i.e. by us). The services allow us to serve ads on certain external social networking sites. These advertisements enable users of such external social networks to be targeted based on demographic or other information managed by the site in question. Neither salesforce.com nor we receive any personally identifiable information about users from this audience, but only information provided through the Websites as part of their programs.

The Service Cloud is based on the Salesforce Customer Success Platform. This enables us to provide a comprehensive overview of our customers and provide them with faster and more personalized customer service. In this way, customer service processes are automated and workflows optimized. This enables us to network with our customers in different channels and on any device.

The Sales Cloud is a cloud-based application designed specifically for our sales staff, who can sell faster and more efficiently thanks to central customer information, logging interactions with our company and automating day-to-day sales tasks. It also provides sales managers with real-time insight into their teams' activities, making it easier to create sales forecasts. The data is processed in the USA.

Salesforce uses common data collection tools, such as cookies or web beacons, to collect information about company website visitors ("Site Navigation Data"). This website navigation data contains general information from your web browser (e.g. browser type and browser language), your IP address and information about the actions you perform on the company websites (viewed websites, clicked links, etc.). The use of cookies serves for easy and convenient use of corporate websites.

When you visit our corporate website, the company's servers send a cookie to your computer. Cookies do not identify you personally, but merely recognize your web browser. As long as

you do not reveal your identity to Salesforce yourself, for example by replying to an offer, opening an account, or filling out a web form (such as contacting us or using a free 30-day trial), you remain anonymous to the company. Salesforce uses both session cookies and persistent cookies. Session cookies are only retained for one session. When you exit your browser software or turn off your computer, these cookies are removed from your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer. If you deactivate the storage of cookies in your browser, you can continue to use the company websites. However, please note that the deactivation of cookies can lead to impairments in the use of our services.

You can manage the receipt of marketing and non-transactional information by clicking the unsubscribe link at the end of the company's marketing emails. You can also send a request to [unsubscribe@salesforce.com](mailto:unsubscribe@salesforce.com). You can update or change your registration information by editing your user or organization records. To update your user profile, log on to <http://www.salesforce.com> with your user name and password and click on "Setup". If you wish to delete your account and have the data maintained in the services sent back to you, please send an e-mail to [support@salesforce.com](mailto:support@salesforce.com) or call us at +1 (415) 901-7010. Requests regarding access to data or modification or deletion of data will be processed within 30 days.

Salesforce has certified this service under the EU-US Privacy Shield scheme. Data collected by Salesforce is protected by Secure Socket Layer (SSL) technology, which uses both server authentication and data encryption. Salesforce.com has been awarded the Trust Privacy Seal and itself limits access to the collected data to the legally permitted access options.