

## Privacy policy

The protection of your personal data is very important to us. In order to ensure that all data processing procedures on our website and in our offers are transparent and comprehensible for you as a visitor and user (hereinafter referred to as "user") of our website, we explain in this data protection declaration the type, scope and purpose of processing your personal data on our website.

You can save or print out the data protection declaration by selecting either the "print" or "save page as" commands in your browser.

## Actuality and change of this privacy policy

This privacy policy is currently valid and has the status of January 2020. Due to the further development of our website and offers or due to changed legal or official requirements, it may become necessary to change this privacy policy. The current privacy policy can be viewed and printed at any time on our website at [www.poynting.tech](http://www.poynting.tech).

## Explanation of terms

The terms we use correspond to the definition of Art. 4 GDPR (<https://gdpr-info.eu/art-4-gdpr/>).

## General information

### Controller

Responsible for the processing of personal data on this website is:

Poynting Antennas (Pty.) Ltd.  
Unit 4, N1 Industrial Park, Landmarks Ave  
0157, Samrand  
South Africa  
Tel: +27 12 657 0050  
[info@poynting.tech](mailto:info@poynting.tech)  
[www.poynting.tech](http://www.poynting.tech)

## Data protection requests

Please address all inquiries regarding the processing of your personal data or the exercise of your rights mentioned below by e-mail, fax or post to the following address / to our data protection officer:

Poynting Antennas (Pty.) Ltd.  
Unit 4, N1 Industrial Park, Landmarks Ave  
0157, Samrand  
South Africa  
Tel: +27 12 657 0050  
[info@poynting.tech](mailto:info@poynting.tech)  
[www.poynting.tech](http://www.poynting.tech)

## General information on the processing of personal data

### Types of data processed

On our website we collect and process inventory data (e.g. names, addresses), contact data (e.g. e-mail addresses, telephone numbers, fax numbers, postal address), usage data (e.g. websites visited, links clicked on, interest in content, access times, access locations), content data (e.g. comments, text entries, photos, videos) and meta and communication data (e.g. device information, browser information, IP addresses).

### Categories of data subjects

The persons affected by the processing of personal data are all visitors and users of our website.

### Purpose of the processing

We collect and process the personal data of the users of our website in order to communicate with and inform you (e.g. contact and other inquiries, newsletters) and, if necessary, to carry out statistics, reach measurement and analyses (e.g. with marketing and analysis tools), so that we can better design and optimize content and functions, to technically manage and optimize the website and to close security gaps.

### Legal bases for the processing of personal data

We only process personal data if we are entitled to do so on the basis of a legal basis. In the following we will name these legal bases individually. Otherwise, we are always entitled to process personal data if the person concerned has given his or her consent (see Art. 6 (1) 1 (a), Art. 7 GDPR), if we are obliged to fulfil contractual or pre-contractual obligations (see Art. 6 Paragraph 1 S.1 lit. b

GDPR), when we must fulfil legal obligations (see Art. 6 (1) 1 (c) GDPR) or when we safeguard our legitimate interests (see Art. 6 (1) 1 (f) GDPR).

## **Recipient of personal data**

We sometimes transfer personal data to contract processors or other third parties (e.g. hosting agencies etc.) with whom we work together. We are entitled to do so if the data subject has consented to this (see Art. 6 (1) 1 (a), Art. 7 GDPR), if we are thereby fulfilling contractual or pre-contractual obligations (see Art. 6 (1) 1 (b) GDPR), if we are thereby fulfilling a legal obligation (see Art. 6 (1) 1 (c) GDPR) or if we are protecting our legitimate interests (see Art. 6 (1) 1 (f) GDPR). We conclude a so-called contract processing agreement with contract processors in accordance with Art. 28 GDPR, according to which they also undertake to comply with data protection.

## **Hosting**

This website is hosted on the servers of Xneelo Ltd. The hosting services used by us serve to provide the following services: Infrastructure and platform services, computing capacity, storage space and database services, security services and technical maintenance services that we use for the purpose of operating this website. The legal basis for the use of the hosting services is the protection of our legitimate interests in the analysis, optimisation and economic and secure operation of our website (see Art. 6 (1) 1 (f) GDPR).

To this end, our hosting provider processes personal data. The data is stored for as long as there is a purpose for this. Afterwards the data will be deleted, unless this is contrary to statutory storage obligations.

## **Integration of third-party services and content**

Within our website, we use content or service offers from third parties on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our website in accordance with Art. 6 (1) 1 (f) GDPR) in order to integrate their content and services, such as videos or fonts (hereinafter referred to uniformly as "content").

This always presupposes that the third party providers of such content are aware of the IP address of the users, as without the IP address they would not be able to send the content to their browsers. The IP address is therefore required to display this content. We make every effort to use only such content whose respective providers use the IP address only to deliver the content. Third party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. Pixel tags" can be used to evaluate information such as visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may contain technical information on the browser and operating system, referring web pages, visiting time and other details on the use of our online offer, as well as being linked to such information from other sources.

## Processing of personal data in third countries

If data is transferred from us to a third country, e.g. because we commission service providers there, we are entitled to do so if the data subject has given his/her consent (see Art. 6 (1) 1 (a), Art. 7 GDPR), if we thereby fulfil contractual or pre-contractual obligations (see Art. 6 (1) 1 (b) GDPR), if we thereby fulfil a legal obligation (see Art. 6 (1) 1 (c) GDPR) or if we safeguard our legitimate interests (see Art. 6 (1) 1 (f) GDPR). A third country is any country outside the European Union (EU) or the European Economic Area (EEA). When transferring data to third countries, we ensure that Art. 44 et seq. GDPR, existing guarantees or findings of the EU regarding an adequate level of data protection in the third country, and the conclusion of any necessary agreements, e.g. standard contractual clauses.

## Encrypted transmission of your data

All personal data that you enter on our website and send to us will be encrypted on our website using state-of-the-art technology.

In addition, we secure our website and associated IT systems by technical and organizational measures against loss, destruction, access, modification or distribution of your personal data by unauthorized persons.

## Collection of access data and web server log files

On the basis of our legitimate interests in the analysis, optimisation and economic operation of our website in accordance with Art. 6 (1) 1 (f) GDPR, we collect the following data about every access to our website (so-called web server log files):

- IP address of the user
- Name of the website accessed
- File, date and time of access
- Amount of data transmitted (Body Bytes Sent)
- Browser type and version
- Called URL / subpage
- Referrer URL (previously visited website)
- user agent
- Operating system of the user

The data is used for statistical analysis for the purpose of operation, security and optimization of the website. For security reasons (e.g. for the clarification of cases of fraud/abuse), the data is kept within the framework of legal regulations. If longer storage is required for evidence purposes, the data will only be deleted after the matter has been finally clarified.

## **Deletion/ restriction of the processing of your personal data**

We store your personal data only as long as necessary to achieve the purposes stated here. Beyond that, we only store your data if required by legal retention obligations (e.g. 6 years according to § 257 (1) HGB and 10 years according to § 147 (1) AO for commercial and business letters, invoices, offers etc.). After discontinuation of the respective purpose or expiry of these periods, the data will be blocked or deleted in accordance with the statutory provisions pursuant to Art. 17, 18 GDPR.

## **Your rights as a data subject**

You have the right to access information and a copy of your personal data stored by us at any time and free of charge (see Art. 15 GDPR).

You have the right to rectify or complete any incorrectly stored data (see Art. 16 GDPR).

You also have the right to restrict the processing of your data (see Art. 18 GDPR) and the right to have your data erased (see Art. 17 GDPR). Deletion of your data is not possible if we are obliged to continue to store the data for the purpose of processing the contract or due to other statutory retention obligations. Instead of deleting your data, we will block it.

You also have the right to demand the return of your data stored with us and to transfer it to another company or have it transferred by us (see Art. 20 GDPR).

You also have the right to object to the future processing of data concerning you (see Art. 21 GDPR).

You also have the right to object to the future processing of data concerning you (see Art. 7 para. 3 GDPR).

To exercise the above rights, please contact the above address for data protection enquiries.

In addition, you may also submit a complaint to the competent data protection supervisory authority (see Art. 77 GDPR).

## **Cookies**

Furthermore, cookies are stored on your computer when you use our website. Cookies are small text files that enable specific information related to the device to be stored on the user's access device (PC, smartphone). They are used to improve the user-friendliness of websites (e.g. storage of login data), to collect statistical data on website use and for analysis to improve the website. Cookies cannot execute programs or transfer viruses to your computer.

You can prevent the storage of all or only certain cookies by adjusting your browser in the security settings accordingly. Cookies already stored can be deleted in the browser. In these cases, however, the use of the website may be restricted.

This website uses the following types of cookies:

- Transient (temporary) cookies
- Persistent (permanent) cookies

Transient cookies are automatically deleted when you close the browser or log out. This includes in particular the session cookies. These store a so-called session ID, with which various requests from your browser can be assigned to the shared session. This enables your computer to be recognised when you return to our website.

Persistent cookies are automatically deleted after a specified period of time, which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at any time.

Both types of cookies can be from us (then "first-party cookies") or from third parties ("third-party cookies").

### **Deactivation / objection against cookies**

You may generally object to the use of cookies for audience measurement and advertising purposes via the Network Advertising Initiative's opt-out page (<http://optout.networkadvertising.org/>) and additionally via the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

Furthermore, the storage of cookies can be prevented by setting your browser security settings. However, it may not be possible to use all the functions of this website.

These options apply to all cookies mentioned below, which we use for this website.

### **Contact form**

When you contact us by e-mail, telephone or post/ by means of our contact form, the data you provide (e.g. e-mail address, name) will be processed by us in order to answer your enquiries, call you back or send you information material. We are entitled to do so in accordance with Art. 6 (1) 1 (b) GDPR. User data may also be stored in a customer relationship management system ("CRM system") or in comparable databases.

We delete all data after storage is no longer required or restrict processing if there are legal obligations to retain data.

## Newsletter

We offer a newsletter on our website, in which we inform monthly about products and our service. To send the newsletter, we collect and process personal data that is used exclusively for this purpose. By subscribing to our newsletter, you agree to the data processing.

Subscribers can also be informed by e-mail about circumstances relevant to the service or registration (e.g. changes to the newsletter offer or technical reasons).

Your e-mail address (mandatory field) is sufficient to subscribe to the newsletter. Optionally, you can also enter your name to receive a personalized newsletter.

To verify that a registration has actually been made by the owner of the registered e-mail address, we use the "double opt-in" procedure. For this purpose you will receive a confirmation e-mail from us after sending your e-mail address, in which you must confirm your registration for the newsletter by clicking on a link. Only after this confirmation are you saved in the newsletter distribution list. As proof for us, we log the registration for the newsletter, the sending of the confirmation e-mail and the receipt of the requested confirmation. The time of registration and confirmation and your IP address are stored. Changes to your data stored with the dispatch service provider are also logged.

Further data is not collected. All collected data are processed exclusively for the newsletter dispatch.

The data will be stored for the period of subscription to our newsletter and deleted after unsubscription from the newsletter, unless legal retention obligations require longer storage. In addition, we may retain the data for a maximum of three years after unsubscribing from the newsletter for the purpose of proving that we have given our consent. Prior deletion is possible on request, provided that you also confirm the existence of a former consent at the same time. These procedures are also recorded.

The legal basis for sending the newsletter is your consent in accordance with Art. 6 (1) 1 (a), Art. 7 GDPR in conjunction with § 107 (2) TKG or on the basis of the legal permission in accordance with § 107 (2) and (3) TKG. The legal basis for the logging of the above-mentioned data is the protection of our legitimate interests in the analysis, optimisation and economic operation of our website in accordance with Art. 6 (1) 1 (f) GDPR.

## Withdrawal for newsletter subscription

You can revoke your consent to the storage of your personal data and its use for sending the newsletter at any time for the future. In every newsletter you will find a corresponding unsubscribe link. You can also unsubscribe at any time directly on this website or inform us of your wish via the above-mentioned contact option.



## Dispatch by MailMerge365

The newsletter is sent by the mailing service provider MailMerge365, a newsletter mailing platform of the Software Company in Tallinn, Estonia – Sol Inventum (<https://solinventum.com/#privacy>) (the makers of MailMerge365).

## Personal Information we collect

When using MailMerge365 we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the MailMerge365, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Sites, and information about how you interact with the MailMerge365. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Sites, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Sites.

When creating an account with MailMerge365 (using your Microsoft Office365 account to authenticate) we collect certain information from you, including your name, organisation, job title, email address and telephone number. We refer to this information as “Account Information.”

When you create and/or send campaigns with MailMerge365 we store the campaign information (the spreadsheet data), the contents of your email (including any attachments), and information about recipient behaviours (opening, clicking on links, unsubscribing) for the amount of time allotted to your subscription. We refer to this information as “Campaign Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking jointly about Device Information, Account Information and Campaign Information.

## How do we use your personal information?

We use the Account Information that we collect generally to personalize your experience and to communicate with you. When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Account Information and Campaign Information that we collect to help provide the service of sending emails out on your behalf and providing the reporting functionality in our product.



We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Sites (for example, by generating analytics about how our customers browse and interact with the Sites, to advertise (incl. retargeting), and to assess the success of our marketing and advertising campaigns).

### Sharing your personal information

We share your Personal Information with third parties to help us use your Personal Information, as described above.

- We use Paddle to power our subscription management and payments –you can read more about how Paddle uses your Personal Information here: <https://paddle.com/privacy-buyers/>.
- We also use Google Analytics to help us understand how our customers use the Sites — you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.
- We use Office365 to send mails on your behalf and therefore transmit data to Microsoft – you can read more about how Microsoft uses your Personal Information here: <https://privacy.microsoft.com/en-us/privacystatement>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

### Behavioural advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

### Do not track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

## Your rights

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Sites), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## Data retention

When you place an order through the Sites, we will maintain your Order Information for our records unless and until you ask us to delete this information.

When using our service we store campaign data (incl. but not restricted to email addresses, email contents, open and click tracking data, unsubscribers etc) for the lifetime of your account.

When you delete your account any personalized data or campaign data associated with your account is deleted.

## Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## Contact us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [office@solinventum.com](mailto:office@solinventum.com) or by mail using the details provided here.

## Performance measurement of the newsletter

In order to be able to improve our newsletter, we collect data for statistical evaluation and performance measurement of the newsletter. The legal basis for this is the protection of our legitimate interests in the analysis, optimisation and economic operation of our website and the newsletter in accordance with Art. 6 (1) 1 (f) GDPR.

For this purpose, the newsletters contain a so-called "web-beacon", i.e. a pixel-sized file which is retrieved from our server or from the server of our dispatch service provider when the newsletter is opened. This retrieval determines whether the newsletter is opened.

This data is used to improve the technical or content of the newsletter to the reading behaviour of the newsletter recipients. For technical reasons, the data can be assigned to individual newsletter recipients. However, it is neither our intention nor that of the dispatch service provider to observe individual users.

The collected data is also stored for a maximum of three years after unsubscribing from the newsletter. Prior deletion is possible on request, provided that you also confirm the existence of a previous consent at the same time.

## Tracking tools

### Google Tag Manager

Google Tag Manager is a tag management system that allows us to update tags and code snippets on our website quickly and easily.

Google Tag Manager is a solution that allows marketers to manage website tags from one interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain and does not collect any personal information. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If disabled at the domain or cookie level, it will remain disabled for all tracking tags implemented with Google Tag Manager.

Tags are small code elements on our website that are used, among other things, to measure traffic and visitor behavior, to measure the impact of online advertising and social channels, to use remarketing and targeting, and to test and optimize our website.

When a user visits our website, the current tag configuration is sent to the user's browser. It contains instructions as to which tags should be triggered.

You can find more information about Google Tag Manager here:

[https://support.google.com/tagmanager/answer/6102821?hl=de&topic=2574304&ctx=topic&visit\\_id=0-636625104013641252-4131606024&rd=2](https://support.google.com/tagmanager/answer/6102821?hl=de&topic=2574304&ctx=topic&visit_id=0-636625104013641252-4131606024&rd=2).

You can view Google's privacy policy at: <https://policies.google.com/privacy/update?hl=de> or <https://policies.google.com/privacy?hl=de>.

For more information about Google's privacy policy and terms of use, please visit:

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

### LinkedIn Analytics

We use "LinkedIn Analytics" on our website, a service provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland (hereinafter referred to as: "LinkedIn"). LinkedIn Analytics stores and processes information about your user behaviour on our website. LinkedIn

Analytics uses cookies, i.e. small text files that are stored locally in the cache of your web browser on your end device and which enable an analysis of your use of our website. For this purpose, the LinkedIn Insight tag is embedded in this website, which establishes a connection to the LinkedIn server, provided that you visit this website and are logged in to your LinkedIn account at the same time.

We use LinkedIn Analytics for marketing and optimization purposes, in particular to analyze the use of our website and to continuously improve individual functions and offers as well as the user experience. By statistically evaluating user behaviour, we can improve our offer and make it more interesting for you as a user. This is also our legitimate interest in the processing of the above data by the third party provider. The legal basis is Art. 6 (1) 1 (f) GDPR.

You can prevent the installation of cookies by deleting existing cookies and deactivating the storage of cookies in the settings of your web browser. We would like to point out that in this case you may not be able to use all functions of our website to their full extent. You can also prevent LinkedIn from collecting the aforementioned information by setting an opt-out cookie on one of the following linked websites: <https://www.linkedin.com/psettings/guest-controls>.

If you are logged in to LinkedIn, you may opt out of the collection of this information at any time by following this link: <https://www.linkedin.com/psettings/enhanced-advertising>.

LinkedIn is certified under the Privacy Shield Agreement and has thereby committed to comply with European data protection law

<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZA0&status=Active>.

Further information from the third party provider on data protection can be found on the following website: <https://www.linkedin.com/legal/privacy-policy>.

## Google Webfonts

This website uses script libraries and font libraries with fonts from the provider Google Ireland, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, ("Google Fonts", <https://www.google.com/webfonts/>) to display the contents of the website in a graphically appealing manner. The legal basis for data processing within the scope of this application is the protection of our legitimate interests in the analysis, optimisation and economic and secure operation of our website (see Art. 6 (1) 1 (f) GDPR).

Within the framework of this application, the browser of the user visiting our website automatically calls up the Google server, which is usually located in the USA. Google is certified under the Privacy Shield Agreement and has thereby committed itself to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

The Google fonts are then transferred to the memory (cache) of the browser in order to be able to use them for display. If the browser does not support Google Fonts or access, the text on our website will be displayed in a standard font.

In addition, the following data is collected and stored when the Google server is accessed: Name of the browser used, version of the browser, website from which the request was initiated, operating system of the user, screen resolution of the user, IP address of the user, language settings of the browser or the operating system used by the user.

This data, which is transmitted to Google in connection with the page request, is sent to resource-specific domains such as [fonts.googleapis.com](http://fonts.googleapis.com) or [fonts.gstatic.com](http://fonts.gstatic.com). No cookies are stored on your devices. The data stored by Google is not associated with data that may be collected or used in connection with the parallel use of other Google services such as Gmail.

You can set your browser so that the fonts are not loaded from the Google servers (e.g. by installing add-ons such as NoScript ([www.noscript.net](http://www.noscript.net)) or Ghostery for the Firefox browser (<https://addons.mozilla.org/de/firefox/addon/ghostery/>)).

You can also set your advertising preferences for Google applications here: <https://adssettings.google.com/authenticated>.

You can find more about the Google Fonts library here: <https://fonts.google.com/about> or <https://developers.google.com/fonts/faq#Privacy>.

The privacy policy of the library operator Google can be found here: <http://www.google.com/intl/de-DE/privacy/> or <https://policies.google.com/privacy/update?hl=de>.

## Google Maps

This website uses maps from Google Maps of the provider Google Ireland, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. The legal basis for the use of this service is Art. 6 (1) 1 (b) GDPR., as the data is required to display the map material requested by the user, and to safeguard our legitimate interests in the analysis, optimisation and economic operation of our website in accordance with Art. 6 (1) 1 (f) GDPR.

When using Google Maps, Google collects, processes and uses data on the use of the map functions by visitors, in particular IP addresses and location data. This data is usually processed on Google servers in the USA. In this processing, our cooperation with Google is based on a contract on joint responsibility in accordance with Art. 26 GDPR. This can be found here: <https://privacy.google.com/intl/de/businesses/mapscontrollerterms/>.

The transmission of data can usually be prevented in the settings of your device or browser. Google is certified under the Privacy Shield Agreement and has thereby committed itself to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

The Google privacy policy can be found here: <https://policies.google.com/privacy?hl=de>.

You can adjust your advertising preferences regarding Google's services here:  
<https://adssettings.google.com/authenticated>.

## YouTube

This website embeds YouTube videos. The operator of the corresponding plugins is Google Ireland, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, or YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. The legal basis for data processing within the scope of this application is the protection of our legitimate interests in the analysis, optimisation and economic operation of our website (see Art. 6 (1) 1 (f) GDPR).

When you visit a page with the YouTube plugin, a connection to YouTube servers is established. This tells YouTube which pages you visit. If you are logged in to your YouTube account, YouTube can personally attribute your surfing behavior to you. You can prevent this by logging out of your YouTube account first.

When a YouTube video is launched, YouTube uses cookies that collect information about user behavior.

If you've disabled cookies for the Google Ad program, you won't have to worry about these cookies when watching YouTube videos. YouTube also stores non-personal usage information in other cookies. If you want to prevent this, you must block the storage of cookies in your browser. You also have the option of setting an opt-out cookie: <https://adssettings.google.com/authenticated>.

For more information about YouTube's privacy policy, please see the Privacy Policy at:  
<https://www.google.de/intl/de/policies/privacy/>.

## Social media links

On our website we link to social media channels. The following comments on social media services should be read from this point of view.

## Linking to Facebook

We maintain a company page (fanpage) in Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA, in order to be able to communicate with the customers, interested parties and users active there and to inform them about our services.

From our website you can reach our Facebook page by means of a redirection. However, it is hereby clarified that we do not use a social plugin from Facebook on our website. Accordingly, no user data is transmitted to the Facebook servers when visiting our website. Only when the user is on the pages of Facebook by means of a link will the data be forwarded to their servers. When visiting our site on Facebook, the terms and conditions and the data processing guidelines of Facebook apply. Unless otherwise stated in our privacy policy, we process the data of users, provided that they

communicate with us within Facebook, e.g. write articles on our Facebook page or send us messages there. Facebook is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

Further information on data protection on Facebook can be found here: <https://www.facebook.com/about/privacy/>

### **Link to Twitter**

Within our online offer, functions and contents of the service Twitter, offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, can be integrated. This may include, for example, content such as images, videos or text and buttons that allow users to express their favors regarding the content, to tell the authors of the content or to subscribe to our articles. If the users are members of the platform Twitter, Twitter can assign the call of the above mentioned contents and functions to the user profiles there. Twitter is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>).

Privacy policy: <https://twitter.com/de/privacy>, Opt-Out: <https://twitter.com/personalization> .

### **Link to Youtube**

Within our online offer functions and contents of the service YouTube, offered by Google Ireland, Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland, can be integrated. This may include content such as images, videos or text and buttons that allow users to express their favourites regarding the content, the authors of the content or subscribe to our contributions. If the users are members of the platform YouTube, YouTube can assign the call of the above-mentioned contents and functions to the profiles of the users there.

Privacy policy: <https://www.google.de/intl/de/policies/privacy/>.