

Privacy policy of Espresso Tutorials GmbH

We are very delighted that you have shown interest in our enterprise. Data protection is of a particularly high priority for the management of the Espresso Tutorials GmbH. The Espresso Tutorials GmbH website can generally be used without providing any personal data.

However, if a person concerned wishes to make use of special services of our company via our website, it may be necessary to process personal data. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the data subject.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the Espresso Tutorials GmbH. By means of this data protection declaration, our company would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed of the rights to which they are entitled by means of this privacy policy.

As the controller, the Espresso Tutorials GmbH has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. Nevertheless, Internet-based data transmissions may in principle have security gaps, so absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

1. definitions

The data protection declaration of the Espresso Tutorials GmbH is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be legible and understandable for the general public, as well as our customers and business partners. To ensure this, we would like to explain the terms used in advance. We use the following terms, among others, in this privacy policy:

a) Personal data

Personal data means any information relating to an identified or identifiable natural person (hereinafter 'data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

Data subject is any identified or identifiable natural person whose personal data is processed by the controller.

c) Processing

Processing is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording,

organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of restricting its future processing.

e) Profiling

Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements.

f) Pseudonymization

Pseudonymization is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

g) Controller or controller responsible for the processing

Controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

h) Processor

Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

i) Recipient

Recipient is a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients.

j) third party

A third party is a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process personal data.

k) Consent

Consent is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. name and address of the controller responsible for processing

The controller within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union and other provisions of a data protection nature is

Espresso Tutorials GmbH
Bahnhofstrasse 2
37130 Gleichen
Germany
Phone: 0551 / 790 89 480
E-Mail: info@espresso-tutorials.com
Website: www.espresso-tutorials.de

3. data protection

Any data subject can contact Espresso Tutorials GmbH directly at any time with any questions or suggestions regarding data protection:

Espresso Tutorials GmbH
Bahnhofstrasse 2
37130 Gleichen
Germany
E-Mail: info@espresso-tutorials.com
Website: www.espresso-tutorials.de

4. cookies

The Internet pages of the Espresso Tutorials GmbH use cookies. Cookies are text files that are placed and stored on a computer system via an Internet browser. Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters that can be used to assign websites and servers to the specific internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the data subject from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified via the unique cookie ID.

Through the use of cookies, the Espresso Tutorials GmbH can provide the users of this website with more user-friendly services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimized for the benefit of the user. As already mentioned, cookies enable us to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter their access data each time they visit the website because this is taken over by the website and the cookie stored on the user's computer system. Another example is the cookie for a shopping basket in an online store. The online store remembers the items that a customer has placed in the virtual shopping cart via a cookie.

The data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting of the Internet browser used and thus permanently object to the

setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

5. collection of general data and information

The website of the Espresso Tutorials GmbH collects a series of general data and information when a data subject or automated system calls up the website. This general data and information is stored in the server log files. The (1) browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (so-called referrer), (4) the sub-websites which are accessed via an accessing system on our website can be recorded, (5) the date and time of access to the website, (6) an internet protocol address (IP address), (7) the internet service provider of the accessing system and (8) other similar data and information used for security purposes in the event of attacks on our information technology systems.

When using these general data and information, the Espresso Tutorials GmbH does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of our website correctly, (2) optimize the content of our website as well as its advertisement, (3) ensure the long-term viability of our information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack. Therefore, the Espresso Tutorials GmbH analyzes anonymously collected data and information statistically, with the aim of increasing the data protection and data security of our enterprise, and to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

6. hosting and content delivery networks (CDN)

Hosting with Digital Ocean LLC

This website uses a cloud platform for virtual servers from Digital Ocean LLC, 106 6th Avenue, New York USA. The server location is an ISO/IEC 27001 certified data center in Frankfurt, where Digital Ocean rents space.

The use of Digital Ocean is based on our legitimate interest in providing our website as error-free and secure as possible (Art. 6 para. 1 lit. f GDPR). The data transfer to the USA is based on the new standard contractual clauses of the EU Commission. You can find details here:

<https://www.digitalocean.com/legal/privacy-policy/>.

7. registration on our website

The data subject has the option of registering on the controller's website at by providing personal data. Which personal data is transmitted to the controller is determined by the respective input mask used for registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller and for the controller's own purposes. The controller may arrange for the data to be passed on to one or more

processors, such as a parcel service provider, who will also use the personal data exclusively for internal use attributable to the controller.

By registering on the controller's website, the IP address assigned by the data subject's Internet service provider (ISP), the date and time of registration are also stored. This data is stored against the background that this is the only way to prevent the misuse of our services and, if necessary, to make it possible to investigate criminal offenses committed. In this respect, the storage of this data is necessary to safeguard the controller. This data is not passed on to third parties unless there is a legal obligation to pass it on or the passing on serves the purpose of criminal prosecution.

The registration of the data subject with voluntary provision of personal data serves the controller to offer the data subject content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons are free to change the personal data provided during registration at any time or to have it completely deleted from the controller's database.

The controller shall provide any data subject at any time upon request with information about what personal data is stored about the data subject. Furthermore, the controller shall rectify or erase personal data at the request or indication of the data subject, insofar as this does not conflict with any statutory retention obligations. A data protection officer named in this privacy policy and the entirety of the controller's employees are available to the data subject as contact persons in this context.

8. subscription to our newsletter

On the website of the Espresso Tutorials GmbH, users are given the opportunity to subscribe to our enterprise's newsletter. The input mask used for this purpose determines what personal data are transmitted to the controller when the newsletter is ordered.

The Espresso Tutorials GmbH informs its customers and business partners regularly by means of a newsletter about enterprise offers. Our company's newsletter may only be received by the data subject if (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter shipping. For legal reasons, a confirmation e-mail is sent to the e-mail address entered by a data subject for the first time for the newsletter mailing using the double opt-in procedure. This confirmation email is used to check whether the owner of the email address as the data subject has authorized the receipt of the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet service provider (ISP) of the computer system used by the data subject at the time of registration, as well as the date and time of registration. The collection of this data is necessary in order to be able to trace the (possible) misuse of a data subject's e-mail address at a later date and therefore serves as legal protection for the controller.

The personal data collected when registering for the newsletter will be used exclusively to send our newsletter. Furthermore, subscribers to the newsletter may be informed by e-mail if this is necessary for the operation of the newsletter service or a registration in this regard, as could be the case in the event of changes to the newsletter offer or changes to the technical circumstances. The personal data collected as part of the newsletter service will

not be passed on to third parties. The subscription to our newsletter can be canceled by the data subject at any time. The consent to the storage of personal data, which the data subject has given us for the newsletter dispatch, can be revoked at any time. There is a corresponding link in every newsletter for the purpose of revoking consent. It is also possible to unsubscribe from the newsletter at any time directly on the controller's website or to inform the controller of this in another way.

9. newsletter tracking

The newsletters of Espresso Tutorials GmbH contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in emails sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns to be carried out. Based on the embedded tracking pixel, the Espresso Tutorials GmbH may see if and when an e-mail was opened by a data subject, and which links in the e-mail were called up by data subjects.

Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by the controller in order to optimize the newsletter dispatch and to adapt the content of future newsletters even better to the interests of the data subject. This personal data is not passed on to third parties. Data subjects are entitled at any time to revoke the separate declaration of consent given in this regard via the double opt-in procedure. After revocation, this personal data will be deleted by the controller. The Espresso Tutorials GmbH automatically regards a withdrawal from the receipt of the newsletter as a revocation.

10. contact possibility via the website

The website of the Espresso Tutorials GmbH contains information that enables a quick electronic contact to our enterprise, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by email or via a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data transmitted on a voluntary basis by a data subject to the controller are stored for the purposes of processing or contacting the data subject. This personal data is not passed on to third parties.

11. comment function in the blog on the website

The Espresso Tutorials GmbH offers users the possibility to leave individual comments on individual blog contributions on a blog, which is on the website of the controller. A blog is a portal on a website, usually open to the public, in which one or more people, called bloggers or web bloggers, can post articles or write down thoughts in so-called blog posts. The blog posts can usually be commented on by third parties.

If a data subject leaves a comment in the blog published on this website, information on the time of the comment entry and the user name (pseudonym) chosen by the data subject are stored and published in addition to the comments left by the data subject. Furthermore, the IP address assigned by the data subject's Internet service provider (ISP) is also logged. The IP address is stored for security reasons and in the event that the data subject violates the rights of third parties or posts illegal content by posting a comment. The storage of this

personal data is therefore in the own interest of the controller, so that the controller could exculpate itself in the event of an infringement. The personal data collected will not be passed on to third parties unless such a transfer is required by law or serves the legal defense of the controller.

12. subscription to comments in the blog on the website

The comments made in the blog of the Espresso Tutorials GmbH may be subscribed to by third parties. In particular, it is possible for a commentator to subscribe to the comments following their comment on a particular blog post.

If a data subject chooses the option to subscribe to comments, the controller will send an automatic confirmation email to check in the double opt-in procedure whether the owner of the specified email address has actually opted for this option. The option to subscribe to comments can be terminated at any time.

13 Routine deletion and blocking of personal data

The controller shall process and store the personal data of the data subject only for the period necessary to achieve the purpose of storage, or as far as this is granted by the European legislator or other legislators in laws or regulations to which the controller is subject to.

If the storage purpose no longer applies or if a storage period prescribed by the European legislator or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

14 Rights of the data subject

a) Right to confirmation

Each data subject shall have the right granted by the European legislator to obtain from the controller the confirmation as to whether or not personal data concerning him or her are being processed. If a data subject wishes to avail himself of this right of confirmation, he or she may, at any time, contact our Data Protection Officer or another employee of the controller.

b) Right to information

Each data subject shall have the right granted by the European legislator to obtain from the controller free information about his or her personal data stored at any time at and a copy of this information. Furthermore, the European legislator has granted the data subject access to the following information

the purposes of the processing the categories of personal data concerned the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations where possible the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period the existence of the right to request from the controller rectification or erasure of personal data or restriction of processing of personal data concerning the data subject or to object to such processing

the existence of the right to lodge a complaint with a supervisory authority

if the personal data are not collected from the data subject: All available information on the origin of the data The existence of automated decision-making, including profiling, in

accordance with Article 22 (1) and (4) GDPR and - at least in these cases - meaningful information on the logic involved and the scope and intended effects of such processing for the data subject. Furthermore, the data subject has a right of access as to whether personal data has been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to obtain information about the appropriate safeguards in connection with the transfer.

If a data subject wishes to avail himself of this right of access, he or she may at any time contact our Data Protection Officer or another employee of the controller.

c) Right to rectification

Any person affected by the processing of personal data has the right granted by the European legislator to request the immediate rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall also have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

If a data subject wishes to exercise this right to rectification, he or she may, at any time, contact our Data Protection Officer or another employee of the controller.

d) Right to erasure (right to be forgotten)

Any person affected by the processing of personal data has the right, granted by the European legislator, to obtain from the controller the erasure of personal data concerning him or her without undue delay where one of the following grounds applies and insofar as the processing is not necessary

The personal data have been collected for such purposes or processed in other manner for which they are no longer necessary. The data subject withdraws consent on which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing. The data subject objects to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21 (2) GDPR. The personal data has been processed unlawfully. The personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject. The personal data have been collected in relation to the offer of information society services referred to in Article 8(1) GDPR. If one of the aforementioned reasons applies, and a data subject wishes to request the erasure of personal data stored by the Espresso Tutorials GmbH, he or she may at any time contact our Data Protection Officer or another employee of the controller. The Data Protection Officer of the Espresso Tutorials GmbH or another employee shall promptly ensure that the erasure request is complied with immediately.

If the personal data has been made public by Espresso Tutorials GmbH and our company, as the controller, is obliged to erase the personal data pursuant to Article 17(1) of the GDPR, Espresso Tutorials GmbH shall take reasonable steps, including technical measures, taking into account the available technology and the cost of implementation, to inform other controllers processing the personal data that the data subject has requested the erasure by such controllers of any links to, or copy or replication of, those personal data, as far as processing is not required. The Data Protection Officer of the Espresso Tutorials GmbH or another employee will arrange the necessary measures in individual cases.

e) Right to restriction of processing

Any person affected by the processing of personal data has the right granted by the European legislator of directives and regulations to require the controller to restrict the processing if one of the following conditions is met:

The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data. The processing is unlawful and the data subject opposes the erasure of the personal data and requests the restriction of their use instead. The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defense of legal claims. The data subject has objected to processing pursuant to Article 21(1) GDPR pending the verification whether the legitimate grounds of the controller override those of the data subject. If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of the processing of personal data stored by the Espresso Tutorials GmbH, he or she may at any time contact our Data Protection Officer or another employee of the controller. The Data Protection Officer of the Espresso Tutorials GmbH or another employee will arrange the restriction of the processing.

f) Right to data portability

Any person affected by the processing of personal data has the right, granted by the European legislator, to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format. He or she also has the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR or point (a) of Article 9(2) of the GDPR or on a contract pursuant to point (b) of Article 6(1) of the GDPR and the processing is carried out by automated means, unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising their right to data portability pursuant to Art. 20 (1) GDPR, the data subject has the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may at any time contact the Data Protection Officer designated by the Espresso Tutorials GmbH or another employee.

g) Right to object

Any person affected by the processing of personal data has the right granted by the European legislator to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on point (e) or (f) of Article 6(1) GDPR. This also applies to profiling based on these provisions.

The Espresso Tutorials GmbH shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defense of legal claims.

If the Espresso Tutorials GmbH processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing. This also applies to profiling to the extent that it is related to such direct marketing. If the data subject objects to the Espresso Tutorials GmbH

to the processing for direct marketing purposes, the Espresso Tutorials GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her by the Espresso Tutorials GmbH for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

In order to exercise the right to object, the data subject may directly contact the Data Protection Officer of the Espresso Tutorials GmbH or another employee. The data subject is also free, in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to exercise his or her right to object by automated means using technical specifications.

h) Automated decisions in individual cases, including profiling

Each data subject shall have the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her, or similarly significantly affects him or her, if the decision (1) is not necessary for entering into, or performance of, a contract between the data subject and the controller, or (2) is authorized by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is based on the data subject's explicit consent. If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) it is based on the data subject's explicit consent, the Espresso Tutorials GmbH shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated individual decision-making, he or she may at any time directly contact our Data Protection Officer or another employee of the controller.

i) Right to withdraw consent under data protection law

Any person affected by the processing of personal data has the right granted by the European legislator of directives and regulations to withdraw consent to the processing of personal data at any time.

If the data subject wishes to exercise their right to withdraw consent, they may contact our data protection officer or another employee of the controller at any time.

15. data protection provisions about the application and use of Facebook

On this website, the controller has integrated components of the enterprise Facebook. Facebook is a social network.

A social network is a social meeting place operated on the Internet, an online community that generally enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for the exchange of opinions and experiences or enable the Internet community to provide personal or company-related information. Among other things, Facebook allows users of the social network to create private profiles, upload photos and network via friend requests.

The operating company of Facebook is Facebook, Inc, 1 Hacker Way, Menlo Park, CA 94025,

USA. If a data subject lives outside the USA or Canada, the controller for the processing of personal data is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

With each call-up to one of the individual pages of this Internet site, which is operated by the controller and on which a Facebook component (Facebook plug-in) was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding Facebook component from Facebook through the Facebook component. A complete overview of all Facebook plug-ins can be accessed at https://developers.facebook.com/docs/plugins/?locale=de_DE. During the course of this technical procedure, Facebook gains knowledge of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in at the same time on Facebook, Facebook detects with every call-up to our website by the data subject-and for the entire duration of their stay on our Internet site-which specific sub-page of our Internet page was visited by the data subject. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the data subject. If the data subject clicks on one of the Facebook buttons integrated on of our website, e.g. the 'Like' button, or if the data subject submits a comment, Facebook assigns this information to the personal Facebook user account of the data subject and stores this personal data.

Facebook always receives information via the Facebook component that the data subject has visited our website if the data subject is logged in to Facebook at the same time as accessing our website; this takes place regardless of whether the data subject clicks on the Facebook component or not. If the data subject does not want this information to be transmitted to Facebook, they can prevent the transmission by logging out of their Facebook account before accessing our website.

The data policy published by Facebook, which is available at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains what settings options Facebook offers to protect the privacy of the data subject. In addition, various applications are available that make it possible to suppress the transmission of data to Facebook, such as the Facebook blocker from the provider Webgraph, which can be obtained at <http://webgraph.com/resources/facebookblocker/>. Such applications can be used by the data subject to suppress data transmission to Facebook.

16. data protection provisions about the application and use of functions of the Amazon partner program

As a participant in the Amazon Partner Program, the data controller has integrated Amazon components on this website. The Amazon components were designed by Amazon with the aim of referring customers via advertisements to various Amazon Group websites, in particular Amazon.co.uk, Local.Amazon.co.uk, Amazon.de, BuyVIP.com, Amazon.fr, Amazon.it and Amazon.es. BuyVIP.com against payment of a commission. The controller may generate advertising revenue through the use of Amazon components.

The operating company of these Amazon components is Amazon EU S.a.r.l, 5 Rue Plaetis, L-2338 Luxembourg, Luxembourg.

Amazon places a cookie on the data subject's IT system. What cookies are has already been explained above. With each call-up to one of the individual pages of this Internet site, which

is operated by the controller and on which an Amazon component was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to submit data through the Amazon component for the purpose of online advertising and the settlement of commissions to Amazon. As part of this technical process, Amazon obtains knowledge of personal data that Amazon uses to trace the origin of orders received by Amazon and subsequently to enable commission settlement. Among other things, Amazon can track that the data subject has clicked on a partner link on our website.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such a setting of the Internet browser used would also prevent Amazon from setting a cookie on the information technology system of the data subject. In addition, cookies already set by Amazon can be deleted at any time via an Internet browser or other software programs.

Further information and the applicable data protection provisions of Amazon may be retrieved under <https://www.amazon.de/gp/help/customer/display.html?nodeId=3312401>.

17. data protection provisions about the application and use of Google AdSense

The controller has integrated Google AdSense on this website. Google AdSense is an online service that enables the placement of advertising on third-party sites. Google AdSense is based on an algorithm that selects the advertisements displayed on third-party sites to match the content of the respective third-party site. Google AdSense allows interest-based targeting of Internet users, which is implemented by generating individual user profiles.

The operating company of the Google AdSense component is Alphabet Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of the Google AdSense component is the integration of advertisements on our website. Google AdSense places a cookie on the data subject's IT system. What cookies are has already been explained above. With the setting of the cookie, Alphabet Inc. is enabled to analyze the use of our website. Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a Google AdSense component has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and billing of commissions. During the course of this technical procedure, Alphabet Inc. gains knowledge of personal information, such as the IP address of the data subject, which serves Alphabet Inc. inter alia to understand the origin of visitors and clicks, and subsequently create commission settlements.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent Alphabet Inc. from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Alphabet Inc. can be deleted at any time via the Internet browser or other software programs.

Google AdSense also uses so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in Internet pages to enable log file recording and log file analysis, which allows statistical evaluation to be carried out. Based on the embedded tracking pixel, Alphabet Inc. can recognize whether and when a website was opened by a data subject and which links were clicked on by the data subject. Tracking pixels are used, among other things, to evaluate the flow of visitors to a website.

Via Google AdSense, personal data and information, which also includes the IP address and is necessary for the collection and billing of the advertisements displayed, is transferred to Alphabet Inc. in the United States of America. This personal data is stored and processed in the United States of America. Alphabet Inc. may pass on this personal data collected via the technical process to third parties.

Google AdSense is explained in more detail at this link
<https://www.google.de/intl/de/adsense/start/>.

18. hubspot

Our website uses the services of HubSpot, a software-based marketing service provided by HubSpot Ireland Ltd. HubSpot aims to generate initial contacts. These are visitors to Ixtensa websites, blogs or landing pages. Calls-to-action are used to record personalized data in the HubSpot CRM, which is then used for marketing purposes.

18. a Data recipient: HubSpot Ireland Ltd, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, parent company: HubSpot, Inc, 25 First Street, 2nd Floor, Cambridge, MA 02141 USA, <https://www.hubspot.de/>

18. b Privacy policy of HubSpot: <https://legal.hubspot.com/de/datenschutz>

18. c Legal basis and legitimate interests: The data transfer is based on our overriding legitimate interest (Art. 6 para. 1 lit. f GDPR) in the security and stability of a professional customer management system.

18. d Third country transfer: Insofar as non-anonymized data is processed in the USA, we would like to point out that HubSpot Inc. is certified under the Privacy Shield Agreement and thereby assures compliance with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000TN8pAAG&status=Active>).

18. e Storage period: With regard to the storage period at HubSpot, we refer to their privacy policy.

19. reach measurement, monitoring, optimization

19. b Microsoft Clarity

Microsoft Clarity: Service provider: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA; Website: <https://clarity.microsoft.com>; Privacy Policy: <https://privacy.microsoft.com/de-de/privacystatement>; Opt-Out: <https://choice.microsoft.com/de-DE/opt-out>.

Microsoft Clarity: We use Microsoft Clarity via Google Analytics. "Microsoft Clarity" refers to a Microsoft process that enables user analysis on the basis of a pseudonymous user ID and thus on the basis of pseudonymous data, such as the evaluation of data on mouse movements or performance data on certain Internet presentations.

Processed data types: Usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses), location data (information on the geographical position of a device or person), movement data (mouse movements, scrolling movements).

Affected persons: Users (e.g. users of internet presentations, users of online services).

Purposes of Processing: Tracking (e.g. profiling based on interests and behavior, use of cookies), Remarketing, Conversion tracking (Measurement of the effectiveness of marketing activities), Interest-based and behavioral marketing, Profiling (Creating user profiles), Web Analytics (e.g. access statistics, recognition of returning users), Cross-Device Tracking (Device-independent processing of user data for marketing purposes).

Security measures: IP masking (pseudonymization of the IP address).

Legal basis: Consent (Art. 6 para. 1 sentence 1 lit. a. GDPR), Legitimate interests (Art. 6 para. 1 sentence 1 lit. f. GDPR).

Option to object (opt-out): We refer you to the data protection notices of the respective providers and the opt-out options specified for the providers (so-called "opt-out"). If no explicit opt-out option has been specified, you have the option of deactivating cookies in your browser settings. However, this may restrict the functions of our online offer. We therefore recommend the following additional opt-out options, which are summarized for each area:

a) Europe: <https://www.youronlinechoices.eu>.

b) Canada: <https://www.youradchoices.ca/choices>.

c) USA: <https://www.aboutads.info/choices>.

d) Cross-territory: <https://optout.aboutads.info>.

20. data protection provisions about the application and use of Google AdWords

The controller has integrated Google AdWords on this website. Google AdWords is an internet advertising service that allows advertisers to place ads both in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to specify certain keywords in advance, which are used to display an ad in Google's search engine results only when the user uses the search engine to retrieve a keyword-relevant search result. In the Google advertising network, the ads are distributed to relevant websites using an automatic algorithm and taking into account the previously defined keywords.

The operating company of the Google AdWords services is Google Inc, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to advertise our website by displaying interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine and by displaying third-party advertising on our website.

If a data subject reaches our website via a Google ad, a so-called conversion cookie is stored on the data subject's IT system by Google. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and is not used to identify the

data subject. If the cookie has not yet expired, the conversion cookie is used to track whether certain sub-pages, such as the shopping cart from an online store system, have been accessed on our website. The conversion cookie enables both us and Google to track whether a data subject who has reached our website via an AdWords ad has generated sales, i.e. completed or canceled a purchase.

The data collected through the use of the conversion cookie and information is used by Google to compile visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could be used to identify the data subject.

The conversion cookie is used to store personal information, such as the websites visited by the data subject. Each time our website is visited, personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may share this personal data collected through the technical process with third parties.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such a setting of the Internet browser used would also prevent Google from placing a conversion cookie on the data subject's IT system. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to interest-based advertising by Google. To do this, the data subject must call up the link www.google.de/settings/ads from each of the Internet browsers they use and make the desired settings there.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.de/intl/de/policies/privacy/>.

21. data protection provisions about the application and use of LinkedIn

On this website, the controller has integrated components of LinkedIn Corporation. LinkedIn is an Internet-based social network that allows users to connect with existing business contacts and make new business contacts. Over 400 million registered people use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

The operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible for data protection matters outside the USA.

Each time you visit our website, which is equipped with a LinkedIn component (LinkedIn plug-in), this component causes the browser used by the data subject to download a corresponding representation of the LinkedIn component. Further information on the LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. During the course of this technical procedure, LinkedIn gains knowledge of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in at the same time on LinkedIn, LinkedIn detects with every call-up to our website by the data subject-and for the entire duration of their stay on our Internet site-which specific sub-page of our Internet page was visited by the data subject. This information is collected by the LinkedIn component and assigned by LinkedIn to the

respective LinkedIn account of the data subject. If the data subject clicks on one of the LinkedIn buttons integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores this personal data. LinkedIn always receives information via the LinkedIn component that the data subject has visited our website if the data subject is logged in to LinkedIn at the same time as accessing our website; this takes place regardless of whether the data subject clicks on the LinkedIn component or not. If the data subject does not want this information to be transmitted to LinkedIn, they can prevent the transmission by logging out of their LinkedIn account before accessing our website.

LinkedIn offers the possibility to unsubscribe from e-mail messages, SMS messages and targeted ads and to manage ad settings at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, which may set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. The applicable data protection provisions of LinkedIn may be retrieved under <https://www.linkedin.com/legal/privacy-policy> LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

22. data protection provisions about the application and use of Twitter

The data controller has integrated Twitter components on this website. Twitter is a multilingual, publicly accessible microblogging service on which users can publish and disseminate so-called tweets, i.e. short messages limited to 140 characters. These short messages can be accessed by anyone, including people who are not registered with Twitter. However, the tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow a user's tweets. Twitter also makes it possible to address a broad audience via hashtags, links or retweets.

The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a Twitter component (Twitter button) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Further information about the Twitter buttons is available at <https://about.twitter.com/de/resources/buttons>. During the course of this technical procedure, Twitter gains knowledge of what specific sub-page of our website was visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to make this website known in the digital world and to increase our visitor numbers.

If the data subject is logged in at the same time on Twitter, Twitter detects with every call-up to our website by the data subject-and for the entire duration of their stay on our Internet site-which specific sub-page of our Internet page was visited by the data subject. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the data subject. If the data subject clicks on one of the Twitter buttons integrated on our website, the data and information transmitted with it is assigned to the personal Twitter user account of the data subject and stored and processed by Twitter. Twitter always receives information via the Twitter component that the data subject has

visited our website if the data subject is logged in to Twitter at the same time as accessing our website; this takes place regardless of whether the data subject clicks on the Twitter component or not. If such a transmission of information to Twitter is not desirable for the data subject, then he or she may prevent this by logging off from their Twitter account before a call-up to our website is made.

The applicable data protection provisions of Twitter may be accessed under <https://twitter.com/privacy?lang=de>.

23. data protection provisions about the application and use of Xing

The data controller has integrated Xing components on this website. Xing is an Internet-based social network that enables users to connect with existing business contacts and to make new business contacts. Individual users can create a personal profile for themselves on Xing. Companies can, for example, create company profiles or publish job offers on Xing.

The operating company of Xing is XING AG, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a Xing component (Xing plug-in) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Xing component to download a representation of the corresponding Xing component from Xing. Further information about the Xing plug-ins may be accessed under <https://dev.xing.com/plugins>. As part of this technical process, Xing receives information about which specific subpage of our website is visited by the data subject.

If the data subject is logged in to Xing at the same time, Xing recognizes with each visit to our website by the data subject and during the entire duration of the respective stay on our website, which specific subpage of our website the data subject visits. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the data subject. If the data subject clicks on one of the Xing buttons integrated on our website, for example the 'Share' button, Xing assigns this information to the personal Xing user account of the data subject and stores this personal data.

Xing always receives information via the Xing component that the data subject has visited our website if the data subject is logged in to Xing at the same time as accessing our website; this takes place regardless of whether the data subject clicks on the Xing component or not. If the data subject does not want this information to be transmitted to Xing, they can prevent the transmission by logging out of their Xing account before accessing our website. The data protection provisions published by Xing, which can be accessed at <https://www.xing.com/privacy>, provide information about the collection, processing and use of personal data by Xing. Xing has also published data protection information for the XING share button at https://www.xing.com/app/share?op=data_protection.

24. data protection provisions about the application and use of YouTube

The data controller has integrated YouTube components on this website. YouTube is an Internet video portal that allows video publishers to post video clips free of charge and other users to view, rate and comment on them free of charge. YouTube allows the publication of all types of videos, which is why complete film and television programs as well as music videos, trailers or videos made by users themselves can be accessed via the Internet portal. The operating company of YouTube is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc, 1600 Amphitheatre Pkwy, Mountain View,

CA 94043-1351, USA.

Each time one of the individual pages of this website is accessed, which is operated by the controller and on which a YouTube component (YouTube video) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information about YouTube can be found at <https://www.youtube.com/yt/about/de/>. During the course of this technical procedure, YouTube and Google gain knowledge of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in to YouTube at the same time, YouTube recognizes which specific sub-page of our website the data subject is visiting by calling up a sub-page that contains a YouTube video. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject.

YouTube and Google always receive information via the YouTube component that the data subject has visited our website if the data subject is logged in to YouTube at the same time as accessing our website; this takes place regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not want this information to be transmitted to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before accessing our website.

The data protection provisions published by YouTube, which can be accessed at <https://www.google.de/intl/de/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.

25. payment method: Data protection provisions about Klarna as a payment method
The controller has integrated Klarna components on this website. Klarna is an online payment service provider that enables purchase on account or flexible installment payments. Klarna also offers other services, such as buyer protection or an identity and credit check.

Klarna's operating company is Klarna AB, Sveavägen 46, 111 34 Stockholm, Sweden.

If the data subject selects either 'purchase on account' or 'installment purchase' as a payment option during the ordering process in our online store, the data of the data subject is automatically transmitted to Klarna. By selecting one of these payment options, the data subject consents to the transfer of personal data required for the processing of the invoice or installment purchase or for identity and credit checks.

The personal data transmitted to Klarna is usually first name, last name, address, date of birth, gender, email address, IP address, telephone number, cell phone number and other data necessary for the processing of an invoice or installment purchase. The processing of the purchase contract also requires such personal data in connection with the respective order. In particular, there may be a mutual exchange of payment information, such as bank details, card number, expiry date and CVC code, number of items, item number, data on goods and services, prices and tax charges, information on previous purchasing behavior or other information on the financial situation of the person concerned.

The purpose of transmitting the data is, in particular, identity verification, payment administration and fraud prevention. The controller will transfer personal data to Klarna in particular if there is a legitimate interest in the transfer. The personal data exchanged between Klarna and the controller will be transmitted by Klarna to credit reference agencies.

The purpose of this transfer is to check identity and creditworthiness.

Klarna also passes on the personal data to affiliated companies (Klarna Group) and service providers or subcontractors, insofar as this is necessary to fulfill the contractual obligations or the data is to be processed on behalf of Klarna.

Klarna collects and uses data and information about the previous payment behavior of the data subject as well as probability values for their behavior in the future (so-called scoring) to decide on the establishment, execution or termination of a contractual relationship. The scoring is calculated on the basis of scientifically recognized mathematical-statistical procedures.

The data subject has the option of revoking their consent to Klarna handling their personal data at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

The applicable data protection provisions of Klarna may be retrieved under https://cdn.klarna.com/1.0/shared/content/policy/data/de_de/data_protection.pdf.

26. payment method: Data protection provisions about PayPal as a payment method
On this website, the controller has integrated components of PayPal. PayPal is an online payment service provider. Payments are processed via so-called PayPal accounts, which are virtual private or business accounts. PayPal also offers the option of processing virtual payments via credit cards if a user does not have a PayPal account. A PayPal account is managed via an e-mail address, which is why there is no classic account number. PayPal makes it possible to initiate online payments to third parties or to receive payments. PayPal also assumes trustee functions and offers buyer protection services.

The European operating company of PayPal is PayPal (Europe) S.a.r.l. & Cie. S.C.A., 22-24 Boulevard Royal, 2449 Luxembourg, Luxembourg.

If the data subject selects 'PayPal' as the payment option during the ordering process in our online store, the data of the data subject is automatically transmitted to PayPal. By selecting this payment option, the data subject consents to the transfer of personal data required for payment processing.

The personal data transmitted to PayPal is usually first name, last name, address, email address, IP address, telephone number, cell phone number or other data required for payment processing. Personal data relating to the respective order is also required to process the purchase contract.

The purpose of transmitting the data is to process payments and prevent fraud. The controller will transmit personal data to PayPal in particular if there is a legitimate interest in the transmission. The personal data exchanged between PayPal and the controller may be transmitted by PayPal to credit reference agencies. The purpose of this transmission is to check identity and creditworthiness.

PayPal may pass on the personal data to affiliated companies and service providers or subcontractors if this is necessary to fulfill the contractual obligations or if the data is to be processed on behalf of PayPal.

The data subject has the option of withdrawing consent to the handling of personal data from PayPal at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

The applicable data protection provisions of PayPal may be retrieved under <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.

27. payment method: Data protection provisions about Skrill as a payment method
The controller has integrated Skrill components on this website. Skrill is an online payment service provider. Payments are processed via the Skrill wallet, which is a virtual electronic wallet. Skrill also offers the option of processing virtual payments via credit cards. A Skrill wallet is managed via an e-mail address. Skrill makes it possible to initiate online payments to third parties or to receive payments.

The operating company of Skrill is Skrill Limited, Floor 27, 25 Canada Square, London, E14 5LQ, United Kingdom.

If the data subject selects 'Skrill' as the payment option during the ordering process in our online store, the data of the data subject is automatically transmitted to Skrill. By selecting this payment option, the data subject consents to the transfer of personal data required for payment processing.

The personal data exchanged with Skrill is the purchase amount and the e-mail address required for payment processing. The purpose of transmitting the data is to process payments and prevent fraud. The controller will also transfer other personal data to Skrill if there is a legitimate interest in the transfer. The personal data exchanged between Skrill and the controller may be transmitted by Skrill to credit reference agencies. The purpose of this transfer is to check identity and creditworthiness.

Skrill may pass on personal data to affiliated companies and service providers or subcontractors if this is necessary to fulfill contractual obligations or if the data is to be processed on behalf of Skrill.

The data subject has the option of withdrawing consent to the handling of personal data from Skrill at any time. A revocation does not affect personal data that must be processed, used or transmitted for (contractual) payment processing.

The applicable data protection provisions of Skrill may be retrieved under <https://www.skrill.com/de/fusszeile/datenschutzbestimmungen/>.

28 Legal basis of the processing

Art. 6 I lit. a GDPR serves our company as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, when processing operations are necessary for the supply of goods or to provide any other service or consideration, the processing is based on Art. 6 I lit. b GDPR. The same applies to such processing operations that are necessary to carry out pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation which requires the processing of personal data, such as for the fulfillment of tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were injured in our company and their name, age, health insurance details or other vital information would have to be passed on to a doctor, hospital or other third party. The processing would then be based on Art. 6 I lit. d GDPR. Ultimately, processing operations could be based on Art. 6 I lit. f GDPR. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject do not prevail. We are permitted to

carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this respect, it took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47 Sentence 2 GDPR).

29. legitimate interests in the processing pursued by the controller or by a third party
Where the processing of personal data is based on Article 6 I lit. f GDPR our legitimate interest is to carry out our business in favor of the well-being of all our employees and our shareholders.

30. duration for which the personal data is stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After this period has expired, the corresponding data is routinely deleted, provided it is no longer required for the fulfillment or initiation of a contract.

31. legal or contractual provisions for the provision of personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of non-provision

We inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may also result from contractual provisions (e.g. information on the contractual partner). Sometimes it may be necessary for a contract to be concluded for a data subject to provide us with personal data that must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with them. Failure to provide the personal data would mean that the contract with the data subject could not be concluded. Before the data subject provides personal data, the data subject must contact our data protection officer. Our data protection officer will inform the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and what the consequences would be if the personal data were not provided.

32nd VG Wort

We use the METIS access count of VG WORT to measure access to online texts, which we make available to you via our website. We do this so that the copy probability of these texts can be recorded. The copy probability of a text forms the basis for the lawful distribution of remuneration in accordance with the Copyright Act (UrhG) by VG WORT to the authors and publishers of these texts.

For this purpose, a "counter" is integrated into the source code of the respective online text as part of the METIS access count.

online text. This counter is a unique ID assigned to the respective text and leads to the ID and means that when a text marked in this way is visited, access to this text can be counted.

can be counted. In addition, a client ID is created as part of the METIS access count is created and a so-called "METIS session cookie" is set for the user of the marked text. By means of

this client ID and the session cookie, it is possible to recognize whether the text has already been

the text has already been accessed by this user or not. This is intended to prevent unlawful
This is to avoid unlawful multiple counts of this text when determining its copy probability.
be avoided. Neither through the session cookie nor at any other time within the
personal data is processed either by the session cookie or at any other time during the
METIS access count.

The METIS access count is carried out for VG WORT by Kantar GmbH, Landsberger Straße
284,
80687 Munich, Germany.

At no time are individual users identified. Your identity is always protected. You will not
receive any advertising via the system.

33. order processing via Paddle.com

The order process is handled by our online reseller and merchant of record, Paddle.com
(Paddle.com Market Ltd, Judd House, 18-29 Mora Street, London EC1V 8BT). Paddle.com is
responsible for all payment processing and handling of order related inquiries and returns.

The cooperation with modern online service providers such as Paddle.com is in the
legitimate interest pursuant to Art. 6 f) GDPR. This cooperation serves to economize
processes and to process orders quickly and professionally.

As part of order processing, the data required for product delivery will be passed on to
Espresso Tutorials GmbH. Paddle.com processes your data in accordance with the applicable
data protection regulations and as an independent controller. Further information on data
processing by Paddle.com can be found in their privacy policy:
<https://www.paddle.com/legal/privacy> .