

What personal data is processed?

We process the data that we need for the purposes stated in this privacy policy. If you are a registered user, we process your name, your function and position in the company, your job title, your field of activity, the sector of your company, the markets in which your company is or would like to be active. We also process your address and contact details, which we may also use to contact you electronically. If you are already a customer, we store all accounting data that we need to invoice our services, including your bank details, your terms and conditions with us and tax-relevant data.

In order to optimise our offers, we may also store data that is publicly accessible on the Internet, e.g. about your company, or compare the up-to-dateness of your data with data from suitable, freely available databases.

In addition, we collect data about your interests, which we derive from your enquiries and the use of our online portals, because our aim is to only make you offers that correspond to your wishes and interests.

Some data is also transmitted automatically (especially technical usage data). For example, your computer automatically provides us with information such as IP address, browser type or access times when you use our online portals. We need this data to optimise the display of our online offers on your hardware.

Duration of storage of your personal data

We store your data for as long as this is necessary for the provision of our services or the fulfilment of the contract with you or as long as we have a legitimate interest in further storage.

If the processing is based on your consent or on one of our legitimate interests, the data concerned will no longer be processed for the associated purpose after receipt of your cancellation or objection and may be deleted, unless there are legal exceptions. Irrespective of this, data subject to retention obligations under commercial or tax law will only be deleted after the statutory periods have expired. Finally, the storage period is also determined by the

statutory limitation periods, which can be up to thirty years in accordance with Sections 195 et seq. of the German Civil Code (BGB), for example, whereby the regular limitation period is three years.

Under certain circumstances, your data must also be stored for longer, e.g. if a ban on data erasure is ordered for the duration of the proceedings in connection with official or court proceedings.

Your rights

If the legal requirements are met, you as the data subject are entitled to the following rights in accordance with Art. 12 to 21 GDPR:

Information

You have the right to request information about the data we have stored about you and the scope of the data processing and disclosure we have carried out and to receive a copy of the personal data we have stored about you.

Correction

You have the right to demand the immediate correction of personal data concerning you and stored about you if this data is incomplete or incorrect.

Cancellation

You have the right to demand the immediate deletion of the personal data we have stored about you if the legal requirements are met.

This is particularly the case if

- your personal data are no longer required for the purposes for which they were collected;

- the legal basis for the processing was exclusively your consent and you have withdrawn this consent;
- you have objected to processing based on legitimate interests (Art. 6 (1) (f) GDPR) for personal reasons and we cannot prove that there are overriding legitimate grounds for processing;
- your personal data has been processed unlawfully; or
- Your personal data must be deleted in order to comply with legal requirements.

If we have passed on your data to third parties, we will inform them of the deletion if this is required by law.

Please note the restrictions on your right to erasure. For example, we may not erase any data that we are required to retain due to statutory retention periods. Data that we require for the assertion, exercise or defence of legal claims is also excluded from your right to erasure.

Restriction of processing:

You have the right to request the restriction of processing if one of the following conditions is met:

- The accuracy of the personal data is disputed by you and we must verify the accuracy of the personal data.
- The processing is unlawful, you oppose the erasure of the personal data and request the restriction of the use of the personal data instead.
- We no longer need your personal data for the purposes of processing, but you need the data for the establishment, exercise or defence of legal claims.
- You have objected to the processing and it is not yet clear whether our legitimate grounds override yours.

If processing is restricted, the data will be blocked centrally and - apart from being stored - will only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for

reasons of important public interest of the EU or an EU Member State.

Data portability:

If we process your personal data that you have provided to us in an automated manner on the basis of your consent or a contract with you (including your employment contract), you have the right to receive the data in a structured, commonly used and machine-readable format and to transmit this data to another controller without hindrance from us. You also have the right to have the personal data transmitted directly from us to another controller, where technically feasible.

Contradiction:

If we process your personal data on the basis of legitimate interests or in the public interest, you have the right to object to the processing of your data on personal grounds. In addition, you have an unrestricted right to object if we process your data for our direct marketing. Please see our separate note in the section "Your right to object" below.

Revocation of consent:

If you have given your consent to the processing of your personal data, you can revoke this at any time. Please note that the revocation is only effective for the future. Processing that took place before the revocation is not affected.

Information on how to specifically withdraw your consent can be found at the point in our online services where consent is specifically obtained and in the relevant sections of this privacy policy on processing requiring consent (e.g. in the *Cookie Declaration* section).

Complaint:

In addition, you have the right to lodge a complaint with a data protection supervisory authority in accordance with Art. 77 GDPR

and Section 19 of the German Federal Data Protection Act (BDSG) if you believe that your personal data is being processed unlawfully. The right to lodge a complaint exists without prejudice to any other administrative or judicial remedy.

Your right of objection

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (f) of Article 6(1) GDPR, including profiling based on those provisions.

We will no longer process the personal data concerning you unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

Notwithstanding Directive 2002/58/EC, you have the option of exercising your right to object in connection with the use of information society services by means of automated procedures that use technical specifications.

You can contact the controller to exercise your rights. The contact details can be found in the section *Controller and Data Protection Officer*.

Can the processing of personal data or this privacy policy change?

The handling of personal data is continuously monitored by us against the background of data protection regulations and adapted if necessary. Please take note of our privacy policy at regular intervals, which reflects the current status of our handling of personal data. We will announce any changes here and in your user account. We will also inform you separately by email in the event of contractual changes that affect, for example, the processing of your data for the fulfilment of the contract and personalisation of our offer.

Analysis tools and advertising

We use the Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Google Tag Manager is a tool that enables us to integrate tracking or statistical tools and other technologies on our website. Google Tag Manager itself does not create any user profiles, does not store any cookies and does not carry out any independent analyses. It is only used to manage and display the tools integrated via it. However, Google Tag Manager records your IP address, which may also be transmitted to Google's parent company in the United States.

The Google Tag Manager is used on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the fast and uncomplicated integration and management of various tools on its website. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. Consent can be revoked at any time.

The company is certified in accordance with the 'EU-US Data Privacy Framework' (DPF). The DPF is an agreement between the European Union and the USA, which is intended to ensure compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider at the

following link: <https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active>

Cookie declaration

"Cookies" are files that are stored on your computer when you visit this website and that your browser "remembers". A cookie file is stored in your web browser and enables the website or a third-party provider to recognise you and to better tailor the website to you on your next visit. Cookies and tracking pixels enable us to provide our services to you better and more efficiently and to optimise your experience on our website.

Tracking pixels are small graphic files that are connected to our servers and allow us to track your use of our website and the associated functionalities. We also use tracking pixels or GIF files to support online advertising and, where necessary, to measure reach. This allows us to analyse how many visitors have been to our websites and which advertisements they have accessed. The information collected with cookies or GIF files does not contain your name, address, telephone number or e-mail address.

How are cookies used?

When you access and use our websites, a number of cookie files are placed in your web browser, without which the operation and display of our websites would not be possible. These cookies are technically essential, such as session cookies or cookies that save certain settings you have made (e.g. language, resolution, volume, page change) on your end device. We also use technically non-essential cookies, which are primarily set by third-party providers to compile statistics on the use of the website and to make our marketing efforts more targeted.

The specific applications used that function on the basis of cookies are described in detail in our cookie management tool under Advanced settings. A list of the cookies used on our websites can be found in our cookie management tool under Cookies.

What options do you have with regard to cookies and on what legal basis are cookies used?

Each time you visit our websites, you can actively consent to the use of cookies that are not technically necessary for the function of our websites (usually all third-party cookies) via the cookie management tool that appears. Cookies that are not required for the function of our websites will not be set until you have given your consent. You can revoke your consent to the use of cookies and the processing that takes place via the cookie management tool at any time. You can access the cookie management tool on our websites at any time via the symbol positioned at the bottom left of the screen (overlay "Privacy settings") and via the "Cookie Manager" link in the footer.

The legal basis for this cookie-based processing based on your consent is Section 25 (1) sentence 1 TTDSG, Art. 6 (1) (a) GDPR, otherwise Section 25 (2) no. 2 TTDSG, Art. 6 (1) (f) GDPR (our legitimate interest in the purposes described in detail in our cookie management tool).

If you want to delete cookies yourself or ask your web browser to delete or prevent cookies, visit the help pages of your web browser and make the appropriate browser settings.