

Privacy policy

Foreword

The International Federation of Library Associations and Institutions ("IFLA" or "host" or "hosting party") is the host of the 87th World Library and Information Congress 2022 to be held 26 – 29 July 2022 in Dublin, Ireland ("IFLA WLIC 2022" or "Congress" or "Event") and has entrusted K.I.T. Group GmbH Association & Conference Management ("Organizer" or "K.I.T. Group") as the Professional Congress Organiser (PCO) with the organization and implementation of the event.

As the operator of the Conference website, we - K.I.T. Group GmbH together with our subsidiaries (hereinafter jointly: "K.I.T. Group", "the company", "we" or "us") - take the protection of your personal data seriously and inform you at this point about data protection in our company.

The EU General Data Protection Regulation (Regulation (EU) 2016/679; hereinafter: "GDPR") obliges us, within the scope of our responsibility under data protection law, to protect personal data of the person affected by a processing (we also address you as a data subject hereinafter with "customer", "user", "you", "you" or "data subject").

Insofar as we decide either alone or jointly with others on the purposes and means of data processing, this includes above all the obligation to inform you transparently about the nature, scope, purpose, duration and legal basis of the processing (Art. 13 and 14 GDPR). With this information (hereinafter: "privacy policy"), we inform you about the way in which your personal data is processed by us.

The design and granting of consent to data processing is carried out exclusively in accordance with the requirements of Section 25 (1) TTDSG (German Telecommunications-Telemedia-Data-Protection- Act) in conjunction with Art. 6 (1) lit. a GDPR, 5 No. 11 GDPR.

Our privacy has a modular structure. It consists of a general part for all processing of personal data and processing situations that come into play each time a website is called up (A. General) and a special part, the content of which relates in each case only to the processing situation specified there with the designation of the respective offer or product, in particular the visit to websites and the use of the Conference offers (B. Visit to websites, use of the Conference offers), which are described in more detail here. The privacy policy includes a cookie policy (part C.).

In order to find the parts relevant to you, please note the following overview of the subdivision of the privacy policy. The following parts are relevant to you as a participant in the Conference:

Part A General:

These principles are always relevant to you.

Part B Website and social media presences, Congress offers:

These principles are relevant to you when you visit the event-related website, including social media presences, and take advantage of Congress offers.

Part C Cookie policy:

The cookie policy contains the list of cookies, plug-ins and tools used as well as the information on revocation options with regard to consent to data processing once given.

A. General

(1) Definitions

Following the example of Art. 4 GDPR, this privacy policy is based on the following definitions:

- "Personal data" (Art. 4 No. 1 GDPR) means any information relating to an identified or identifiable natural person ("data subject"). A person is identifiable if he or she can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, an online identifier, location data or by means of information regarding his or her physical, physiological, genetic, mental, economic, cultural or social identity characteristics. The identifiability can also be given by means of a linkage of such information or other additional knowledge. The origin, form or embodiment of the information is irrelevant (photographs, video or audio recordings may also contain personal data).
- "Processing" (Art. 4 No. 2 GDPR) means any operation which involves the handling of personal data, whether or not by automated (i.e. technology-based) means. This includes, in particular, the collection (i.e. acquisition), recording, organisation, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction of personal data, as well as the change of a purpose or intended purpose on which a data processing was originally based.
- "Controller" (Art. 4 No. 7 GDPR) means 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.
- "Third party" (Art. 4 No. 10 GDPR) means any natural or legal person, public authority, agency or other body other than the data subject, the controller, the processor and the persons who, under the direct authority of the controller or processor, are authorised to process the personal data; this also includes other group-affiliated legal entities.
- "Processor" (Art. 4 No. 8 GDPR) is a natural or legal person, authority, institution or other body that processes personal data on behalf of the controller, in particular in accordance with the controller's instructions (e.g. IT service provider). In the sense of data protection law, a processor is in particular not a third party.
- "Consent" (Art. 4 No. 11 GDPR) of the data subject means any freely given, specific, informed and unambiguous indication of his or her wishes in the form of a statement or other unambiguous affirmative act by which the data subject signifies his or her agreement to the processing of personal data relating to him or her.

(2) Name and address of the controller

The controller of your personal data on this website and its subpages within the meaning of Art. 4 No. 7 GDPR is us:

K.I.T. Group GmbH

Kurfürstendamm 71

10709 Berlin

Germany

Phone: +49 30 24603 0

Fax: +49 30 24603 200

info@kit-group.org

For further information on our company, please refer to the legal notice section on our website <https://www.kit-group.org/legal-notice/> .

(3) Contact details of the data protection officer

Our company data protection officer (DPO) is available at all times to answer any questions you may have and to act as your contact person on the subject of data protection at our company. His contact details are:

Data Protection Officer

Messe Berlin GmbH

Messedamm 22

14055 Berlin, Germany

Tel.: +49 30 3038 2889

datenschutz@messe-berlin.de

You can also contact the data protection officer via our K.I.T. Group data protection coordinator by telephone on +49 30 24603 346 or at security@kit-group.org.

(4) Legal basis for data processing

In principle, any processing of personal data is prohibited by law and only permitted if the data processing falls under one of the following justifications:

- Art. 6 (1) p. 1 lit. a GDPR ("consent"): if the data subject has voluntarily, in an informed manner and unambiguously indicated by a statement or other unambiguous affirmative action that he or she consents to the processing of personal data relating to him or her for one or more specific purposes;
- Art. 6 (1) p. 1 lit. b GDPR: If the processing is necessary for the performance of a contract to which the data subject is party or for the performance of pre-contractual measures taken at the data subject's request;
- Art. 6 (1) S. 1 lit. c GDPR: If the processing is necessary for compliance with a legal obligation to which the controller is subject (e.g. a legal obligation to keep records);
- Art. 6 (1) S. 1 lit. d GDPR: If the processing is necessary to protect the vital interests of the data subject or another natural person;
- Art. 6 (1) S. 1 lit. e GDPR: If 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; or
- Art. 6 (1) S. 1 lit. f GDPR ("Legitimate Interests"): if the processing is necessary to protect the legitimate (in particular legal or economic) interests of the controller or a third party, unless the conflicting interests or rights of the data subject override (in particular if the data subject is a minor).

For the processing operations we carry out, we indicate below the applicable legal basis in each case. A processing operation may also be based on several legal bases.

(5) Data erasure and storage period

For each processing operation we carry out, we indicate below how long the data will be stored by us and when it will be erased or blocked. If no explicit storage period is specified below, your personal data will be deleted or blocked as soon as the purpose or legal basis for the storage no longer applies. In principle, your data will only be stored on our servers in Germany, subject to any transfer that may take place in accordance with the regulations in A.(7) and A.(8).

However, storage may take place beyond the specified time in the event of a (threatened) legal dispute with you or other legal proceedings or if storage is provided for by statutory regulations to which we are subject as the responsible party (e.g. § 257 HGB, § 147 AO). If the storage period prescribed by the legal regulations expires, the personal data will be blocked or deleted unless further storage by us is necessary and there is a legal basis for this.

(6) Data security

We use appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorised access by third parties (e.g. TLS encryption for our website), taking into account the state of the art, the implementation costs and the nature, scope, context and purpose of the processing, as well as the existing risks of a data breach (including its probability and impact) for the data subject. Our security measures are continuously improved in line with technological developments.

We will be happy to provide you with more detailed information on request. Please contact our data protection officer (see under A.(3)).

(7) Cooperation with processors

As with any larger company, we use external domestic and foreign service providers to process our business transactions (e.g. for IT, logistics, telecommunications, accommodation, sales and marketing). These service providers only act on our instructions and are contractually obliged to comply with data protection regulations in accordance with Article 28 of the Data Protection Regulation or - if applicable - on the basis of standard contractual clauses.

If personal data from you is passed on by us to our subsidiaries or is passed on to us by our subsidiaries (e.g. for advertising purposes), this is done on the basis of existing order processing relationships or joint responsibilities. You can find an overview of our subsidiaries at <https://www.kit-group.org/de/offices/>.

(8) Conditions for the transfer of personal data to third countries

In the course of our business relationships, your personal data may be transferred or disclosed to third party companies. These may also be located outside the European Economic Area (EEA), i.e., in third countries. Such processing will only take place to fulfil contractual and business obligations and to maintain your business relationship with us. We will inform you about the respective details of the transfer in the relevant places below.

The European Commission certifies data protection comparable to the EEA standard in some third countries by means of so-called adequacy decisions (a list of these countries and a copy of the adequacy decisions can be found here: http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.html). However, in other third countries to which personal data may be transferred, there may not be a consistently high level of data protection due to a lack of legal provisions. If this is the case, we ensure that data protection is sufficiently guaranteed. This is possible through binding company regulations, standard contractual clauses of the European Commission for the protection of personal data, certificates or recognised codes of conduct. Please contact our data protection officer (see under A.(3)) if you would like more information on this.

(9) No automated decision making (including profiling)

We do not intend to use any personal data collected from you for any automated decision-making process (including profiling).

(10) No obligation to provide personal data

We do not make the conclusion of contracts with us dependent on you providing us with personal data beforehand. As a customer, you are not under any legal or contractual obligation to provide us with your personal data; however, we may only be able to provide certain services to a limited extent or not at all if you do not provide the necessary data. If this should exceptionally be the case in the context of the products we offer presented below, you will be informed of this separately.

(11) Legal obligation to transmit certain data

We may, under certain circumstances, be subject to a specific legal or statutory obligation to provide lawfully processed personal data to third parties, in particular public bodies (Art. 6 (1) lit. c GDPR).

(12) Your rights

You can assert your rights as a data subject regarding your processed personal data at any time by contacting us using the contact details provided at the beginning of A.(2). As a data subject, you have the right

- to request information about your data processed by us in accordance with Art. 15 GDPR. In particular, you can request information about the processing purposes, the category of data, the categories of recipients to whom your data has been or will be disclosed, the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right of complaint, the origin of your data if it has not been collected by us, as well as the existence of automated decision-making including profiling and, if applicable, meaningful information about its details;
- in accordance with Art. 16 GDPR, to demand the correction of incorrect data or the completion of your data stored by us without delay;
- in accordance with Art. 17 GDPR, to request the deletion of your data stored by us, unless the processing is necessary for the exercise of the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the assertion, exercise or defence of legal claims;
- in accordance with Art. 18 GDPR, to request the restriction of the processing of your data, insofar as the accuracy of the data is disputed by you or the processing is unlawful;
- pursuant to Art. 20 GDPR, to receive your data that you have provided to us in a structured, common and machine-readable format or to request the transfer to another controller ("data portability");
- object to the processing in accordance with Art. 21 GDPR, provided that the processing is based on Art. 6 (1) lit. e or lit. f GDPR. This is particularly the case if the processing is not necessary for the performance of a contract with you. Unless it is an objection to direct marketing, when exercising such an objection, we ask you to explain the reasons why we should not process your data as we have done. In the event of your justified objection, we will examine the merits of the case and either discontinue or adapt the data processing or show you our compelling legitimate grounds on the basis of which we will continue the processing;
- in accordance with Art. 7 (3) of the GDPR, to revoke your consent given once (also before the GDPR came into force, i.e. before 25.5.2018) - i.e. your voluntary will, made understandable in an informed manner and unambiguously by means of a declaration or other unambiguous confirming act, that you agree to the processing of the personal data in question for one or more specific purposes - at any time vis-à-vis us, if you have given such consent. The consequence of this is that we may no longer continue the data processing based on this consent in the future, and

- complain to a data protection supervisory authority about the processing of your personal data in our company in accordance with Art. 77 GDPR, for example to the data protection supervisory authority responsible for us:

Berlin Commissioner for Data Protection and Freedom of Information

Friedrichstr. 219, 10969 Berlin, Germany

(13) Changes to the privacy policy

In the context of the further development of data protection law as well as technological or organisational changes, our privacy policy is regularly checked for the need to adapt or supplement it. You will be informed of any changes on the Conference website at <https://2022.ifla.org/>. This data protection notice is valid as of 10 January 2022.

B. Visiting websites

(1) Explanation of function

Information about IFLA WLIC 2022, our company and the services offered by us in the context of the Conference can be obtained in particular at <https://2022.ifla.org/> together with the associated sub-pages as well as our company's website (hereinafter collectively referred to as "websites"). When you visit these websites, personal data may be processed.

(2) Processed personal data

During the informational use of the Websites, the following categories of personal data are collected, stored and processed by us:

"Log data": When you visit our websites, a so-called protocol data record (so-called server log files) is stored temporarily and anonymously on our web server. This consists of:

- the page from which the page was requested (so-called referrer URL)
- the name and URL of the requested page
- the date and time of the request
- the description of the type, language and version of the web browser used
- the IP address of the requesting computer, which is shortened so that a personal reference can no longer be established
- the amount of data transferred
- the operating system
- the message as to whether the request was successful (access status/http status code)
- the GMT time zone difference

"Participant data": In order to participate in the event, you must register via the registration form. In doing so, the submitted data will be processed (e.g., gender, surname and first name, title, nationality, address, institution/company, e-mail address, field of research or activity, payment data such as account or credit card details). If you participate in the event as a speaker or by submitting an abstract, additional data will be processed (e.g., data on your status as an author, memberships in scientific professional associations, publication data).

"Accommodation data": If you enquire about or book accommodation via our websites, personal data transmitted in the process will be processed (e.g. last name and first name, [title], gender, e-mail address, phone number, billing address, billing data such as account or credit card data).

"Billing data": If you order or use chargeable services from us, the data transmitted in the process will be processed (billing data such as account or credit card data).

"Contact data": If you use the e-mail addresses provided to contact us, the data thereby transmitted will be processed (at least e-mail address and the time of transmission, in addition, depending on the information provided, for example, surname and first name, address, institution/company).

"Contact form data": When contact forms are used, the data transmitted through them are processed (e.g. gender, surname and first name, address, institution/company, e-mail address and the time of transmission).

"Newsletter data": In addition to the purely informational use of our website, the subscription to a newsletter and mailing list is offered and conducted separately and autonomously by IFLA. If you are interested in receiving the newsletter or joining the mailing list, please read the privacy policy on the IFLA homepage at <https://www.ifla.org/policies/>.

(3) Purpose and legal basis of data processing

We process the personal data described in more detail above in accordance with the provisions of the GDPR, the other relevant data protection regulations and only to the extent necessary. Insofar as the processing of personal data is based on Art. 6 (1) lit. f GDPR, the aforementioned purposes also represent our legitimate interests. Insofar as the processing of personal data is based on Art. 6 (1) lit. a GDPR with consent to the storage of information on a device of an user, any such consent complies with the requirements of § 25 (1) TTDSG.

- The processing of log data serves statistical purposes and the improvement of the quality of our website, in particular the stability and security of the connection (legal basis is Art. 6 (1) lit. f GDPR).
- Participant data is processed for the purpose of fulfilling the contract for participation in the event concluded upon registration (legal basis is Art. 6 (1) lit. b GDPR). Any processing of special categories of personal data will only be carried out within the narrow limits of Art. 9 GDPR (e.g. health data, biometric data, origin data). Participant data will only be processed for advertising and marketing purposes if you have consented to the processing or if the processing is necessary to protect our legitimate (in particular legal or economic) interests, unless your conflicting interests or rights prevail (legal basis is Art. 6 (1) lit. a or lit. f GDPR; in case of Art. 6 (1) lit. a GDPR you can revoke your consent to the respective data processing at any time by e-mail to wlic2022-registration@kit-group.org or by sending a message to the contact details given under section A. (2) above).
- The processing of accommodation data is carried out in preparation and for the fulfilment of the accommodation contract (legal basis is Art. 6 (1) lit. b or lit. f GDPR). Any processing of special categories of personal data will only take place within the narrow limits of Art. 9 GDPR (e.g., health data, biometric data, origin data).
- Billing data is processed in the context of billing for services ordered or used for a fee (legal basis is Art. 6 (1) lit. b GDPR).
- Contact data is processed for the purpose of handling contact and customer enquiries (legal basis is Art. 6 (1) lit. b or lit. f GDPR).
- The processing of contact form data is carried out for the processing of customer enquiries, for informational and/or promotional purposes (legal basis is Art. 6 (1) lit. b or lit. f GDPR, if consent is given Art. 6 (1) lit. a GDPR).
- Newsletter data may be processed separately and autonomously by IFLA for the purpose of sending the newsletter. For further information about the purpose and the legal basis of this respective data processing please refer directly to the homepage of IFLA under <https://www.ifla.org/policies/>.

(4) Duration of data processing

Your data will only be processed for as long as is necessary to achieve the above-mentioned processing purposes; the legal bases stated in the context of the processing purposes apply accordingly. With regard to the use and storage duration of cookies, please refer to point A.(5) as well as the Cookie Policy under section C.

Third parties used by us will store your data on their system for as long as is necessary in connection with the provision of services for us in accordance with the respective order.

For more details on the storage period, please refer to A.(5) and the Cookie Policy in section C.

(5) Transfer of personal data to third parties; justification basis

The following categories of recipients, which are usually order processors (see A.(7)), may receive access to your personal data:

- Service providers for the operation of our website and the processing of data stored or transmitted by the systems (e.g., for data centre services, payment processing, IT security). The legal basis for the transfer is then Art. 6 (1) lit. b or lit. f GDPR, insofar as these are not order processors;
- Government agencies/authorities, insofar as this is necessary for the fulfilment of a legal obligation. The legal basis for the transfer is then Art. 6 (1) lit. c GDPR;
- Persons employed to carry out our business operations (e.g., auditors, banks, insurance companies, legal advisors, supervisory authorities, parties involved in company acquisitions or the establishment of joint ventures). The legal basis for the disclosure is then Art. 6 (1) lit. b or lit. f GDPR.
- Service providers for the organisation and implementation of the event and the processing of the transmitted data required for this purpose (e.g., operators of the event venue, logistics and security companies, technical service providers, speaker and abstract submission services, accommodation and transport companies, catering services). The legal basis for the transfer is Art. 6 (1) lit. b or lit. f GDPR, insofar as it does not involve order processors.

For guarantees of an adequate level of data protection in the event of data being passed on to third countries, see A.(8).

Furthermore, we will only pass on your personal data to third parties if you have given your express consent to do so in accordance with Art. 6 (1) lit. a GDPR.

The Congress is an event funded by Failte Ireland (National Tourism Development Authority, 88 - 95 Amiens Street, Dublin 1, D01 WR86). By granting and claiming the funding, the organizer is obligated to transmit participant data to Failte Ireland for the purpose of verifying compliance with the funding criteria. The transfer of data required in this respect is made to Failte Ireland as an independent data controller (Art. 24 (1) GDPR) for the fulfilment of a legal obligation pursuant to Art. 6 (1) lit. c GDPR. The privacy policy and data protection provisions of Failte Ireland together with information on the assertion of your rights can be found under <https://www.failteireland.ie/privacy.aspx> and <https://www.failteireland.ie/Footer/Data-Protection.aspx>

(6) Use of cookies, plugins, and other services on our website

a) Cookie

We use cookies on our websites. Cookies are small text files that are assigned to the browser you are using and stored on your hard drive by means of a characteristic character string and through which certain information flows to the body that sets the cookie. Cookies cannot

execute programmes or transfer viruses to your computer and therefore cannot cause any damage. They serve to make the Internet offer as a whole more user-friendly and effective, i.e., more pleasant for you.

Cookies can contain data that make it possible to recognise the device used. In some cases, however, cookies only contain information on certain settings that cannot be related to a specific person. However, cookies cannot directly identify a user.

A distinction is made between session cookies, which are deleted as soon as you close your browser, and permanent cookies, which are stored beyond the individual session. With regard to their function, a distinction is made between cookies:

- Technical cookies: these are essential to navigate the website, use basic functions and ensure the security of the website; they do not collect information about you for marketing purposes nor do they store which web pages you have visited;
- Performance cookies: these collect information about how you use our website, which pages you visit and, for example, whether errors occur during website use; they do not collect information that could identify you - all information collected is anonymous and is only used to improve our website and find out what interests our users;
- Advertising cookies, targeting cookies: these are used to provide the website user with tailored advertising on the website or third party offers and to measure the effectiveness of these offers; advertising and targeting cookies are stored for a maximum of 13 months;
- Sharing cookies: these are used to improve the interactivity of our website with other services (e.g., social networks); sharing cookies are stored for a maximum of 13 month.

Any use of cookies that is not absolutely technically necessary constitutes data processing that is only permitted with your explicit and active consent pursuant to Art. 6 (1) lit. a GDPR, § 25 (1) TTDSG. This applies in particular to the use of advertising, targeting or sharing cookies. Furthermore, we will only share your personal data processed through cookies with third parties if you have given your explicit consent to do so in accordance with Art. 6 (1) lit. a GDPR and § 25 (1) TTDSG.

b) Cookie policy

For more information about which cookies we use and how you can manage your cookie settings and disable certain types of tracking, please see our Cookie Policy in section C.

c) Social media plugins

For more information about which social media plugins we use and how you can manage your settings and disable certain types of tracking, please see our Cookie Policy in section C.

In other cases, where our websites may contain icons from social media providers, we only use these to passively link to the pages of the respective providers. Further details on data processing when using the links can be found in the privacy policies of the respective social media providers.

C. Cookie Policy

(1) Cookies used on the website

a) Consent with Borlabs Cookie

Our website uses Borlabs Cookie Consent technology to obtain your consent to the storage of certain cookies in your browser or to the use of certain technologies and to document this in accordance with data protection law. The provider of this technology is Borlabs - Benjamin A. Bornschein, Rübenkamp 32, 22305 Hamburg (hereinafter referred to as Borlabs).

When you enter our website, a Borlabs cookie is stored in your browser, in which the consents you have given, or the revocation of these consents are stored. This data is not shared with the Borlabs cookie provider.

The collected data will be stored until you request us to delete it or until you delete the Borlabs cookie yourself or until the purpose for storing the data no longer applies. Mandatory legal retention periods remain unaffected. Details on the data processing of Borlabs Cookie can be found at <https://de.borlabs.io/kb/welche-daten-speichert-borlabs-cookie/>

Borlabs Cookie Consent Technology is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 (1) lit. c GDPR.

b) Registration page

On the sub-websites for registering for the Joint Meeting, only so-called session cookies ("session cookies") are regularly used.

Session cookies are used by a server to store information about activities on our pages so that you, as a user, can simply continue at the point where you last used the pages. Typically, pages have no "memory". Cookies tell the server which pages to show you so you don't have to remember or navigate from the beginning. Cookies are therefore a kind of bookmark within our pages.

The following session cookie is used when using the profile pages:

a) Designation: JSESSIONID

b) Aim and purpose: The session cookie identifies you as a visitor between different pages and stores specific properties and settings regarding the display of teasers and the like.

c) Retention period: The session cookie is automatically deleted after you leave the profile pages.

(2) Plugins and tools used on the website and/or in preparation and/or during performance of the conference

a) Google Analytics

The Conference website uses functions of the web analysis service Google Analytics. The provider of this service is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics enables the website operator to analyze the behavior patterns of website visitors. To that end, the website operator receives a variety of user data, such as pages accessed, time spent on the page, the utilized operating system and the user's origin. Google may consolidate these data in a profile that is allocated to the respective user or the user's device.

Furthermore, Google Analytics allows us to record your mouse and scroll movements and clicks, among other things. Google Analytics uses various modeling approaches to augment the collected data sets and uses machine learning technologies in data analysis.

Google Analytics uses technologies that make the recognition of the user for the purpose of analyzing the user behavior patterns (e.g., cookies or device fingerprinting). The website use information recorded by Google is, as a rule transferred to a Google server in the United States, where it is stored.

This analysis tool is used on the basis of Art. 6(1)(f) GDPR. The operator of this website has a legitimate interest in the analysis of user patterns to optimize both, the services offered online and the operator's advertising activities. If a corresponding agreement has been requested

(e.g., an agreement to the storage of cookies), the processing takes place exclusively on the basis of Art. 6(1)(a) GDPR; the agreement can be revoked at any time.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>

Browser plug-in

You can prevent the recording and processing of your data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

For more information about the handling of user data by Google Analytics, please consult Google's Data Privacy Declaration at: <https://support.google.com/analytics/answer/6004245?hl=en>

Data processing agreement (DPA)

We have executed a data processing agreement with Google and are implementing the stringent provisions of the German data protection agencies to the fullest when using Google Analytics.

Archiving period

Data on the user or incident level stored by Google linked to cookies, user IDs or advertising IDs (e.g., DoubleClick cookies, Android advertising ID) will be anonymized or deleted after 14 months. For details, please click the following link: <https://support.google.com/analytics/answer/7667196?hl=en>

b) Google Web Fonts (local hosting)

This site uses so-called web fonts provided by Google for the uniform display of fonts. The Google Fonts are installed locally. There is no connection to Google servers.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://policies.google.com/privacy?hl=de>.

c) Font Awesome (local hosting)

This site uses Font Awesome for the uniform display of fonts. Font Awesome is installed locally. A connection to servers of Fonticons, Inc. does not take place.

For more information on Font Awesome, please see the Font Awesome privacy policy at: <https://fontawesome.com/privacy>.

d) Forms

The website uses a contact form. That form is provided by the WordPress plugin "Contact Form 7".

We store the transmitted user data in the local WordPress database with the help of the WordPress plugin "Advanced CF7 DB".

Specifically, the following data is collected:

- Name of sender
- Email of the sender
- Subject
- Message category
- Checkbox Consent in Privacy Policy
- Message category
- Captcha
- The IP address of the sender (deactivated)
- Timestamp

To provide or delete the stored user data GDPR-compliant in case of a user request, we also use the WordPress plugin "Advanced CF7 DB - GDPR compliant" as an add-on. With the help of this plugin, individual user data records can be exported via the backend as a GDPR-compliant ZIP file or deleted after user consent. A local ReCaptcha solution is integrated into the contact form to prevent spam.

e) YouTube-Videos / Other Videos

YouTube with extended data protection

This website embeds YouTube videos. The operator of the pages is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

We use YouTube in extended data protection mode. According to YouTube, this mode means that YouTube does not store any information about visitors to this website before they watch the video. However, the transfer of data to YouTube partners is not necessarily excluded by the extended data protection mode. Thus, regardless of whether you watch a video, YouTube establishes a connection to the Google DoubleClick network.

As soon as you start a YouTube video on this website, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

Furthermore, after starting a video, YouTube may save various cookies on your end device or use comparable recognition technologies (e.g. device fingerprinting). In this way, YouTube can obtain information about visitors to this website. This information is used, among other things, to collect video statistics, improve the user experience and prevent fraud attempts.

If necessary, further data processing processes may be triggered after the start of a YouTube video, over which we have no control.

YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f GDPR. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 (1) lit. a GDPR and § 25 (1) TTDSG; the consent can be revoked at any time.

Further information on data protection at YouTube can be found in their privacy policy at: <https://policies.google.com/privacy?hl=de>

f) Google Maps

This website uses the mapping service Google Maps. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

To enable the use of the Google Maps features, your IP address must be stored. As a rule, this information is transferred to one of Google's servers in the United States, where it is archived.

The operator of this website has no control over the data transfer. In case Google Maps has been activated, Google has the option to use Google web fonts for the purpose of the uniform depiction of fonts. When you access Google Maps, your browser will load the required web fonts into your browser cache, to correctly display text and fonts.

We use Google Maps to present our online content in an appealing manner and to make the locations disclosed on our website easy to find. This constitutes a legitimate interest as defined in Art. 6(1)(f) GDPR. If appropriate consent has been obtained, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR and § 25 (1) TTDSG, insofar the consent includes the storage of cookies or the access to information in the user's end device (e.g., device fingerprinting) within the meaning of the TTDSG. This consent can be revoked at any time.

Data transmission to the US is based on the Standard Contractual Clauses (SCC) of the European Commission. Details can be found here: <https://privacy.google.com/businesses/gdprcontrollerterms/> and <https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

For more information on the handling of user data, please review Google's Data Privacy Declaration under: <https://policies.google.com/privacy?hl=en>.