

# Privacy policy

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**This translation is only provided for the convenience of the user. In case of doubt the German original text shall be decisive.**

The protection of your privacy is very important to us. For this reason, rent-a-guide processes personal data in accordance with the General Data Protection Regulation (GDPR). Below we inform you in detail about the handling of your data.

## 1. Access data and hosting

You can visit our website without providing any personal information. Each time a website is called up, the web server merely automatically saves a so-called server log file which, for example, contains the name of the requested file, your IP address, date and time of the call, the amount of data transmitted and the requesting provider (access data) and documents the call.

These access data are evaluated exclusively for the purpose of billing and to ensure trouble-free operation of the site and to improve our services. Pursuant to Art. 6 para. 1 sentence 1 f GDPR, this serves to safeguard our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All access data will be deleted no later than 52 weeks after the end of your visit to the site.

### Hosting services by a third party

As part of processing on our behalf, a third party provider provides us with hosting and website presentation services. This serves to protect our legitimate interests in a correct presentation of our offer, which predominate within the scope of a balancing of interests. All data collected in the context of the use of this website or in the forms provided for this purpose in the online shop as described below are processed on its servers. Processing on other servers only takes place in the framework described here.

This service provider is located within a country of the European Union or the European Economic Area.

## 2. Comment function on this website

For the comment function on this page, in addition to your comment, information about the time the comment was created, your e-mail address and, if you do not post anonymously, your chosen user name will be saved.

Our comment function stores the IP addresses of users who write comments. Since we do not check comments on our site before they are activated, we need this data in order to be able to take action against the author in the event of legal infringements such as insults or propaganda.

### Comment storage time

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

## **Legal basis**

The comments are stored on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time. All you need to do is send us an informal e-mail. The legality of the data processing processes already carried out remains unaffected by the revocation.

## **3. Data collection and use for contract processing**

We collect personal data when you provide it to us in connection with your order or when contacting us (e.g. via contact form or e-mail). Mandatory fields are marked as such, because in these cases we require the data for contract processing or for processing your contact and you cannot complete the order or send the contact without their specification. Which data is collected can be seen from the respective input forms. We use the data provided by you in accordance with Art. 6 Para. 1 S. 1 lit. b GDPR for contract processing and processing your enquiries. After complete processing of the contract, your data will be restricted for further processing and deleted after expiry of any retention periods under tax and commercial law, unless you have expressly consented to further use of your data or we reserve the right to use data beyond this, which is permitted by law and about which we inform you in this declaration.

## **4. Data transfer**

In order to fulfil the contract in accordance with Art. 6 Para. 1 S. 1 b GDPR, we pass on your data to the service provider and to the shipping company commissioned with the delivery, insofar as this is necessary for the delivery of ordered goods/booked products. Depending on which payment service provider you select in the order process, we pass on the payment data collected for the processing of payments to the credit institution commissioned with the payment and, if applicable, to payment service providers commissioned by us or to the selected payment service. In some cases, the selected payment service providers also collect this data themselves if you create an account there. In this case, you must log in to the payment service provider with your access data during the ordering process. The data protection declaration of the respective payment service provider applies in this respect.

## **Creditreform Boniversum**

In certain cases, in which there is a justified interest, our company checks your creditworthiness at the time of conclusion of the contract/booking and with existing customers. For this purpose we work together with Creditreform Boniversum GmbH, Hellersbergstraße 11, 41460 Neuss, from which we receive the necessary data. On behalf of Creditreform Boniversum, we provide you with the following information in advance in accordance with Art. 14 EU GDPR:

Creditreform Boniversum GmbH is a consumer information agency. It operates a database in which credit information on private individuals is stored. On this basis, Creditreform Boniversum provides credit information to its customers. Customers include

banks, leasing companies, insurance companies, telecommunications companies, receivables management companies, mail order, wholesale and retail companies and other companies that supply goods or services. Within the framework of legal regulations, part of the data available in the information database is also used for the supply of other company databases, among other things for use for address trading purposes.

In particular, the Creditreform Boniversum database stores information about the name, address, date of birth, e-mail address if applicable, payment behaviour and the shareholdings of persons. The purpose of processing the stored data is to provide information about the creditworthiness of the requested person. The legal basis for processing is Art. 6 para. 1f EU GDPR. Information on this data may only be provided thereafter if a customer can credibly demonstrate a justified interest in knowing this information. If data is transferred to countries outside the EU, this is done on the basis of the so-called "standard contractual clauses", which you can find under the following link: <http://eur-lex.europa.eu/legal-content/DE/TXT/PDF/?uri=CELEX:32001D0497&from=EN> or have them sent from there.

The data are stored as long as their knowledge is necessary for the fulfilment of the purpose of storage. As a rule, this knowledge is required for an initial storage period of three years. After expiration it is checked whether a storage is still necessary, otherwise the data are deleted exactly to the day. If a case is dealt with, the data is deleted to the day three years after it has been dealt with. In accordance with § 882e ZPO, entries in the register of debtors are deleted to the day after the expiry of three years from the date of the registration order.

Justified interests within the meaning of Art. 6 para. 1f EU GDPR may be: credit decision, business initiation, shareholdings, claims, credit assessment, insurance contract, enforcement information.

You have the right to obtain information from Creditreform Boniversum GmbH about the personal data stored there. If the data stored about you is incorrect, you have a right to correction or deletion. If it cannot be determined immediately whether the data is incorrect or correct, you have the right to block the respective data until clarification. If your data is incomplete, you can request its completion.

If you have given your consent to the processing of the data stored at Creditreform Boniversum, you have the right to revoke this consent at any time. This revocation does not affect the legality of the processing of your data based on your consent until it is revoked, if any.

If you have any objections, wishes or complaints regarding data protection, you can contact the data protection officer of Creditreform Boniversum at any time. He will help you quickly and confidentially in all questions of data protection. You may also complain about Boniversum's processing of your data to the data protection officer of your federal state.

The data Creditreform Boniversum has stored about you comes from publicly available sources, from debt collection companies and their customers.

To describe your creditworthiness, Creditreform Boniversum creates a score value for your data. The score value includes data on age and gender, address data and, in some cases, payment experience data. This data is included in the score value calculation with different weighting. Creditreform Boniversum customers use the score values as a tool for making their own credit decisions.

The processing of the data stored at Creditreform Boniversum takes place for compelling

reasons worthy of protection of creditors and credit protection, which regularly outweigh your interests, rights and freedoms or serves to assert, exercise or defend legal claims. You can only object to the processing of your data for reasons which arise from a special situation in your possession and which must be proven. If such special reasons can be proven, the data will no longer be processed. If you object to the processing of your data for advertising and marketing purposes, the data will no longer be processed for these purposes.

Please address your objection to the data protection officer of Creditreform Boniversum at <https://www.boniversum.de/eu-dsgvo/>

## 5. E-mail newsletter

### **E-mail advertising without registration for the newsletter and your right of objection**

If we receive your e-mail address in connection with the sale of a product or service and you have not objected to this, we reserve the right to regularly send you offers for similar products, such as those already booked, from our marketplace by e-mail on the basis of Section 7 (3) UWG. This serves to protect our legitimate interests in an advertising approach to our customers, which outweigh our interests. This also applies to the sending of product evaluation e-mails.

You can object to this use of your e-mail address at any time by sending a message to the contact option described below or via a link provided for this purpose in the advertising e-mail, without incurring any costs other than the transmission costs according to the basic rates.

## 6. Cookies

To make visiting our website attractive and to enable the use of certain functions, to display suitable products or for market research purposes, we use so-called cookies on various pages. This serves to safeguard our legitimate interests in an optimised presentation of our offer in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR, which predominate in the context of a balancing of interests. Cookies are small text files that are automatically stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing your browser (so-called session cookies). Other cookies remain on your terminal and enable us to recognize your browser on your next visit (persistent cookies). You can see the duration of storage in the overview in the cookie settings of your web browser. You can set your browser in such a way that you are informed about the setting of cookies and decide individually about their acceptance or exclude the acceptance of cookies for certain cases or generally. Each browser differs in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find these for the respective browsers under the following links:

Internet Explorer™: <https://windows.microsoft.com/en-US/windows-vista/Block-or-allow-cookies>

Safari™: [https://support.apple.com/kb/ph21411?locale=en\\_US](https://support.apple.com/kb/ph21411?locale=en_US)

Chrome™: <https://support.google.com/chrome/bin/answer.py?>

[hl=en&hirm=en&answer=95647](#)

Firefox™ <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Opera™ :  
<http://help.opera.com/opera/Windows/2393/en/controlPages.html#manageCookies>

If cookies are not accepted, the functionality of our website may be limited.

## 7. Analyses and market research

In order to operate our business economically, to be able to recognize market tendencies, wishes of the contracting parties and users, we analyze the data available to us to business processes, contracts, inquiries, etc... We process inventory data, communication data, contract data, payment data, usage data, metadata on the basis of Art. 6 para. 1 lit. f. GDPR, whereby the persons concerned include contractual partners, interested parties, customers, visitors and users of our online offer.

The analyses are carried out for the purpose of economic evaluations, marketing and market research. We can, if available, take into account the profiles of the registered users with information, e.g. about their services used. The analyses serve us to increase the user-friendliness, the optimization of our offer and the economic efficiency. The analyses serve us alone and are not disclosed externally, unless they are anonymous analyses with aggregated values.

If these analyses or profiles are personal, they will be deleted or made anonymous with the revocation of the user. For the rest, macroeconomic analyses and general trend determinations are prepared anonymously wherever possible.

## 8. Web analysis, affiliate marketing and advertising networks

### Participation in affiliate programs

Within our online offer, we use tracking measures customary in the industry on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer) in accordance with Art. 6 para. 1 letter f GDPR, insofar as these are necessary for the operation of the affiliate system. Below we explain the technical background to the users.

The services offered by our contractual partners can also be advertised and linked on other websites (so-called affiliate links or after-buy systems, if e.g. links or services of third parties are offered after conclusion of a contract). The operators of the respective websites receive a commission if users follow the affiliate links and then take advantage of the offers.

In summary, it is necessary for our online offer that we can track whether users who are interested in affiliate links and/or the offers available from us subsequently perceive the offers at the request of the affiliate links or our online platform. For this purpose, the affiliate links and our offers are supplemented by certain values that can be set as part of the link or otherwise, e.g. in a cookie. The values include in particular the initial website (referrer),

time, an online identification of the operator of the website on which the affiliate link was located, an online identification of the respective offer, an online identification of the user, as well as tracking specific values such as advertising media ID, partner ID and categorisations.

The online identifiers used by us are pseudonymous values. This means that the online identifiers themselves do not contain any personal data such as names or e-mail addresses. You only help us to determine whether the same user who clicked on an affiliate link or was interested in an offer via our online offer has accepted the offer, i.e. has concluded a contract with the provider, for example. However, the online identification is in this respect personal, as a partner company and also us, the online identification together with other user data. This is the only way the respective partner company can inform us whether the user has accepted the offer and we can, for example, pay out the bonus.

## **Adcell affiliate program**

We are not responsible for any contents linked or referred to from his pages - unless he has full knowledge of illegal contents and would be able to prevent the visitors of his site from viewing those pages. GDPR)

## **Participant of the partner program of ADCELL / Firstlead GmbH.**

This website uses tracking cookies from Firstlead GmbH with the ADCELL brand (www.adcell.de). As soon as the visitor clicks on an advertisement with the partner link, a cookie is set. Firstlead GmbH / ADCELL uses cookies to trace the origin of the orders. In addition, Firstlead GmbH / ADCELL uses so-called tracking pixels. These can be used to evaluate information such as visitor traffic on the pages. The information generated by cookies and tracking pixels about the use of this website (including the IP address) and delivery of advertising formats is transferred to a server of Firstlead GmbH / ADCELL and stored there. Among other things, Firstlead GmbH / ADCELL can recognize that the partner link was clicked on this website. Firstlead GmbH / ADCELL may pass on this (anonymized) information to contractual partners under certain circumstances, but data such as the IP address, for example, will not be merged with other stored data.

## **Using Google (Universal) Analytics for web analysis**

If you have given your consent pursuant to Art. 6 Par. 1 S. 1 lit. a GDPR, this website uses Google (Universal) Analytics, a web analysis service of Google LLC (www.google.de) for the purpose of website analysis. Google (Universal) Analytics uses methods that enable an analysis of your use of the website, such as cookies. The automatically collected information about your use of this website is usually transferred to a Google server in the USA and stored there. By activating IP anonymisation on this website, the IP address is reduced prior to transmission within the Member States of the European Union or in other states party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The anonymous IP address transmitted by your browser within the framework of Google Analytics is not merged with other Google data. After the end of the use of Google Analytics by us the data collected in this context will be deleted.

Google LLC is headquartered in the USA and is certified under the EU-US Privacy Shield. A current certificate can be viewed here. As a result of this agreement between the US and the European Commission, the latter has established an adequate level of data protection

for companies certified under the Privacy Shield.

You can revoke your consent at any time with effect for the future by downloading and installing the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=en>. This prevents the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google.

As an alternative to the browser plugin, you can click this link to prevent Google Analytics from collecting data on this website in the future. An opt-out cookie is stored on your mobile device. If you delete your cookies, you will be asked to give your consent again.

## **Google AdWords and conversion measurement**

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, ("Google").

Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

We use the online marketing process Google "AdWords" to place ads in the Google Advertising Network (e.g., in search results, in videos, on websites, etc.) so that they are displayed to users who have a presumed interest in the ads. This allows us to display ads for and within our online offer more specifically in order to present users only ads that potentially correspond to their interests. For example, if a user is shown ads for products in which he is interested in other online offers, this is referred to as "remarketing". For these purposes, when our and other websites on which the Google Advertising Network is active are accessed, Google directly executes a code from Google and (re)marketing tags (invisible graphics or code, also known as "web beacons") are integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). In this file it is noted which websites the user visits, which contents he is interested in and which offers the user has clicked on, technical information on the browser and operating system, referring websites, visiting time and further information on the use of the online offer.

We also receive an individual "conversion cookie". The information collected with the help of cookies is used by Google to generate conversion statistics for us. However, we only see the total number of anonymous users who clicked on our ad and were redirected to a page with a conversion tracking tag. However, we do not receive any information that personally identifies users.

User data is processed pseudonymously within the Google advertising network. This means that Google does not store and process, for example, the names or e-mail addresses of users, but processes the relevant data cookie-related within pseudonymous user profiles. This means from Google's point of view, the ads are not managed and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymisation. The information collected about the users is transmitted to Google and stored on Google's servers in the USA.

Further information on data use by Google, possible settings and objections can be found

in Google's data protection declaration (<https://policies.google.com/technologies/ads>) and in the settings for the display of advertisements by Google (<https://adssettings.google.com/authenticated>).

## Criteo Retargeting

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) the online marketing services of Criteo GmbH, Gewürzmühlstr. 11, 80538 Munich, Germany.

Criteo's services allow us to target ads for and on our site to present users only ads that potentially match their interests. For example, if a user sees ads for products he has been interested in on other websites, this is referred to as "remarketing". For these purposes, when you access Criteo and other websites on which Criteo is active, Criteo directly executes a Criteo code and (re)marketing tags (invisible graphics or code, also known as "web beacons") are incorporated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). In this file it is noted which websites the user visits, which contents he is interested in and which offers he has clicked on, furthermore technical information about the browser and operating system, referring websites, visiting time as well as further information about the use of the online offer. Criteo may also link the above information to such information from other sources. If the user then visits other websites, the ads tailored to his interests can be displayed.

The processing of user data is pseudonymous, i.e. no clear user data (such as names) is processed and user IP addresses are shortened. Processing is only based on an online ID, a technical ID. Any IDs (e.g. of a customer service system) or e-mail addresses communicated to Criteo are encrypted as so-called hash values and stored as a series of characters that do not allow identification.

For more information and to opt-out of Criteo's collection, please see Criteo's privacy policy: <https://www.criteo.com/de/privacy/>.

## 9. Third party services and content

Within our online offer, we make no representations or warranties of any kind based on our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) content or service offerings of third parties to incorporate their content and services, such as videos or fonts (hereinafter uniformly referred to as "content").

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

## Vimeo

We can integrate the videos of the platform “Vimeo” of the provider Vimeo Inc, Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA. Privacy policy: <https://vimeo.com/privacy>. We point out that Vimeo may use Google Analytics and refer to the privacy policy (<https://www.google.com/policies/privacy>) and opt-out options for Google Analytics (<http://tools.google.com/dlpage/gaoptout?hl=en>) or Google’s settings for data use for marketing purposes (<https://adssettings.google.com/>).

## Youtube

We integrate the videos of the platform “YouTube” of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

## Google Fonts

We integrate the fonts (“Google Fonts”) of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

## Google ReCaptcha

We integrate the function for the recognition of bots, e.g. for entries in online forms (“ReCaptcha”) of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

## Google Maps

We integrate the maps of the service “Google Maps” of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The processed data may include in particular IP addresses and location data of the users, which, however, are not collected without their consent (as a rule within the framework of the settings of their mobile devices). The data can be processed in the USA. Privacy Policy: <https://www.google.com/policies/privacy/>, Opt-Out: <https://adssettings.google.com/authenticated>.

## Hotjar

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR), the Hotjar service is used.

Hotjar allows in the context of so-called "A/B-Testings", “Clicktracking” and “Heatmaps” to understand how different changes of a website affect (e.g. changes of the input fields, the design, etc.). A/B tests serve to improve the user-friendliness and performance of online offers. For example, users are shown different versions of a website or its elements, such as input forms, on which the placement of the content or labels of the navigation elements

can differ. Subsequently, it is possible to determine which of these websites or elements are more suited to the needs of the users on the basis of the users' behaviour, e.g. longer stays on the website or more frequent interaction with the elements. "Clicktracking" allows users to keep track of their movements within an entire online offering. Since the results of these tests are more accurate if the user interaction can be monitored over a certain period of time (e.g. if a user likes to return), cookies are usually stored on the user's computers for these test purposes. "Heatmaps" are mouse movements of the users, which are combined to an overall picture, with the help of which e.g. it is possible to recognize which website elements are preferred and which website elements users prefer less.

Cookies are only stored on the user's devices for these test purposes. Only pseudonymous user data is processed. For further information we refer to Hotjar's privacy policy <https://www.hotjar.com/legal/policies/privacy>

If you do not want Hotjar to record your usage behaviour, you can use this link to object to data collection: <https://www.hotjar.com/legal/policies/privacy>.

## Optimizely

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 para. 1 lit. f. GDPR) Optimizely used.

Optimizely allows in the context of so-called "A/B-Testings", "Clicktracking" and "Heatmaps" to understand how different changes of a website affect (e.g. changes of the input fields, the design, etc.). A/B tests serve to improve the user-friendliness and performance of online offers. For example, users are shown different versions of a website or its elements, such as input forms, on which the placement of the content or labels of the navigation elements can differ. Subsequently, it is possible to determine which of these websites or elements are more suited to the needs of the users on the basis of the users' behaviour, e.g. longer stays on the website or more frequent interaction with the elements. "Clicktracking" allows users to keep track of their movements within an entire online offering. Since the results of these tests are more accurate if the user interaction can be monitored over a certain period of time (e.g. if a user likes to return), cookies are usually stored on the user's computers for these test purposes. "Heatmaps" are mouse movements of the users, which are combined to an overall picture, with the help of which e.g. it is possible to recognize which website elements are preferred and which website elements users prefer less.

Cookies are only stored on the user's devices for these test purposes. Only pseudonymous user data is processed. For further information, please refer to the Visual Website Optimizer Privacy Policy: <https://vwo.com/privacy-policy/>.

If you do not want the Visual Website Optimizer to record your usage behavior, you can use this link to object to data collection: [https://www.rent-a-guide.com/?vwo\\_opt\\_out=1](https://www.rent-a-guide.com/?vwo_opt_out=1).

## 10. Social Media

We maintain online presences within social networks and platforms in order to communicate with active customers, interested parties and users and to inform them about our services. When accessing the respective networks and platforms, the terms and conditions and the data processing guidelines of their respective operators apply.

Unless otherwise stated in our privacy policy, we process the data of users who communicate with us within social networks and platforms, e.g. write articles on our websites or send us messages.

Due to our legitimate interests in the analysis, optimisation and economic operation of our online offer and for these purposes the so-called “Facebook pixel” of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, if you are based in the EU, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (“Facebook”), is used within our online offer.

Facebook is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

With the help of the Facebook pixel, Facebook is able to determine the visitors of our online offer as a target group for the presentation of ads (so-called “Facebook ads”). Accordingly, we use the Facebook pixel to display the Facebook ads we post only to Facebook users who have also shown an interest in our online offering or who have certain features (e.g. interests in certain topics or products that are determined by the websites visited) that we transmit to Facebook (so-called “custom audiences”). We also want to use the Facebook pixel to ensure that our Facebook ads meet the potential interest of users and are not a nuisance. The Facebook pixel also helps us understand the effectiveness of Facebook ads for statistical and market research purposes by showing whether users have been redirected to our website after clicking on a Facebook ad (so-called “conversion”).

Facebook processes the data in accordance with Facebook’s Data Usage Policy. Accordingly, general information on the display of Facebook ads can be found in the Facebook Data Usage Policy: <https://www.facebook.com/policy.php>. For specific information and details about the Facebook pixel and how it works, please visit the Facebook Help section: <https://www.facebook.com/business/help/651294705016616>.

You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. To set what types of ads you see within Facebook, you can visit the page set up by Facebook and follow the instructions on usage-based advertising settings: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

You may also object to the use of cookies for range measurement and advertising purposes via the deactivation page of the network advertising initiative (<http://optout.networkadvertising.org/>) and additionally the US website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

## 11. Sending rating reminders by e-mail

If you have given us your express consent to this during or after your order in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR, we will use your e-mail address as a reminder to submit an evaluation of your order via the evaluation system used by us.

This consent can be revoked at any time by sending a message to the contact option described below.

## 12. Registration function

Users can create a user account. Within the scope of registration, the required mandatory data are communicated to the users and processed on the basis of Art. 6 para. 1 letter b GDPR for the purpose of providing the user account. The processed data includes in particular the login information (name, password and an e-mail address). The data entered during registration will be used for the purpose of using the user account and its purpose.

Users may be notified by e-mail of information relevant to their user account, such as technical changes. If users have cancelled their user account, their data will be deleted with regard to the user account, subject to a statutory retention obligation. It is up to the users to save their data before the end of the contract if they have given notice of termination. We are entitled to irretrievably delete all user data stored during the term of the contract.

As part of the use of our registration and login functions as well as the use of the user account, we store the IP address and the time of the respective user action. The data is stored on the basis of our legitimate interests as well as the user's protection against misuse and other unauthorized use. A passing on of this data to third parties does not take place in principle, unless it is necessary to pursue our claims or there is a legal obligation in accordance with Art. 6 para. 1 lit. c GDPR. The IP addresses are anonymized or deleted after 7 days at the latest.

## 13. Contact options and your rights

As a person concerned, you have the following rights:

according to Art. 15 GDPR the right to request information about your personal data processed by us to the extent described therein;

in accordance with Art. 16 GDPR the right to demand immediately the correction of incorrect or complete personal data stored by us;

pursuant to Art. 17 GDPR the right to request the deletion of your personal data stored with us, unless further processing

- to exercise freedom of expression and information;
- to fulfil a legal obligation;
- for reasons of public interest, or
- is necessary to assert, exercise or defend legal claims;

pursuant to Art. 18 GDPR, the right to request the restriction of the processing of your personal data, insofar as

- the correctness of the data is denied by you;
- the processing is unlawful, but you refuse to delete it;
- we no longer need the data, but you do need it to assert, exercise or defend legal claims, or
- you have lodged an objection to the processing pursuant to Art. 21 GDPR;

has the right, pursuant to Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, current and machine-readable format or to request its

transfer to another person responsible;

the right to complain to a supervisory authority pursuant to Art. 77 GDPR. As a rule, you can contact the supervisory authority at your usual place of residence or workplace or at our company headquarters.

If you have any questions regarding the collection, processing or use of your personal data, information, correction, blocking or deletion of data or revocation of any consent given or objection to a specific use of data, please contact us:

Dominik Fünkner  
Friedrichstrasse 22  
80801 Munich  
+49 89 2500 392 20  
fuenkner@datenschutzexperte.de

## Right of appeal

Insofar as we process personal data as described above in order to protect our legitimate interests, which predominate within the scope of a balance of interests, you can object to this processing with effect for the future. If the data is processed for direct marketing purposes, you can exercise this right at any time as described above. If the processing takes place for other purposes, you are only entitled to a right of objection if there are reasons arising from your particular situation.

After exercising your right of objection, we will not process your personal data further for these purposes, unless we can prove compelling reasons worthy of protection for the processing, which outweigh your interests, rights and freedoms, or if the processing serves to assert, exercise or defend legal claims.

This does not apply if the processing is for direct marketing purposes. Then we will not process your personal data for this purpose.