

Privacy Policy

This privacy policy explains to you the nature, scope and purpose of the processing of personal data within our online service and the associated websites, functions and content (hereinafter referred to as "Online Service" or "Websites"). The privacy policy applies regardless of the domains, systems, platforms and devices (like desktop or mobile) on which the Online Service is executed.

1. Information on Data Processing and Legal Foundations

1.1. Notice concerning the party responsible for this website

ALZURA AG
Gewerbegebiet Sauerwiesen 2
Technologie-Park I & II
67661 Kaiserslautern, Germany
Tel.: +49 6301 600-0
info@alzura.com

1.2. Contact details of the data protection officer

Gewerbegebiet Sauerwiesen 2
Technologie-Park I & II
67661 Kaiserslautern, Germany
+49 6301 600-2424
datenschutz@alzura.com

1.3. Scope of data processing

- We process those personal data of our users that are necessary for the operation of our business processes and for the providing of a functional website as well as our content and services.
- The transfer of data takes place as soon as you use our services, register on our platform, add and adjust information in your account and send us messages via the contact form or contact us in any other way.
- In addition, when you visit our website, we automatically collect Meta/Communication Data and occasionally collect information from other sources such as credit bureaus or credit reporting agencies.
- Usually the following data is collected:

Category	Definition
Meta/communication data	Device information, IP addresses, location data, operating system including corresponding version and possibly the browser used
Usage and connection data	Access times, interests, web pages visited, IP address and other log data
Access data	User name, user ID, password (encrypted) and e-mail address
Inventory data	Company name, company address, contact person, type of business, number of employees and VAT identification number
Contact data	E-mail address and phone number
Payment data	Bank details, credit-rating data, Invoices and order history
Content data	Reviews, support requests, other text submissions, photographs and videos

1.4. Legal basis for data processing

We process your personal data for various purposes and on the basis of various legal bases that permit such processing:

- When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 (1) lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.
- If we obtain the consent of the data subject for the processing operations of personal data, Art. 6 (1) lit. a GDPR serves as the legal basis.
- If the processing of personal data is necessary for the fulfillment of a legal obligation to which our company is subject, Art. 6 (1) lit. c GDPR serves as the legal basis.
- In the event that vital interests of the data subject or another natural person make processing of personal data necessary, Art. 6 (1) lit. d GDPR serves as the legal basis.
- If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject do not override the first-mentioned interest, Art. 6 (1) f GDPR serves as the legal basis for the processing.

2. Disclosure of data to third parties and third-party providers

- We pass on personal data to affiliated companies and their subsidiaries, for example to payment and shipping service providers, for the purpose of order processing or contract fulfillment.

- In order to be able to offer you a comprehensive product range, we also cooperate with other marketplaces and online stores within the European Economic Area (EEA). In doing so, their article inventories are mirrored on our website. When you purchase these items, your address data is transmitted to the respective cooperation partner for shipping processing. The companies we work with are either subject to this privacy policy or follow policies that provide at least as much protection as this privacy policy.
- Where we use subcontractors to provide our services, we also take appropriate legal precautions and appropriate technical and organizational measures to ensure the protection of personal data in accordance with the relevant legal requirements.
- As we continue to develop our business, we or individual subsidiaries may sell or buy business units or components. In such transactions, customer information is usually transferred along with the part of the business being transferred. However, this information will continue to be subject to the pre-existing privacy policy (except, of course, where the customer expressly consents to other terms). In the case of that our online services are sold in whole, in part or in substantial parts, personal data will be transferred to the buyer.
- Insofar as content, tools or other means from other providers (hereinafter collectively referred to as "third party providers") are used within the scope of this data protection declaration and their named registered office is located in a third country, it is to be assumed that a transfer of data to the third party providers' countries of domicile will take place. The transfer of data to third countries outside the European Economic Area (EEA) takes place either if there is an adequate level of data protection, user consent or otherwise legal permission (for example, EU standard contractual clauses). However, we would like to point out that no level of data protection comparable to that in the EU can be guaranteed in these countries.

3. Safety measures

- We take state-of-the-art organisational, contractual and technical security measures to ensure that the provisions of the data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorised persons.
- The security measures include in particular those which are listed in the [Documentation of technical and organisational measures](#).

4. Registration and user account

- We create a user account for each of our users, in which they can view their contact and order data in particular. Within the framework of registration, the required mandatory information will be communicated to the users. The user accounts are not public and cannot be indexed by search engines. If users have terminated their user account, their data will be deleted at the request of the user with regard to the user account, subject to necessary retention for commercial or tax reasons pursuant to Art. 6(1)(c) GDPR. It is the user's responsibility to secure their data before the end of the contract in the event of termination. We are entitled to irretrievably delete all user data stored during the term of the contract.
- Within the scope of registration and renewed logins as well as use of our online services, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorised use. A passing on of this data to third parties does not take place in principle, except if it is

necessary for compliance with our requirements or if a legal obligation exists in accordance with Art. 6(1)(c) GDPR.

- We process usage data (for example the websites visited on our Online Service, interest in our products) and content data (like entries in the contact form or user profile) for advertising purposes in a user profile in order to display, for example, product information based on their previously used services.

5. Contact

- When contacting us, the user's details are used to process the contact enquiry and process it in accordance with Art. 6(1)(b) GDPR.
- The user data can be stored in our Customer Relationship Management System ("CRM System") or comparable inquiry organisation.
- Contacting of applicants: In the field of HR management we use the software "Personio" of the company Personio GmbH, Buttermelcherstraße 16, 80469 Munich, Germany. If you use the online application you will be redirected to the recruiting page of ALZURA AG at Personio. Your application via the online form is subject to the latest version of the [privacy policy](#) provided there.

6. Newsletter

- The following information will inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedures and your rights of objection. By subscribing to our newsletter, you agree to the receipt and procedures described.
- We send newsletters, emails and other electronic notifications containing advertising information (hereinafter referred to as "Newsletters") only with the consent of the recipient or a legal permission. Insofar as the contents of the Newsletters are specifically described within the framework of registration, they are decisive for the consent of the user.
- Double opt-in and logging: The registration to our Newsletter takes place in a so-called double opt-in procedure. Accordingly, after registration you will receive an email asking you to confirm your registration. This confirmation is necessary so that no one can register with false email addresses. The registrations for the Newsletter are logged in order to be able to prove the registration process according to the legal requirements. This includes the storage of the registration and confirmation time, as well as the IP address. Likewise the changes of your data stored with the shipping service provider are logged.
- Shipping service provider: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500. The security of the transfer is covered by so-called standard contractual clauses, which ensure that the processing of personal data is subject to a level of security that complies with the GDPR.
- To subscribe to the Newsletters, it is sufficient to enter your email address.
- The use of the shipping service provider, the performance of statistical surveys and analyses as well as the logging of the registration procedure are carried out on the basis of our legitimate interests in accordance with Art. 6(1)(f) GDPR. We are interested in using a user-friendly and secure newsletter system that serves both our business interests and users' expectations.
- You can revoke your consent to the storage of data, email address and their use to send the Newsletters at any time by sending an email to datenschutz@alzura.com

7. Collection of access data and log files

- On the basis of our legitimate interests within the meaning of Art. 6(1)(f) GDPR, we collect data on each access to the server on which this service is located (so-called server log files). Access data includes the name of the website accessed, the file, the date and time of access, the amount of data transferred, geodata, customer number, notification of successful access, browser type and version, the user's operating system, referrer URL (previously visited page), IP address and the requesting provider.
- Log file information is stored for security reasons (for example to clarify abuse or fraud actions) and to improve our Online Service for a maximum period of 6 months and then deleted. Data, the further storage of which is necessary for evidence purposes, are excluded from deletion until the respective incident has been finally clarified.

8. Cookies and range measurement

- Our websites use so-called "**cookies**". Cookies are small text files and do not cause any damage to your end device. They are either stored temporarily for the duration of a session (session cookies) or permanently (permanent cookies) on your end device. Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your device until you delete them yourself or until they are automatically deleted by your web browser. Cookies aim to make our sites more user-friendly, more effective, and more secure.
- In some cases, cookies from third-party companies may also be stored on your end device when you enter our site (third-party cookies). These enable us or you to use certain services of the third-party company (like cookies for the processing of payment services).
- Cookies have various functions. Many cookies are technically necessary, as certain website functions would not work without them (such as the display of videos). Other cookies are used to evaluate user behaviour or display advertisements. Which cookies we set and how we use them can be found in our [cookie policy](#).
- Cookies that are required to carry out the electronic communication process (essential cookies) or to provide certain functions that you have requested (functional cookies) or to optimise the website (performance and statistics cookies and marketing cookies, like cookies to measure visitor behaviour) are stored on the basis of Art. 6(1)(f) GDPR, unless another legal basis is given. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimised provision of his services. If you have given your consent to the storage of cookies, the storage of the cookies in question will be carried out exclusively on the basis of this consent (Art. 6(1)(a) GDPR); the consent can be revoked at any time.
- You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for certain cases or generally, and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.
- As far as cookies are used by third-party companies or for analysis purposes, we will inform you separately about this within the framework of this data protection declaration and, if necessary, request your consent.

9. Integration of services and contents of third parties

- Within our Online Service, we use content or service offers from Third-Party Providers on the basis of our legitimate interests (which means interest in the analysis, optimisation and economic operation of our Online Service within the meaning of Art. 6(1)(f) GDPR). The following presentation provides an overview of Third-Party Providers and their contents, along with links to their privacy policies, which contain further information on the processing of data and, partly already mentioned here, objection options (so-called opt-out):

9.1. HubSpot

- We use the CRM system "Hubspot". This is an integrated software solution that covers various aspects of our online marketing. These include, among other things: Content management (website and blog), email marketing (newsletters as well as automated mailings, for example to provide downloads), social media publishing and reporting, reporting (like traffic sources and access), contact management (like user segmentation and CRM), landing pages and contact forms.
- Our registration service allows visitors to our website to learn more about our company, download content and provide their contact information and other demographic information. This information, as well as the contents of our website, is stored on servers of our software partner HubSpot. They may be used by us to contact visitors to our website and to determine which services of our company are of interest to them. All information we collect is subject to these data protection regulations. We use all information collected exclusively to optimise our marketing activities.
- HubSpot is a software company from the U.S. with a subsidiary in Ireland. Contact: HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland, Phone: +353 1 5187500. In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate level of security, your consent pursuant to Art. 49 (1) a) GDPR may serve as the legal basis for the transfer to third countries.
- The following link will provide you with more details about [HubSpot's privacy](#). Hubspot uses cookies with your consent. More information about the cookies used by HubSpot can be found [here](#) and [here](#) »

9.2. Google Analytics

- On the basis of our legitimate interests (which means interest in the analysis, optimisation and economic operation of our Online Service in the sense of Art. 6(1)(f) GDPR) we use the Google Analytics 360 Suite, a web analytics service provided by Google Ireland. Google uses cookies. The information generated by the cookie about your use of this website (if you have agreed to this) will be transmitted to and stored by Google on servers in Ireland.
- Google will use this information on our behalf to evaluate the use of our Online Service by users, to compile reports on the activities within this Online Service and to provide us with other services associated with the use of this Online Service and the Internet. Pseudonymous user profiles of the users can be created from the processed data.

- We use Google Analytics to display ads placed by Google and its partners within our advertising services only to users who have shown an interest in our Online Service or who have specific characteristics (for example interests in specific topics or products determined on the basis of the websites visited) that we transmit to Google (so-called "Remarketing" or "Google Analytics Audiences"). With the help of Remarketing Audiences, we also want to make sure that our ads correspond to the potential interests of the users and are not annoying.
- We only use Google Analytics with activated IP anonymisation. This means that Google will reduce the IP address of users within Member States of the European Union or in other states that are 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 U.S and shortened there. The IP address transmitted by the user's browser is not merged with other Google data.
- In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate level of security, your consent pursuant to Art. 49 (1) a) GDPR may serve as the legal basis for the transfer to third countries.
- Further information on the use of data by Google, setting and objection options can be found on the Google website: ["Google's use of data when you use our partners' websites or apps"](#), ["Use of data for advertising purposes"](#), ["Manage information Google uses to display advertisements to you"](#).

9.3. Google-Remarketing-Services

- On the basis of our legitimate interests (which means interest in the analysis, optimisation and economic operation of our Online Service within the meaning of Art. 6(1)(f) GDPR), we use the marketing and remarketing services (hereinafter referred to as "Google Marketing Services") of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, ("Google")
- In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate level of security, your consent pursuant to Art. 49 (1) a) GDPR may serve as the legal basis for the transfer to third countries.
- Google Marketing Services allow us to display advertisements for and on our website in a more targeted manner to show users only ads that potentially match their interests. If, for example, a user is shown ads for products in which he is interested in on other websites, this is referred to as "remarketing". For these purposes, when a user visits our and other websites on which Google Marketing Services are active, Google directly executes a code from Google and so-called (re)marketing tags are integrated into the Website, provided the user has given his or her consent. With their help, an individual cookie is stored on the user's device (comparable technologies can also be used instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemedia.com, admeld.com, googlesyndication.com or

googleadservices.com. In this file it is noted which websites the user visits, which contents he is interested in and which offers he has clicked, furthermore technical information about the browser and operating system, referring websites, visiting time as well as further information about the use of the Online Service. The IP address of the user is also recorded, whereby we disclose, within the scope of Google Analytics, that the IP address originates within a member state of the European Union or in another contracting state of the Agreement on the European Economic Area and then shorten the IP address; only in exceptional cases is it completely transmitted to a Google server in the U.S and shortened there. The IP address is not merged with user data within other Google services. Google may also link the above information to such information from other sources. If the user subsequently visits other websites, the ads tailored to the user's interests can be displayed.

- User data is processed pseudonymously within the framework of Google Marketing Services. Google does not store and process the name or email address of the user, but processes the relevant data related to cookies within pseudonymous user profiles. This means that, from Google's point of view, the ads are not administered 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 Google Marketing Services collects about users is transmitted to Google and stored on Google's servers in Ireland.
- One of the Google Marketing Services we use is the online advertising program "**Google AdWords**". In the case of Google AdWords, each AdWords customer receives a different "conversion cookie", if the user has given his consent. Cookies cannot therefore be tracked via the websites of AdWords customers. The information collected through the cookie is used to generate conversion statistics for AdWords customers who have opted in for conversion tracking. AdWords customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, they will not receive any information that personally identifies users.
- We may use the Google Marketing Services "**DoubleClick**" to include third-party advertisements. DoubleClick uses cookies (if the user has given his consent) to enable Google and its partner websites to serve ads based on users' visits to this Website or other websites on the Internet.
- We may use the Google Marketing Services "**AdSense**" to include third-party advertisements. AdSense uses cookies (if the user has given his consent) to enable Google and its partner websites to serve ads based on users' visits to this Website or other websites on the Internet.
- We can also use the service "**Google Optimizer**". Google Optimizer allows us to track the effects of various changes to a website (for example changes to input fields and design) within the framework of so-called "A/B-Testings". For these test purposes, cookies are stored on the devices of the users, if the user has given his consent. Only pseudonymous data of the users will be processed.
- We may also use the "**Google Tag Manager**" to integrate and manage the Google Analytics and marketing services into our website. The Tag Manager itself does not process any personal data, as it is only used to manage other services for the administration of other services - e.g. Google Analytics, etc. -.

You can find more information about the Tag Manager at:

<https://www.google.com/intl/de/tagmanager/use-policy.html>

- For more information about Google's use of data for marketing purposes, please see the [Overview page](#) or the [Privacy policy](#) of Google.
- If you wish to opt out of interest-based advertising through Google Marketing Services, you can use the [Settings and opt-outs](#) provided by Google. You can also change your cookie settings at any time by deleting the stored cookies via the system settings of your browser. When you call up the website again, the query appears again.

9.4. Google Signals

- Based on our legitimate interests (which means interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6(1)(f) GDPR), we use the web analytics service Google Signals.
- With Signals, Google provides reports on cross-device user numbers, as well as on different groups of users, which are based on different device combinations used. For this purpose, Google uses the data of users who have activated the "personalized advertising" option in their Google account settings.
- Google Signals is only used with IP anonymization enabled. This means that the IP address of users within the member states of the EU and the European Economic Area is shortened. This shortening eliminates the personal reference of your IP address. Thus, no conclusions can be drawn about the identity of an individual user. You can object to the collection of data by Google Signals at any time by deactivating "personalized advertising" in your [Google account](#).
- Additional information about how Google handles your personal data in its advertising network can be found [here](#) and in [Google's privacy policy](#).

9.5. Google Fonts

- The Google Web Fonts service is used on this website. The service is provided by Google Ireland Limited Google Building Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. With the help of Google Web Fonts, we can load and display external fonts, so-called Google Fonts, on our website. Google Web Fonts is integrated locally on our site. This means that the fonts are not loaded from Google servers ([privacy policy](#) and [opt-out](#)).
- The legal basis for this processing is Art. 6 (1) lit. f GDPR - a legitimate interest. Our legitimate interest in the processing is to present the website in an attractive and user-friendly manner. Local hosting ensures that no data is transmitted to Google, a corresponding data transfer does not take place.

9.6. Google Maps

- Maps from the "Google Maps" service of the Third-Party Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ([Privacy policy](#) and [Opt-out](#)).
- In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate

level of security, your consent pursuant to Art. 49 (1) a) GDPR may serve as the legal basis for the transfer to third countries.

9.7. Google Currents

- Within our Online Service, functions of the Google Currents service are integrated. These features are provided by the Third-Party Provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. If you are logged in to your Google Currents - account you can link the contents of our pages to your Google Currents - profile by clicking the GoogleCur - button. This enables Google to assign the visit to our pages to your user account. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or its use by Google Currents. ([Privacy policy](#) and [Opt-out](#)).

9.8. Google Firebase

- Our apps use technology from Google Firebase (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, "Google"). Firebase is part of the Google Cloud Platform and offers numerous services for developers. A list can be found [here](#). For Firebase Analytics, Google uses an "Instance ID" as well as the advertising ID of the end device. In the device settings of your mobile device, you can restrict the use of the advertising ID.
- For Android: Settings > Google > Ads > Reset advertising ID
- For iOS: Settings > Privacy > Advertising > No Ad Tracking
- More information about Firebase's privacy and security can be found [here](#). If possible, we use servers with a location within the EU. However, it cannot be ruled out that data may also be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to ensure an adequate level of security, your consent pursuant to Article 49 (1) (a) of the GDPR may serve as the legal basis for the transfer to third countries.
- More information about Google Firebase and privacy can be found at <https://www.google.com/policies/privacy/> and at <https://firebase.google.com/>.

9.9. Facebook Social Plugins

- We use social plugins ("plugins") of the social network facebook.com, which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"), on the basis of our legitimate interests (which means interest in the analysis, optimisation and economic operation of our Online Service in the sense of Art. 6(1)(f) GDPR). The plugins can display interaction elements or content (like videos, graphics or text contributions) and can be recognised by one of the Facebook logos.
- In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate Data base for the transfer to third countries.

- When a user calls a function of this Online Service that contains such a plugin, his device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted directly from Facebook to the user's device and integrated into the Online Service by the user. User profiles can be created from the processed data. We therefore have no influence on the amount of data that Facebook collects with the help of this plugin.
- By integrating the plugins, Facebook receives the information that a user has called up the corresponding page of the Online Service. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. When users interact with the plugins, for example by clicking the Like button or commenting, the corresponding information is transferred directly from your device to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to know and store their IP address. According to Facebook, however, only an anonymous IP address is stored in Germany.
- The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as the relevant rights and setting options to protect the privacy of users can be found in the [data protection information](#) of Facebook.
- If a user is a Facebook member and does not want Facebook to collect information about him or her via this Online Service and link it to his or her Facebook member data, he or she must log out of Facebook and delete cookies before using our Online Service. Further settings and objections to the use of data for advertising purposes are possible within the [Facebook profile settings](#) or via the [US page](#) or the [EU page](#). The settings are platform-independent, which means they are applied to all devices (desktop or mobile).

9.10. Facebook, Custom Audiences and Facebook Marketing Services

- Due to our legitimate interests in the analysis, optimisation and economic operation of our Online Service, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, U.S, or if you are resident in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, is used within our Online Service.
- With the help of the Facebook Pixel, it is possible for Facebook to determine the visitors of our Online Service as a target group for the presentation of ads (so-called "Facebook Ads"). Accordingly, we use Facebook Pixel to display Facebook Ads placed by us only to those Facebook users who have shown an interest in our Online Service or who have certain features (like, interests in certain topics or products that are determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of Facebook Pixel, we also want to ensure that our Facebook Ads correspond to the potential interest of users and do not appear annoying. The Facebook Pixel also enables us to track the effectiveness of Facebook ads for statistical and market research purposes by showing whether users were referred to our Website after clicking on a Facebook ad (so-called "Conversion").
- The Facebook Pixel is directly integrated by Facebook when you visit our Website and can store a so-called cookie on your device, if you have given your consent. If you then log in to Facebook or visit Facebook when logged in, the visit to our Online Service will be noted in your profile. The data collected about you is anonymous to us and does not give us any information about the identity of the user. However, the data is stored and

processed by Facebook so that a connection to the respective user profile is possible and can be used by Facebook as well as for its own market research and advertising purposes. If we transmit data to Facebook for comparison purposes, this data is encrypted locally on the browser and only then sent to Facebook via a secure https connection. This is done solely for the purpose of comparing it with the data encrypted by Facebook.

- Furthermore, when using the Facebook Pixel, we use the additional function "extended comparison" where data for the formation of target groups ("Custom Audiences" or "Look Alike Audiences") are transmitted in encrypted form to Facebook. Further [Details](#).
- Furthermore we use the procedure "Custom Audiences from File" of the social network Facebook, Inc. In this case, the email addresses of the newsletter recipients are uploaded to Facebook. The upload process is encrypted. The upload is used solely to determine the recipients of our Facebook ads. This is to ensure that ads are only displayed to users who have an interest in our information and services.
- The processing of the data by Facebook takes place within the framework of Facebook's [Data usage guideline](#). Special information and details about the Facebook Pixel and how it works can be found in the [Help section](#) of Facebook.
- You may opt out of Facebook Pixel collection and use of your information to display Facebook Ads. To customise what types of ads you see within Facebook, you can use the [page set up by Facebook](#) and follow the instructions on the settings for usage-based advertising. The settings are platform-independent (desktop or mobile).
- Within the scope of processing via YouTube (Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (privacy policy and opt-out)), data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to ensure an adequate level of security, your consent pursuant to Article 49 (1) (a) of the GDPR may serve as the legal basis for the transfer to third countries.
- You may object to the use of cookies to measure reach and for advertising purposes, via the [Network Advertising Initiative opt-out page](#), and additionally via the US [website](#) or the European [website](#).

9.11. Instagram

- Features of the Instagram service are integrated within our Online Service. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, U.S.
- If you are logged in to your Instagram - account you can link the contents of our pages to your Instagram - profile by clicking the Instagram - button. This allows Instagram to assign the visit to our pages to your user account. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or of its use by Instagram ([Privacy Policy](#)).

9.12. LinkedIn

- Our Online Service uses features of the LinkedIn network. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, U.S. Each time you access one of our pages that contains LinkedIn features, a connection is established to LinkedIn servers. LinkedIn will be informed that you have visited our website with your

IP address. If you click the LinkedIn "Recommend Button" and are logged into your LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the transmitted data or its use by LinkedIn ([Privacy policy](#) und [Opt-out](#)).

- The legal basis for the processing is your consent pursuant to Art. 6 para. 1 lit. a GDPR. If you do not want the aforementioned data to be collected and processed via LinkedIn, you can refuse your consent or revoke it at any time with effect for the future.
- In the context of processing via LinkedIn, data may be transmitted to the U.S and Singapore. The security of the transfer is regularly secured by so-called standard contractual clauses, which ensure that the processing of personal data is subject to a level of security that corresponds to that of the GDPR.

9.13. Twitter

- Features of the Twitter service can be integrated within our Online Service. These features are offered by Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, U.S. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to other users. Data is also transmitted to Twitter. We would like to point out that, as the provider of these pages, we do not have any knowledge of the content of the transmitted data or of its use by Twitter ([Privacy Policy](#)). You can change your privacy settings on Twitter in [Account settings](#).

9.14. XING

- We use functions of the XING network. The provider is New Work SE, Dammtorstraße 29-32, 20354 Hamburg, Germany. Each time you access one of our pages that contains XING features, you will be connected to XING servers. A storage of personal data does not take place after our knowledge. In particular, no IP addresses are stored or usage behaviour evaluated ([Privacy Policy](#)).
- The processing is carried out in accordance with Art. 6 para. 1 lit. f. GDPR on the basis of our legitimate interest of contact possibilities to our customers. The analysis processes initiated by XING may be based on deviating legal grounds to be specified by XING (e.g. consent within the meaning of Art. 6 (1) lit. a GDPR).

9.15. External payment service providers

- We offer the option to process the payment transaction via the payment service provider Stripe, % Legal Process, 510, Townsend St., San Francisco, CA 94103 (Stripe) and PayPal S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg. This is in line with our legitimate interest in offering an efficient and secure payment method (Art. 6 para. 1 lit. f GDPR). In this context, we disclose the following data to Stripe or PayPal to the extent necessary for the performance of the contract (Art. 6 para. 1 lit b. GDPR).
- The processing of the data provided under this section is not required by law or contract. Without the transmission of your personal data, we cannot make a payment via PayPal (There is an option for you to choose another payment method).

- Stripe has implemented compliance measures for international data transfers. These apply to all global activities where Stripe processes personal data of individuals in the EU. These measures are based on the EU Standard Contractual Clauses (SCCs).
- For more information about opting out and opting in with Stripe, please visit <https://stripe.com/privacy-center/legal> and PayPal at <https://www.paypal.com/de/webapps/mpp/ua/privacy-full>.
- For payment transactions, the terms and conditions and privacy notices of the respective payment service providers apply, which can be accessed within the respective websites, or transaction applications. We also refer to these for further information and assertion of revocation, information and other data subject rights.

9.16. Hotjar

- Web analysis and optimisation using the Hotjar service, operated by Hotjar Ltd, Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe. With Hotjar, movements on the websites on which Hotjar is used can be traced (so-called heat maps). For example, it can be seen how far users scroll and which buttons users click and how often. Furthermore, technical data such as selected language, system, screen resolution and browser type are recorded. This may involve the creation of user profiles, at least temporarily, during a visit to our Website. Hotjar also makes it possible to obtain feedback directly from website users. In this way we obtain valuable information in order to make our websites even faster and more customer-friendly ([Privacy policy](#) and [Opt-out](#)).
- The legal basis of the processing is your consent pursuant to Art. 6 (1) lit. a GDPR. If you do not want Hotjar to collect and process the aforementioned data, you can refuse your consent or revoke it at any time with effect for the future.

9.17. JavaScript library JQuery

- For a visually and functionally user-friendly presentation, this website uses external code of the JavaScript framework "jQuery", provided by the third-party provider JS Foundation (JSFoundation, Inc., 1 Letterman Drive, San Francisco, CA 94129). In order to provide this service, the provider of this content may require user IP address information. We endeavor to use only such content whose respective providers use the IP address only to deliver the content. However, we have no influence if the third-party providers store the IP address, e.g. for statistical purposes. Insofar as this is known to us, we inform the users about it. Information on the provider's data protection can be found at <https://js.foundation/about/governance/privacy-policy>.

9.18. Microsoft Bing Ads

- Conversion tracking from Microsoft (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, U.S.). Microsoft Bing Ads places a cookie on your computer if you have reached our website via a Microsoft Bing advertisement and have given your consent to the setting of the cookie. In this way both we and Microsoft Bing can see that someone clicked on an ad, was redirected to our Website, and reached a predetermined destination page (conversion page). We only get to know the total number of users who clicked on a Bing ad and were then redirected to Conversion page. No personal information about the identity of the user will be disclosed. If you do not wish to participate

in the tracking procedure, you can also refuse to set the cookie required for this purpose ([Privacy Policy](#)).

- In the course of processing, data may be transferred to the U.S. The security of the transfer is ensured by so-called standard contractual clauses, which guarantee that the processing of personal data is subject to a level of security that corresponds to that of the GDPR. If the standard contractual clauses are not sufficient to establish an adequate level of security, your consent pursuant to Art. 49 (1) a GDPR may serve as the legal basis for the transfer to third countries.

9.19. IntelliAd Bid Management

- Our Websites use the web analysis service with bid management of IntelliAd Media GmbH, Sendlinger Str. 7, 80331 Munich. In order to design and optimise this Website in line with requirements, anonymous usage data is collected, aggregated and stored and usage profiles are created from this data using pseudonyms. When using IntelliAd tracking, cookies are stored locally, if you have given your consent.
- You have the right to object to the storage of your (anonymized) usage data in the future. To do so, use the IntelliAd [opt-out](#) function.

9.20. Criteo

- On this website, the technology of Criteo SA, 32 Rue Blanche, 75009 Paris, France ("Criteo"), uses cookie text files to collect, store and analyze information about the surfing behavior of website visitors in pseudonymized form. This only happens if you have agreed to the setting of cookies when visiting our websites. The technology allows us to recognize your device and collect information about your browser activity in order to provide you with advertisements about goods and services that are likely to be of greater interest to you ([Privacy Policy](#)).

9.21. Portatour anywhere

- We use the service "portatour anywhere" by the service provider portatour (impactit GmbH, Vienna Twin Tower, Wienerbergstraße 11/B14, 1100 Vienna) for route planning. To tailor our field service appointments, including routes, data of customers/new customers are collected, stored and processed ([Privacy policy](#)).

9.22. Credit assessment

- Our company regularly checks your creditworthiness when concluding contracts and, in certain cases where there is a legitimate interest, also for existing customers. For this purpose, we work together with the following companies:
 - Creditreform Kaiserslautern Langenfeld KG, Luxemburger Str. 7, 67657 Kaiserslautern ([privacy policy](#)).
 - Creditreform Bad Kreuznach Langenfeld KG, Planiger Str. 34a, 55543 Bad Kreuznach ([privacy policy](#))
 - SCHUFA Holding AG, Kormoranweg 5, 65201 Wiesbaden ([privacy policy](#))
 - CRIF Bürgel Ringwald e.K., Greschbachstraße 3, 76229 Karlsruhe ([privacy policy](#))

- KSV1870 Information GmbH, Wagenseilgasse 7, 1120 Vienna, Austria ([Privacy Policy](#))
- KACZMARSKI GROUP Sp. z o.o. Sp. k., ul. Danuty Siedzikówny 12, 51-214 Wrocław ([privacy policy](#)).
- For the purpose of credit assessment we are provided with data. For this purpose, we pass on your name and contact details to the relevant credit agency. The legal basis for this transfer is Art. 6 para. 1 lit. b and f GDPR.

9.23. Klaro

- Klaro is a free open source tool that allows us to manage the consent of our users in a user-friendly way and in accordance with data protection regulations (Consent Management). Project initiator of this technology is KIProtect GmbH, Bismarckstr. 10-12, 10625 Berlin. Only when you agree to its use in the "opt-in" procedure will a Klaro! cookie ("klaro") be stored in your browser, in which the consents you have given or the revocation of these consents are stored. This data will not be passed on to Klaro! developers. The data collected will be stored until you delete the Klaro! cookie or until the purpose for which the data is stored no longer applies. Mandatory legal retention periods remain unaffected. You can find details about Klaro! cookie data processing [here](#). Klaro! cookie content technology is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6(1)(c) GDPR.

9.24. Cloudflare

- This website uses services of "Cloudflare" (provider: Cloudflare, Inc., 101 Townsend St, San Francisco, CA 94107, U.S). Cloudflare operates a Content Delivery Network (CDN) and provides protection functions for the website (Web Application Firewall). The data transfer between your browser and our servers flows over Cloudflare's infrastructure and is analyzed there to fend off attacks. Cloudflare uses cookies to enable you to access our website. The use of Cloudflare is in the interest of a safe use of our website and the defense of harmful attacks from outside. This represents a legitimate interest in the sense of Art. 6(1)(f) GDPR. Further information can be found in the [Cloudflare-privacy policy](#).

9.25. Trustpilot

- We use the rating platform Trustpilot A/S, Pilestræde 58, 5, 1112 Copenhagen, Denmark for our website. For more information about the data processed with Trustpilot, please see the [privacy policy](#).

10. Rights of Users

- Users have the right, upon request and free of charge, to obtain information about the personal data we have stored about them.
- In addition, users have the right to correct inaccurate data, restrict the processing and delete their personal data.
- Users can also revoke their consent, in principle with effect for the future.

11. Deletion of Data

- The data stored by us will be deleted or pseudonymised as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them. In case the user's data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. This means that the data will be blocked and not processed for other purposes. This applies, for example, to user data that must be stored for commercial or tax reasons.

12. Changes to the Privacy Policy

- We reserve the right to change the privacy policy in order to adapt it to changed legal situations or in the event of changes to the service or data processing. If user consents are required or components of the privacy policy contain provisions of the contractual relationship with the users, the changes will only be made with the consent of the users.
- Users are requested to inform themselves regularly about the content of the privacy policy.
- If you have any questions or concerns about our privacy policy or how we handle personal information, please contact us at "datenschutz@alzura.com".