

Privacy Policy

SONNSCHIENHÜTTE

BIRGIT & MARKUS HEIDEGGER

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Privacy Policy

Contact details of the data protection controller

If you have any question about data protection, please find the contact details of the body or person responsible for data protection below:

Sonnschienhütte

Schattenberg 105

Authorised to represent: Birgit & Markus Heidegger

Email: office@sonnschienhuette.info

Phone: +43 660 154 145 0

Company details: <https://www.sonnschienhuette.info>

Privacy Policy

We have written this privacy policy (version 21.06.2021-111766670) to provide you with information in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#) as well as to explain what information we collect, how we use data and what choices you have as a visitor to this website.

Privacy policies usually sound very technical. However, this version should describe the most important things as simply and clearly as possible. Moreover, technical terms are explained in a reader-friendly manner whenever possible. We would also like to convey that we only collect and use information via this website if there is a corresponding legal basis for it. This is certainly not possible if you give very brief technical explanations, as are often standard on the Internet when it comes to data protection. We hope you find the following explanations interesting and informative. Maybe you will also find some information that you did not know yet.

Should you still have questions, we kindly ask you to follow the existing links to see further information on third-party websites, or to simply write us an email. You can find our contact information in our website's imprint.

Rights in accordance with the General Data Protection Regulation

You are granted the following rights in accordance with the provisions of the [GDPR](#) (General Data Protection Regulation) and the Austrian [Data Protection Act \(DSG\)](#):

- right to rectification (article 16 GDPR)
- right to erasure ("right to be forgotten") (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- right to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)

- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at <https://www.data-protection-authority.gv.at/>.

Automatic Data Retention

Every time you visit a website nowadays, certain information is automatically created and stored, just as it happens on this website. This data should be collected as sparingly as possible, and only with good reason. By website, we mean the entirety of all websites on your domain, i.e. everything from the homepage to the very last subpage (like this one here). By domain we mean example.uk or examplepage.com.

Even while you are currently visiting our website, our web server – this is the computer this website is stored on, usually automatically retains data such as the below – for reasons such as operational security or for creating access statistics etc.

- the full address (URL) of the accessed website (e. g. <https://www.examplepage.uk/examplesubpage.html/>)
- browser and browser version (e.g. Chrome 87)
- the operating system used (e.g. Windows 10)
- the address (URL) of the previously visited site (referrer URL) (z. B. <https://www.examplepage.uk/icamefromhere.html/>)
- the host name and the IP-address of the device the website is accessed from (e.g. COMPUTERNAME and 194.23.43.121)
- date and time
- in so-called web server log files.

Generally, these files are stored for two weeks and are then automatically deleted. We do not pass these data to others, but we cannot exclude the possibility that this data may be looked at by the authorities in case of illegal conduct.

In short: your visit is logged by our provider (company that runs our website on servers), but we do not pass on your data!

Cookies

Our website uses HTTP-cookies to store user-specific data.

For your better understanding of the following Privacy Policy statement, we will explain to you below what cookies are and why they are in use.

What exactly are cookies?

Every time you surf the internet, you use a browser. Common browsers are for example Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

What should not be dismissed, is that cookies are very useful little helpers. Nearly all websites use cookies. More accurately speaking these are HTTP-cookies, since there are also different cookies for other uses. http-cookies are small files which our website stores on your computer. These cookie files are automatically put into the cookie-folder, which is like the “brain” of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must be specified.

Cookies save certain parts of your user data, such as e.g. language or personal page settings. When you re-open our website, your browser submits these “user specific” information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are familiar to. In some browsers every cookie has its own file, in others such as Firefox, all cookies are stored in one single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, while third-party cookies are created by partner-websites (e.g. Google Analytics). Every cookie is individual, since every cookie stores different data. The expiration time of a cookie also varies – it can be a few minutes, or up to a few years. Cookies are no software-programs and contain no computer viruses, trojans or any other malware. Cookies also cannot access your PC’s information.

This is an example of how cookie-files can look:

name: _ga
value: GA1.2.1326744211.152111766670-9
purpose: differentiation between website visitors
expiration date: after 2 years

A browser should support these minimum sizes:

- at least 4096 bytes per cookie
- at least 50 cookies per domain
- at least 3000 cookies in total

Which types of cookies are there?

What exact cookies we use, depends on the used services. We will explain this in the following sections of the Privacy Policy statement. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

Essential Cookies

These cookies are necessary to ensure the basic function of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. Even when the user

closed their window priorly, these cookies ensure that the shopping cart does not get deleted.

Purposive Cookies

These cookies collect info about the user behaviour and record if the user potentially receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour within different browsers.

Target-orientated Cookies

These cookies care for an improved user-friendliness. Thus, information such as previously entered locations, fonts or data in forms stay saved.

Advertising Cookies

These cookies are also known as targeting-Cookies. They serve the purpose of delivering individually adapted advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be saved in a cookie.

How can I delete cookies?

You yourself take the decision if and how you want to use cookies. Thus, no matter what service or website cookies are from, you always have the option to delete, deactivate or only partially allow them. Therefore, you can for example block cookies of third parties but allow any other cookies.

If you want change or delete cookie-settings and would like to determine which cookies have been saved to your browser, you can find this info in your browser-settings:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser in a way, to notify you whenever a potential cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. The settings for this differ from browser to browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search phrase "delete cookies Chrome" or "deactivate cookies Chrome" into Google.

How is my data protected?

There is a “cookie policy” that has been in place since 2009. It states that the storage of cookies requires the user’s consent. However, among the countries of the EU, these guidelines are often met with mixed reactions. In Austria the guidelines have been implemented in § 96 section 3 of the Telecommunications Act (TKG).

If you want to learn more about cookies and do not mind technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called “HTTP State Management Mechanism”.

Google Analytics Privacy Policy

We use the tracking and analysis tool Google Analytics (GA) of the US-American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics collects data on your actions on our website. Whenever you click a link for example, this action is saved in a cookie and transferred to Google Analytics. With the help of reports which we receive from Google Analytics, we can adapt our website and our services better to your wishes. In the following, we will explain the tracking tool in more detail, and most of all, we will inform you what data is saved and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool with the purpose of conducting data traffic analysis of our website. For Google Analytics to work, there is a tracking code integrated to our website. Upon your visit to our website, this code records various actions you perform on your website. As soon as you leave our website, this data is sent to the Google Analytics server, where it is stored.

Google processes this data and we then receive reports on your user behaviour. These reports can be one of the following:

- Target audience reports: With the help of target audience reports we can get to know our users better and can therefore better understand who is interested in our service.
- Advertising reports: Through advertising reports we can analyse our online advertising better and hence improve it.
- Acquisition reports: Acquisition reports provide us helpful information on how we can get more people enthusiastic about our service.
- Behaviour reports: With these reports, we can find out how you interact with our website. By the means of behaviour reports, we can understand what path you go on our website and what links you click.
- Conversion reports: A conversion is the process of leading you to carry out a desired action due to a marketing message. An example of this would be transforming you from a mere website visitor into a buyer or a newsletter subscriber. Hence, with the help of these reports we can see in more detail, if our marketing measures are successful with you. Our aim is to increase our conversion rate.
- Real time reports: With the help of these reports we can see in real time, what happens on our website. It makes us for example see, we can see how many users are reading this text right now.

Why do we use Google Analytics on our website?

The objective of our website is clear: We want to offer you the best possible service. Google Analytics' statistics and data help us with reaching this goal.

Statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our page in a way, that makes it easier to be found by interested people on Google. On the other hand, the data helps us to get a better understanding of you as our visitor. Therefore, we can very accurately find out what we must improve on our website, in order to offer you the best possible service. The analysis of that data also enables us to carry out our advertising and marketing measures in a more individual and more cost-effective way. After all, it only makes sense to show our products and services exclusively to people who are interested in them.

What data gets stored by Google Analytics?

With the aid of a tracking code, Google Analytics creates a random, unique ID which is connected to your browser cookie. That way, Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a "recurring" user. All data that is collected gets saved together with this very user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

Your interactions on our website are measured by tags such as cookies and app instance IDs. Interactions are all kinds of actions that you perform on our website. If you are also using other Google systems (such as a Google Account), data generated by Google Analytics can be linked with third-party cookies. Google does not pass on any Google Analytics data, unless we as the website owners authorise it. In case it is required by law, exceptions can occur.

The following cookies are used by Google Analytics:

Name: `_ga`

Value: `2.1326744211.152111766670-5`

Purpose: By default, analytics.js uses the cookie `_ga`, to save the user ID. It generally serves the purpose of differentiating between website visitors.

Expiration date: After 2 years

Name: `_gid`

Value: `2.1687193234.152111766670-1`

Purpose: This cookie also serves the purpose of differentiating between website users

Expiration date: After 24 hours

Name: `_gat_gtag_UA_<property-id>`

Value: `1`

Verwendungszweck: It is used for decreasing the demand rate. If Google Analytics is provided via Google Tag Manager, this cookie gets the name `_dc_gtm_<property-id>`.

Expiration date: After 1 minute

Name: AMP_TOKEN

Value: No information

Purpose: This cookie has a token which is used to retrieve the user ID by the AMP Client ID Service. Other possible values suggest a logoff, a request or an error.

Expiration date: After 30 seconds up to one year

Name: __utma

Value:1564498958.1564498958.1564498958.1

Purpose: With this cookie your behaviour on the website can be tracked and the site performance can be measured. The cookie is updated every time the information is sent to Google Analytics.

Expiration date: After 2 years

Name: __utmt

Value: 1

Purpose: Just like _gat_gtag_UA_<property-id> this cookie is used for keeping the requirement rate in check.

Expiration date: After 10 minutes

Name: __utmb

Value:3.10.1564498958

Purpose: This cookie is used to determine new sessions. It is updated every time new data or information gets sent to Google Analytics.

Expiration date: After 30 minutes

Name: __utmc

Value: 167421564

Purpose: This cookie is used to determine new sessions for recurring visitors. It is therefore a session cookie, and only stays saved until you close the browser again.

Expiration date: After closing the browser

Name: __utmz

Value: m|utmccn=(referral)|utmcmd=referral|utmcct=/

Purpose: This cookie is used to identify the source of our website's visitor number. This means, that the cookie saves information on where you came to our website from. This could be another site or an advertisement.

Expiration date: After 6 months

Name: __utmv

Value: No information

Purpose: The cookie is used to store custom user data. It gets updated whenever information is sent to Google Analytics.

Expiration date: After 2 years

Note: This list is by no means exhaustive, since Google are repeatedly changing the use of their cookies.

Below we will give you an overview of the most important data that can be evaluated by Google Analytics:

Heatmaps: Google creates so-called Heatmaps. These Heatmaps make it possible to see the exact areas you click on, so we can get information on what routes you make on our website.

Session duration: Google calls the time you spend on our website without leaving it session duration. Whenever you are inactive for 20 minutes, the session ends automatically.

Bounce rate If you only look at one page of our website and then leave our website again, it is called a bounce.

Account creation: If you create an account or make an order on our website, Google Analytics collects this data.

IP-Address: The IP address is only shown in a shortened form, to make it impossible to clearly allocate it.

Location: Your approximate location and the country you are in can be defined by the IP address. This process is called IP location determination.

Technical information: Information about your browser type, your internet provider and your screen resolution are called technical information.

Source: Both, Google Analytics as well as ourselves, are interested what website or what advertisement led you to our site.

Further possibly stored data includes contact data, potential reviews, playing media (e.g. when you play a video on our site), sharing of contents via social media or adding our site to your favourites. This list is not exhaustive and only serves as general guidance on Google Analytics' data retention.

How long and where is the data saved?

Google has servers across the globe. Most of them are in America and therefore your data is mainly saved on American servers. Here you can read detailed information on where Google's data centres are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=en>

Your data is allocated to various physical data mediums. This has the advantage of allowing to retrieve the data faster, and of protecting it better from manipulation. Every Google data centre has respective emergency programs for your data. Hence, in case of a hardware failure at Google or a server error due to natural disasters, the risk for a service interruption stays relatively low.

Google Analytics has a 26 months standardised period of retaining your user data. After this time, your user data is deleted. However, we have the possibility to choose the retention period of user data ourselves. There are the following five options:

- Deletion after 14 months
- Deletion after 26 months

- Deletion after 38 months
- Deletion after 50 months
- No automatical deletion

As soon as the chosen period is expired, the data is deleted once a month. This retention period applies to any of your data which is linked to cookies, user identification and advertisement IDs (e.g. cookies of the DoubleClick domain). Any report results are based on aggregated information and are stored independently of any user data. Aggregated information is a merge of individual data into a single and bigger unit.

How can I delete my data or prevent data retention?

Under the provisions of the European Union's data protection law, you have the right to obtain information on your data and to update, delete or restrict it. With the help of a browser add on that can deactivate Google Analytics' JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download this add on at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. Please consider that this add on can only deactivate any data collection by Google Analytics.

Should you generally want to deactivate, delete or manage all cookies (independently of Google Analytics), you can use one of the guides that are available for any browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Google Analytics is an active participant of the EU-U.S. Privacy Shield Framework, which regulates correct and safe transfer of personal data.

You can find more information on this at

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=111766670>. We hope we were able to make you more familiar with the most important information on Google Analytics' data processing. If you want to learn more about the tracking service, we recommend both of the following links:

<https://marketingplatform.google.com/about/analytics/terms/gb/> and

<https://support.google.com/analytics/answer/6004245?hl=en>.

IONOS WebAnalytics Privacy Policy

We use the analysis tool IONOS WebAnalytics by the German company 1&1 IONOS SE, Elgendorfer Straße 57, 56410 Montabaur, Germany on our website. The tool helps us to analyse our website. For this, data is collected and stored. However, this tool does not collect any data that could identify you as a person. Nevertheless, in this privacy policy we will give

you more detailed information on the processing and storage of your data and explain why we use IONOS WebAnalytics.

What is IONOS WebAnalytics?

As the name suggests, IONOS WebAnalytics is a tool that is used to analyse our website. The software program collects data such as how long you have been on our website, what buttons you click or which website has led you to us. Frankly, this gives us a good overview of the user behaviour on our website. This information is fully anonymous. Meaning, that with this data we cannot identify you as a person, and only receive general usage information and statistics.

Why do we use IONOS WebAnalytics on our website?

It is our goal to provide you the best possible experience on our website. We are confident of our offers and want our website to be a helpful and useful place for you. To ensure this, we have to adapt our website to your needs and wishes as well as we can. A web analysis tool such as IONOS WebAnalytics and the data it provides can improve our website accordingly. Furthermore, the collected data can also be useful to us for making our advertising and marketing measures more individual. However, with all these web analyses, the protection of your personal data is important to us. Unlike other analysis tools, IONOS WebAnalytics does not store or process any data that could identify you as a person.

Which data are stored by IONOS WebAnalytics?

Your data are collected and stored using log files or a so-called pixel. A pixel is a snippet of JavaScript code that loads various functions which can be used for tracking user behaviour. WebAnalytics deliberately refrains from using cookies.

IONOS does not retain any of your personal data. When you access a page, your IP address is transmitted, but is then immediately anonymised and processed in a way that makes it impossible to identify you as a person.

The following data are stored by IONOS WebAnalytics:

- Your browser type and version
- which website you visited before (referrer)
- which specific site you have accessed on our website
- which operating system you are using
- which device you are using (PC, tablet or smartphone)
- when you accessed our site
- Your anonymised IP address

These data are not forwarded to any third party providers and are only used for statistical evaluations.

How long and where are the data stored?

The data will be stored until our contract with IONOS WebAnalytics expires. With a regular web hosting tariff, the data will be stored in our log directory, which will generate graphical statistics. These logs are deleted every 8 weeks. With a MyWebsite tariff, the data is identified by a pixel. In this case, the data is only stored and processed internally at IONOS WebAnalytics.

How can I delete my data or prevent data retention?

Generally, you reserve the right to information, correction or deletion and restriction of the processing of your personal data at any time. Moreover, you can revoke your consent to the processing of your data anytime. However, it is not possible to delete this data since IONOS WebAnalytics neither stores or processes any of your personal data, nor any data that could be assigned to you as a person.

We hope we could provide you with the most important information on IONOS WebAnalytics' rather sparing data processing. If you want to learn more about the tracking service, we recommend you to read the company's privacy policy at <https://www.ionos.co.uk/help/online-marketing/siteanalytics/information-collected-in-siteanalytics/?tid=111766670>.

Jetpack Privacy Policy

We use the WordPress plug-in Jetpack on our website. Jetpack is a software that provides us with an array of services such as web analyses. Jetpack is operated by Automattic (Inc. 132 Hawthorne Street San Francisco, CA 94107, USA), which uses Quantcast (Inc., 201 3rd St, Floor 2, San Francisco, CA 94103-3153, USA). The integrated tracking tool also collects, stores and processes your personal data. In this privacy policy, we will show you exactly which data are involved, why we use Jetpack and how you can prevent this data storage.

What is Jetpack?

Jetpack is a plug-in for WordPress websites and has many different functions and modules. All these tools help us not only to design our website more beautifully, but also to make it safer and to welcome more visitors. Jetpack for example allows to display related posts and to share content. On top of that it can also improve our website's loading speed. All functions are hosted and provided by WordPress.

Why do we use Jetpack?

It is crucial for us that you feel comfortable on our website and find what you are looking for. We can only be successful if you are satisfied with our services. And for us to know how and where we can improve our website, we need information. With Jetpack we can for example see how often and for how long you are on a single site or which buttons you tend to click. With the help of this information, we can improve our website and adapt it to your wishes and preferences.

Which data are stored by Jetpack?

Your personal data will be identified, stored and processed, which is done especially through the built-in tracking tool WordPress.com-statistics. In order for Jetpack to work, Jetpack will set a cookie in your browser when you open a website with built-in components of the tool. The collected data will be synchronised with Automattic and stored there.

In addition to your IP address (which is anonymised before storage), the retained data includes data on your user behaviour, which is for example your browser type, unique device identifier, preferred language, the date and time of page entry, your operating system and information about your mobile network. Jetpack uses this information to improve its own services and offers and to get better insights on the use of its services. The following data may also be synchronised and stored:

- For Google Ads customers, email address and physical address of the account will be synchronised
- Successful and unsuccessful login attempts. Your IP address and the user agent will also be stored for this purpose
- User IDs, usernames, email addresses, roles, and skills of the registered users. However, no passwords will be retained
- The user ID of users who make changes to the website
- Twitter username, if it has been configured with Jetpack

Jetpack also uses cookies to store data. In the following we will show you a few exemplary cookies that Jetpack may use:

Name: eucookieLaw

Value: 1613651061376111766670-6

Purpose: Stores the status of the user's consent to the use of cookies.

Expiry date: after 180 days

Name: tk_ai

Value: 0

Purpose: This cookie stores a randomly generated anonymous ID. It is only used within the admin area to keep track of general analyses.

Expiry date: after end of the session

Name: tk_tc

Value: E3%2BgJ1Pw6iYKk%2Fvj111766670-3

Purpose: This is a so-called referral cookie. With it, the connection between WooCommerce and a website with a Jetpack plugin is analysed.

Expiry date: after end of the session

Note: Jetpack uses many different cookies. Which cookies are actually used depends on what Jetpack functions are used and on what your actions are on the websites that have an integrated Jetpack plug-in. At <https://jetpack.com/support/cookies/> you will see a list of possible cookies used by Jetpack.

How long and where are the data stored?

Automattic retains the collected data until it is no longer used for its own services. Beyond this period, your data will only stay stored if the company is obliged to keep it for legal reasons. Certain data are deleted after about 30 days. These include web server logs such as your IP address, browser type and operating system. The data are stored on the company's American servers.

How can I delete my data or prevent data retention?

As mentioned above, Jetpack uses cookies to retain data. If you do not want Jetpack to collect your data in the future, you can request an "Opt-Out" cookie at <https://www.quantcast.com/opt-out/>. Quantcast will then place this cookie and none of your visitor data will be stored. This will be the case until you delete this cookie again.

Alternatively, you can easily manage, deactivate or delete cookies yourself in your browser if you want to. Cookie management works a little differently depending on the browser type you are using. In the following, you will find instructions to do this in the most common browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you want to find out more about the privacy guidelines and data processing by Jetpack or Automattic, we recommend you to read the privacy policy at <https://automattic.com/privacy/>, the cookie guidelines at <https://automattic.com/cookies/> and also the information page at <https://jetpack.com/support/what-data-does-jetpack-sync/>. We hope we could provide you with a good overview on Jetpack's data processing.

Email-Marketing

Of course, we want to stay in contact with you and keep you in the loop of the most important news about our company. For this, we use email marketing, which is an essential part of our online marketing. If you agree to this or if it is permitted by law, we will send you newsletters, emails or other notifications. When the term "newsletter" is used in the following text, it mainly refers to emails that are sent regularly.

How can you register for our Email-Marketing?

If you want to participate in our email marketing (usually via newsletter), you usually have to register with your email address only. You will simply have to fill an online form and submit it. However, we may also ask you to fill in your title and name so we will be able to address you more personally.

Generally, the registration for newsletters is carried out with the so-called “double opt-in procedure”. After registering for our newsletter on our website, you will receive an email for you to confirm the newsletter registration. This will ensure that you own your email address and that no one registers with an email address that is not owned by them. Every single registration is stored either by us or by a notification tool we use. This is necessary for us to ensure that registration processes are legally correct. Therefore, the time of your registration, the time of confirmation of your registration and your IP address are usually retained. It will also be logged if you make changes to your stored data.

How long can we store your email address?

If you unsubscribe from our email/newsletter distribution list, we may store your address for up to three years on the basis of our legitimate interests, so that we can still prove your consent at the time. We are only allowed to process this data if we have to defend ourselves against any claims.

However, if you confirm that you have given us your consent to subscribe to the newsletter, you can submit an individual request for deletion at any time. Should you object to your consent permanently, we reserve the right to save your email address in a blacklist. We will of course keep your email address for as long as you are voluntarily subscribed to our newsletter.

On what legal basis do we operate email marketing?

Our newsletter is sent on the basis of your consent. This means that we are only allowed to send you a newsletter if you have actively registered for it beforehand. If consent is not required, newsletters will be sent on the basis of the legitimate interest in direct marketing, provided it is legally permitted. Should we commission a service provider, this will be done on the basis of our legitimate interest also. We record your registration process for the purpose of using it as proof that it is in compliance with our laws.

What is in our newsletters?

Of course, we do not want to bother you with our newsletter in any way. Therefore, we really strive to offer only relevant and interesting content, such as more information about our company, our services or our products. Since we are continuously improving our offers, our newsletter will always update you on any news or special offers and lucrative promotions.

If we commission a service provider with a professional mailing tool for our email marketing, we do this in order to be able to offer you our newsletter fast and securely.

Which data are retained?

If you subscribe to our newsletter via our website, you will confirm your membership in our email list via an email that we will send to you. In addition to your IP address and email address, your name, address and telephone number may also be saved. However, this will only be done if you agree to this data retention. Moreover, information about your device or the type of content you prefer on our website may also be stored. In the “Automatic data

storage” section you can find out more about how your data is stored when you visit a website.

You can find information on special email marketing services in the following sections, provided the information you are looking for is available.

How can I cancel my subscription?

You have the option to cancel your newsletter subscription at any time. All you have to do is revoke your consent to the newsletter subscription. This usually only takes a few minutes or a few clicks. Most of the time you will find a link directly in our newsletter, with which you will be able to cancel the subscription. Should you not be able to find the link in the newsletter, you can contact us by email and we will cancel your newsletter subscription for you.

Google AdSense Privacy Policy

We use Google AdSense on this website. It is an advertising program of the company Google Inc. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). With Google AdSense we can show advertisements that fit our theme. Thus, we can offer you adverts that ideally give you added value. In this privacy statement on Google AdSense we will explain to you, why we use Google AdSense on our website and which of your data is processed and saved, as well as how you can prevent this data retention.

What is Google AdSense?

The advertising program Google AdSense has been around since 2003. As opposed to Google Ads (previously: Google AdWords) it is not possible to advertise on Google AdSense oneself. Google AdSense displays advertisements on websites, such as ours. The biggest advantage of this web service compared to some others, is that Google AdSense only shows ads to you which match our website’s contents. Google has its own algorithm which calculates what ads are shown to you. Of course, we only want to show you ads that interest you and provide you added value. Google checks which advertisements are suitable for our users, considering your interests, your user behaviour and our offer. At this point we want to mention that we are not responsible for the choice of the ads. We merely offer advertising space on our website, while Google selects the displayed ads. Moreover, since August 2013 the ads are customised to the respective user interface. This means, that no matter if you visit our website with your smartphone, your PC or your laptop, the ads adjust to your terminal device.

Why do we use Google AdSense on our website?

The operation of a high-quality website requires tremendous dedication and commitment. We are essentially never finished with working on our website. This is, because we continuously maintain and keep our website up to date. Of course, we want to achieve economic success with this work. Therefore, we decided for to use advertisements as a source of revenue. It is most important to us however, that we do not disrupt your visit to our website with these advertisements. Thence, with the aid of Google AdSense, only adverts that are tailored to you and our themes are shown.

Like with Google's indexation for a website, a bot examines both, the matching content and the offers on our website. Then, the ads are adapted to and presented on the website. Alongside the contextual overlaps between the ads and website offer, AdSense also supports interest-based targeting. This means, that Google also uses your data to offer advertising that is tailored to you. That way you receive ads that ideally offer you added value, and it gives us a higher chance of earning a bit.

What data is stored by Google AdSense?

Google AdSense uses cookies to display ads that are customised to you. Cookies are little text files, that store certain information on your computer.

Cookies are supposed to enable improved advertisements in AdSense. They do not contain any personally identifiable data. However, it should be considered that Google does not view data such as "Pseudonymous Cookie-IDs" (name or other identification feature is replaced with a pseudonym) or IP addresses as personally identifiable information. Although, within the framework of the GDPR, this data can be classified as personal data. Following every impression (every time you see an ad), every click and any other activity that leads to a call on its servers, Google AdSense sends a cookie to the browser. The cookie is then saved in the browser, provided the browser accepts it.

Under certain circumstances, third parties can place cookies in your browser, and read them or use web beacons, to store data they receive through the display of ads on the website. Web beacons are little graphics that analyse and a record the log file. This analysis allows a statistical evaluation for the online marketing.

Through this cookie, Google can collect certain information on your user behaviour on our website. These include:

- Information on how you interact with an ad (clicks, impressions, mouse movements)
- Information if an ad has already been displayed in your browser. This data helps to prevent an ad from showing multiple times.

Thereby, Google evaluates and analyses data on the displayed advertising material along with your IP address. Primarily, Google uses the data to measure the effectiveness of an ad and improve the advertising offer. Moreover, the data does not get linked to your personal data which Google might have received via other Google services.

In the following we will introduce you to the cookies that Google AdSense uses for tracking purposes. Please note, that we will refer to a test website, which only has Google AdSense installed to it:

Name: uid

Value: 891269189111766670-8

Purpose: The cookie is stored under the domain adform.net. It provides a uniquely assigned user ID that is generated automatically and collects data on the activity on our website.

Expiry date: after 2 months

Name: C

Value: 1

Purpose: This cookie identifies if your browser accepts cookies. The cookie is stored under the domain track.adform.net.

Expiry date: after 1 month

Name: cid

Value: 8912691894970695056,0,0,0,0

Purpose: This cookie is saved under the domain track.adform.net. It stands for the client ID and is used to offer you improved advertisements. It can forward more relevant adverts to the user and helps to improve reports on campaign performance.

Expiry date: after 2 months

Name: IDE

Value: zOtg4TWxwbFDjaATZ2TzNaQmxrU111766670-1

Purpose: The cookie is stored under the domain doubleclick.net. It serves the purpose of registering your actions following an impression or a click on the ad. Thus, it can be measured how our visitors like an ad.

Expiry data: after 1 month

Name: test_cookie

Value: not specified

Purpose: With the „test_cookies“ it can be verified, if your browser even supports cookies. The cookie is saved under the domain doubleclick.net.

Expiry date: after 1 month

Name: CT592996

Value:733366

Purpose: It is saved under the domain adform.net. The cookie is placed upon your click on an ad. We could not find any further information on the use of this cookie.

Expiry date: after one hour

Note: This list does not claim to be exhaustive, as Google frequently change the choice of their cookies.

How long and where is the data stored?

Google retains your IP address, as well as various activities you perform on the website. Cookies store this information with the interactions on our website. According to Google, the company collects and saves the given information securely on its internal servers in the USA.

If you do not have a Google account or are not logged in, Google usually stores the collected data on your browser with a unique identification (ID). The IDs saved in cookies serve e.g. for providing personalised advertisements. If you are logged into a Google account, Google can gather personal information.

You can delete certain data that is saved by Google anytime (see next section). Much of the information saved in cookies get automatically deleted after a specific time. However, there are also data which are retained by Google for a longer period. This is the case, when Google

must store certain data for an undefined, longer period due to economical or legal necessities.

How can I delete my data or prevent data retention?

You can always clear or deactivate cookies that are on your computer. How exactly this can be done depends on the browser.

Here you can find an instruction on how you can manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set your browser to notify you whenever a potential cookie is about to be set. This lets you decide to either permit or deny the placement of every single cookie. By downloading and installing the browser plugin at <https://support.google.com/ads/answer/7395996>, any advertising cookies get deactivated as well. Please note, that deactivating these cookies does not stop advertisements, it only inhibits personalised adverts.

If you have a Google account, you can deactivate personalised adverts on the website <https://adssettings.google.com/authenticated>. You will continue to see ads, but they will stop being customised to your interests. Nevertheless, the ads are displayed based on a few factors, such as your location, the browser type and the used search terms.

You can learn more about what data Google generally collects and what they are used for at <https://policies.google.com/privacy?hl=en-GB>.

Facebook Data Policy

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services. In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can delete these data.

What are Facebook tools?

Along with many other products, Facebook also offers so called “Facebook Business Tools”. This is Facebook’s official name for the tools, but it is not very common. Therefore, we decided to merely call them “Facebook tools”. They include the following:

- Facebook-Pixel
- social plugins (e.g. the “Like” or “Share” button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Software development kits)
- Plattform-integrations
- Plugins
- Codes
- Specifications
- Documentations
- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people’s needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website “event data” and uses them for analytics services. That way, Facebook can create “campaign reports” about our ad campaigns’ effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site’s contents directly on Facebook.

What data is saved by the Facebook tools?

With the use of the Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called “Hashing” takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also “event data“ is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, “event data“ can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

How long and where are the data saved?

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

How can I delete my data or prevent data retention?

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

- 1) Click on settings in the top right side in Facebook.
- 2) Then, click “Your Facebook information“ in the left column.
- 3) Now click on “Deactivation and deletion“.
- 4) Choose “Permanently delete account“ and then click on “Continue to account deletion“.
- 5) Enter your password, click on “continue“ and then on “Delete account“.

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at <https://www.facebook.com/about/privacy/update>.

Instagram Privacy Policy

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

What is Instagram?

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for customised advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is saved by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

Expiry date: after end of session

Name: fbsr_111766670124024

Value: no information

Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie which guarantees functionality on Instagram.

Expiry date: after end of session

Name: urlgen

Value: "{194.96.75.33": 1901};1iEtYv:Y833k2_UjKvXgYe111766670"

Purpose: This cookie serves Instagram's marketing purposes.

Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to Facebook's internal data policy. Your data is distributed to Facebook's servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I delete my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram's settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose "Settings" and then click "Help". Now, you will be redirected to the

company's website, where you must click on "Managing Your Account" and then "Delete Your Account".

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Instagram is a subsidiary company of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework regulates correct transfer between the USA and the European Union. At

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> you can find out more about this. We gave our best to make you familiar with the most important information on data processing by Instagram. At <https://help.instagram.com/519522125107875> you can find out more on Instagram's data policies.

YouTube Privacy Policy

We have integrated YouTube videos to our website. Therefore, we can show you interesting videos directly on our site. YouTube is a video portal, which has been a subsidiary company of Google LLC since 2006. The video portal is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit a page on our website that contains an embedded YouTube video, your browser automatically connects to the servers of YouTube or Google. Thereby, certain data are transferred (depending on the settings). Google is responsible for YouTube's data processing and therefore Google's data protection applies.

In the following we will explain in more detail which data is processed, why we have integrated YouTube videos and how you can manage or clear your data.

What is YouTube?

On YouTube, users can watch, rate, comment or upload videos for free. Over the past few years, YouTube has become one of the most important social media channels worldwide. For us to be able to display videos on our website, YouTube provides a code snippet that we have integrated to our website.

Why do we use YouTube videos on our website?

YouTube is the video platform with the most visitors and best content. We strive to offer you the best possible user experience on our website, which of course includes interesting videos. With the help of our embedded videos, we can provide you other helpful content in addition to our texts and images. Additionally, embedded videos make it easier for our website to be found on the Google search engine. Moreover, if we place ads via Google Ads, Google only shows these ads to people who are interested in our offers, thanks to the collected data.

What data is stored by YouTube?

As soon as you visit one of our pages with an integrated YouTube, YouTube places at least one cookie that stores your IP address and our URL. If you are logged into your YouTube account, by using cookies YouTube can usually associate your interactions on our website with your profile. This includes data such as session duration, bounce rate, approximate location, technical information such as browser type, screen resolution or your Internet provider. Additional data can include contact details, potential ratings, shared content via social media or YouTube videos you added to your favourites.

If you are not logged in to a Google or YouTube account, Google stores data with a unique identifier linked to your device, browser or app. Thereby, e.g. your preferred language setting is maintained. However, many interaction data cannot be saved since less cookies are set.

In the following list we show you cookies that were placed in the browser during a test. On the one hand, we show cookies that were set without being logged into a YouTube account. On the other hand, we show you what cookies were placed while being logged in. We do not claim for this list to be exhaustive, as user data always depend on how you interact with YouTube.

Name: YSC

Value: b9-CV6ojl5Y111766670-1

Purpose: This cookie registers a unique ID to store statistics of the video that was viewed.

Expiry date: after end of session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google receives statistics via PREF on how you use YouTube videos on our website.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track GPS locations.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 95Chz8bagyU

Purpose: This cookie tries to estimate the user's internet bandwidth on our sites (that have built-in YouTube videos).

Expiry date: after 8 months

Further cookies that are placed when you are logged into your YouTube account:

Name: APISID

Value: zILLvClZSkqGsSwI/AU1aZI6HY7111766670-

Purpose: This cookie is used to create a profile on your interests. This data is then used for personalised advertisements.

Expiry date: after 2 years

Name: CONSENT

Value: YES+AT.de+20150628-20-0

Purpose: The cookie stores the status of a user's consent to the use of various Google services. CONSENT also provides safety measures to protect users from unauthorised attacks.

Expiry date: after 19 years

Name: HSID

Value: AcRwpgUik9Dveht0I

Purpose: This cookie is used to create a profile on your interests. This data helps to display customised ads.

Expiry date: after 2 years

Name: LOGIN_INFO

Value: AFmmF2swRQlhALI6aL...

Purpose: This cookie stores information on your login data.

Expiry date: after 2 years

Name: SAPISID

Value: 7oaPxOG-pZsJuuF5/AnUdDUIsJ9iJz2vdM

Purpose: This cookie identifies your browser and device. It is used to create a profile on your interests.

Expiry date: after 2 years

Name: SID

Value: oQfNKjAsI111766670-

Purpose: This cookie stores your Google Account ID and your last login time, in a digitally signed and encrypted form.

Expiry date: after 2 years

Name: SIDCC

Value: AN0-TYuqub2JOcDTyL

Purpose: This cookie stores information on how you use the website and on what

advertisements you may have seen before visiting our website.

Expiry date: after 3 months

How long and where is the data stored?

The data YouTube receive and process on you are stored on Google's servers. Most of these servers are in America. At

<https://www.google.com/about/datacenters/inside/locations/?hl=en> you can see where Google's data centres are located. Your data is distributed across the servers. Therefore, the data can be retrieved quicker and is better protected against manipulation.

Google stores collected data for different periods of time. You can delete some data anytime, while other data are automatically deleted after a certain time, and still other data are stored by Google for a long time. Some data (such as elements on "My activity", photos, documents or products) that are saved in your Google account are stored until you delete them.

Moreover, you can delete some data associated with your device, browser, or app, even if you are not signed into a Google Account.

How can I delete my data or prevent data retention?

Generally, you can delete data manually in your Google account. Furthermore, in 2019 an automatic deletion of location and activity data was introduced. Depending on what you decide on, it deletes stored information either after 3 or 18 months.

Regardless of whether you have a Google account or not, you can set your browser to delete or deactivate cookies placed by Google. These settings vary depending on the browser you use. The following instructions will show how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies, you can set your browser to always notify you when a cookie is about to be set. This will enable you to decide to either allow or permit each individual cookie. Since YouTube is a subsidiary company of Google, Google's privacy statement applies to both. If you want to learn more about how your data is handled, we recommend the privacy policy at <https://policies.google.com/privacy?hl=en>.

YouTube Subscribe Button Privacy Policy

We have integrated the YouTube subscribe button to our website, which you can recognise by the classic YouTube logo. The logo shows the words "Subscribe" or "YouTube" in white

letters against a red background, with a white “Play” symbol on the left. The button may also be displayed in a different design.

Our YouTube channel consistently offers you funny, interesting or exciting videos. With the built-in “Subscribe” button you can subscribe to our channel directly via our website and do not need to go to YouTube’s website for it. With this feature, we want to make it as easy as possible for you to access our comprehensive content. Please note that YouTube may save and process your data.

If you see a built-in subscription button on our page, YouTube sets at least one cookie, according to Google. This cookie stores your IP address and our URL. It also allows YouTube to receive information about your browser, your approximate location and your default language. In our test the following four cookies were placed, without us being logged into YouTube:

Name: YSC

Value: b9-CV6ojl5111766670Y

Purpose: This cookie registers a unique ID, which stores statistics of the viewed video.

Expiry date: after end of session

Name: PREF

Value: f1=50000000

Purpose: This cookie also registers your unique ID. Google uses PREF to get statistics on how you interact with YouTube videos on our website.

Expiry date: after 8 months

Name: GPS

Value: 1

Purpose: This cookie registers your unique ID on mobile devices to track your GPS location.

Expiry date: after 30 minutes

Name: VISITOR_INFO1_LIVE

Value: 11176667095Chz8bagyU

Purpose: This cookie tries to estimate the user’s internet bandwidth on our website (that contain built-in YouTube video).

Expiry date: after 8 months

Note: These cookies were set after a test, thus we do not claim for the list to be exhaustive.

If you are logged into your YouTube account, YouTube may store many of the actions and interactions you make on our website via cookies, to then assign them to your YouTube account.

This gives YouTube information on e.g. how long you have been browsing our website, which browser type you use, which screen resolution you prefer or what actions you take.

On the one hand, YouTube uses this data to improve its own services and offers, and on the other hand to provide analyses and statistics for advertisers (who use Google Ads).

OpenStreetMap Privacy Policy

We have included map sections of the online map tool “OpenStreetMap” to our website. It is a so-called open source mapping, which we can access via an API (interface). This feature is offered by OpenStreetMap Foundation, St John’s Innovation Center, Cowley Road, Cambridge, CB4 0WS, United Kingdom. By using this map function, your IP address will be forwarded to OpenStreetMap. In this privacy policy we will explain why we use the functions of the OpenStreetMap tool, where which data is stored and how you can prevent data storage.

What is OpenStreetMap?

The OpenStreetMap project was launched in 2004. Its aim is to create a free world map. Users all around the world have been collecting data about buildings, forests, rivers and roads. Therefore, an extensive digital world map has been created by users over the years. Of course, the map is not complete, but it contains a lot of data for most regions.

Why do we use OpenStreetMap on our website?

The primary intention of your website is to be helpful to you. We think this can only be the case when information can be found quickly and easily. On the one hand, of course, this concerns our services and products. On the other hand, there should also be other helpful information available to you. That is why we also use OpenStreetMap’s map service. Thanks to this, we can for example show you exactly how to find our company. The map shows you the best way to get to us and makes your journey very smooth and easy.

What data is stored by OpenStreetMap?

When you visit one of our websites that include OpenStreetMap, your user data is transmitted to the service where it is stored. OpenStreetMap collects information about your interactions with the digital map, your IP address, your browser, device type, operating system and on which day and at what time you used the service. Tracking software is also used to record user interactions. For this regard, the company specifies the “Piwik” analysis tool in its own privacy policy.

The collected data are then accessible to the relevant employee groups of the OpenStreetMap Foundation. According to the company, personal data will not be passed on to other people or companies, unless it is legally required. The third-party provider Piwik stores your IP address, but in a shortened form.

The following cookies may be set in your browser if you interact with OpenStreetMap on our website:

Name: _osm_location

Value: 9.63312%7C52.41500%7C17%7CM

Purpose: This cookie is required to unlock OpenStreetMap’s contents.

Ablaufdatum: after 10 years

If you want to view the map in full screen, you will be linked to OpenStreetMap's website. There, the following cookies may be stored in your browser:

Name: _osm_totp_token

Value: 148253111766670-2

Purpose: This cookie is used to ensure the operation of the map section.

Expiry date: after one hour

Name: _osm_session

Value: 1d9bfa122e0259d5f6db4cb8ef653a1c

Purpose: With the help of this cookie, session information (i.e. user behavior) can be stored.

Expiry date: after end of session

Name: _pk_id.1.cf09

Value: 4a5.1593684142.2.1593688396.1593688396111766670-9

Purpose: This cookie is set by Piwik to save or measure user data such as click behavior.

Expiry date: after one year

How long and where are the data stored?

The API servers, databases, and servers of auxiliary services are currently located in the United Kingdom (Great Britain and Northern Ireland) and the Netherlands. Your IP address and user information, which are saved in an abbreviated version by the web analysis tool Piwik, will be deleted after 180 days.

How can I delete my data or prevent data retention?

You have the right to both access your personal data and to object to its use and processing at any time. You can also always manage, delete, or deactivate cookies that may be set by OpenStreetMap in your browser. As a result, however, the service may no longer work to their full extent. The management, deletion or deactivation of cookies works differently in every browser. Below you will find links to the instructions of the most popular browsers:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

For more information on OpenStreetMap's data processing, we recommend the company's privacy policy at https://wiki.osmfoundation.org/wiki/Privacy_Policy.

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