

Privacy Policy (Version from 24.02.2022)

We are very delighted that you have shown interest in our enterprise. Data protection is of a particularly high priority for the management of the Invitrocue. The use of the Internet pages of the Invitrocue is possible without any indication of personal data; however, if a data subject wants to use special enterprise services via our website, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, we generally obtain consent from the data subject.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the Invitrocue. By means of this data protection declaration, our enterprise would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the controller, the Invitrocue has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every data subject is free to transfer personal data to us via alternative means, e.g. by telephone.

1. Definitions

The data protection declaration of the Invitrocue is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our data protection declaration should be legible and understandable for the general public, as well as our customers and business partners. To ensure this, we would like to first explain the terminology used.

In this data protection declaration, we use, inter alia, the following terms:

a) Personal data

Personal data means any information relating to an identified or identifiable natural person ("data subject"). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

Data subject is any identified or identifiable natural person, whose personal data is processed by the controller responsible for the processing.

c) Processing

Processing is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of limiting their processing in the future.

e) Profiling

Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

f) Pseudonymisation

Pseudonymisation is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

g) Controller or controller responsible for the processing

Controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

h) Processor

Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

i) Recipient

Recipient is a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

j) Third party

Third party is a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

k) Consent

Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. Name and Address of the controller

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the European Union and other provisions related to data protection is:

Invitrocue Europe AG

Hildegardstraße 9

80539 München

Deutschland

Tel.: +49 89 998 209 480

E-Mail: contact.de@invitrocue.com

Website: www.invitrocue.com

3. Name and Address of the Data Protection Officer

The Data Protection Officer of the controller is:

Data Protection Officer

Hildegardstraße 9

80539 München

Deutschland

Tel.: +49 89 998 209 480

E-Mail: dpo@invitrocue.com

Website: www.invitrocue.com

Any data subject may, at any time, contact our Data Protection Officer directly with all questions and suggestions concerning data protection.

4. Collection of general data and information

The website of the Invitrocue collects a series of general data and information when a data subject or automated system calls up the website. This general data and information are stored in the server log files. Collected may be (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches our website (so-called referrers), (4) the sub-websites, (5) the date and time of access to the Internet site, (6) an Internet protocol address (IP address), (7) the Internet service provider of the accessingsystem, and (8) any other similar data and information that may be used in the event of attacks on our information technology systems.

When using these general data and information, the Invitrocue does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of our website correctly, (2) optimize the content of our website as well as its advertisement, (3) ensure the long-term viability of our information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack. Therefore, the Invitrocue analyzes anonymously collected data and information statistically, with the aim of increasing the data protection and data security of our enterprise, and to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

5. Contact possibility via the website

The website of the Invitrocue contains information that enables a quick electronic contact to our enterprise, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or via a contact form, the personal data transmitted by the data subject are automatically stored. Such personal data transmitted on a voluntary basis by a data subject to the data controller are stored for the purpose of processing or contacting the data subject. There is no transfer of this personal data to third parties.

6. Routine erasure and blocking of personal data

The data controller shall process and store the personal data of the data subject only for the period necessary to achieve the purpose of storage, or as far as this is granted by the European legislator or other legislators in laws or regulations to which the controller is subject to.

If the storage purpose is not applicable, or if a storage period prescribed by the European legislator or another competent legislator expires, the personal data are routinely blocked or erased in accordance with legal requirements.

7. Rights of the data subject

a) Right of confirmation

Each data subject shall have the right granted by the European legislator to obtain from the controller the confirmation as to whether or not personal data concerning him or her are being processed. If a data subject wishes to avail himself of this right of confirmation, he or she may, at any time, contact any employee of the controller.

b) Right of access

Each data subject shall have the right granted by the European legislator to obtain from the controller free information about his or her personal data stored at any time and a copy of this information. Furthermore, the European directives and regulations grant the data subject access to the following information:

- the purposes of the processing;
- the categories of personal data concerned;
- the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
- where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
- the existence of the right to request from the controller rectification or erasure of personal data, or restriction of processing of personal data concerning the data subject, or to object to such processing;
- the existence of the right to lodge a complaint with a supervisory authority;
- where the personal data are not collected from the data subject, any available information as to their source;
- the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject.

Furthermore, the data subject shall have a right to obtain information as to whether personal data are transferred to a third country or to an international organisation. Where this is the case, the data

subject shall have the right to be informed of the appropriate safeguards relating to the transfer.

If a data subject wishes to avail himself of this right of access, he or she may, at any time, contact any employee of the controller.

c) Right to rectification

Each data subject shall have the right granted by the European legislator to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

If a data subject wishes to exercise this right to rectification, he or she may, at any time, contact any employee of the controller.

d) Right to erasure (Right to be forgotten)

Each data subject shall have the right granted by the European legislator to obtain from the controller the erasure of personal data concerning him or her without undue delay, and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies, as long as the processing is not necessary:

- The personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.
- The data subject withdraws consent to which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing.
- The data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR.
- The personal data have been unlawfully processed.
- The personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.
- The personal data have been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR.

If one of the aforementioned reasons applies, and a data subject wishes to request the erasure of personal data stored by the Invitrocue, he or she may, at any time, contact any employee of the controller. An employee of Invitrocue shall promptly ensure that the erasure request is complied with immediately.

Where the controller has made personal data public and is obliged pursuant to Article 17(1) to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform other controllers processing the personal data that the data subject has requested erasure by such controllers of any links to, or copy or replication of, those personal data, as far as processing is not required. An employees of the Invitrocue will arrange the necessary measures in individual cases.

e) Right of restriction of processing

Each data subject shall have the right granted by the European legislator to obtain from the controller restriction of processing where one of the following applies:

- The accuracy of the personal data is contested by the data subject, for a period enabling

- the controller to verify the accuracy of the personal data.
- The processing is unlawful and the data subject opposes the erasure of the personal data and requests instead the restriction of their use instead.
- The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims.
- The data subject has objected to processing pursuant to Article 21(1) of the GDPR pending the verification whether the legitimate grounds of the controller overridethose of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the restriction of the processing of personal data stored by the Invitrocue, he or she may at any time contact any employee of the controller. The employee of the Invitrocue will arrange the restriction of the processing.

f) Right to data portability

Each data subject shall have the right granted by the European legislator, to receive the personal data concerning him or her, which was provided to a controller, in a structured, commonly used and machine-readable format. He or she shall have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, as long as the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR or point (a) of Article 9(2) of the GDPR, or on a contract pursuant to point (b) of Article 6(1) of the GDPR, and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to have personal data transmitted directly from one controller to another, where technically feasible and when doing so does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may at any time contact any employee of the Invitrocue.

g) Right to object

Each data subject shall have the right granted by the European legislator to object, on grounds relating to his or her particular situation, at any time, to processing of personal data concerning him or her, which is based on point (e) or (f) of Article 6(1) of the GDPR. This also applies to profiling based on these provisions.

The Invitrocue shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims.

If the Invitrocue processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing. This applies to profiling to the extent that it is related to such direct marketing. If the data subject objects to the Invitrocue to the processing for direct marketing purposes, the Invitrocue will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object

to processing of personal data concerning him or her by the Invitrocue for scientific or historical research purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

In order to exercise the right to object, the data subject may contact any employee of the Invitrocue. In addition, the data subject is free in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to use his or her right to object by automated means using technical specifications.

h) Automated individual decision-making, including profiling

Each data subject shall have the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her, or similarly significantly affects him or her, as long as the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) is not authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is not based on the data subject's explicit consent.

If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) it is based on the data subject's explicit consent, the Invitrocue shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated individual decision-making, he or she may, at any time, contact any employee of the Invitrocue.

i) Right to withdraw data protection consent

Each data subject shall have the right granted by the European legislator to withdraw his or her consent to processing of his or her personal data at any time.

If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact any employee of the Invitrocue.

8. Data protection for applications and the application procedures

The data controller shall collect and process the personal data of applicants for the purpose of the processing of the application procedure. The processing may also be carried out electronically. This is the case, in particular, if an applicant submits corresponding application documents by e-mail or by means of a web form on the website to the controller. If the data controller concludes an employment contract with an applicant, the submitted data will be stored for the purpose of processing the employment relationship in compliance with legal requirements. If no employment contract is concluded with the applicant by the controller, the application documents shall be automatically erased two months after notification of the refusal decision, provided that no other legitimate interests of the controller are opposed to the erasure. Other legitimate interest in this relation is, e.g. a burden of proof in a procedure under the General Equal Treatment Act (AGG).

9. Social Media Tracking Tools

Meta Platforms Ireland, Inc., with registered offices at 4 Grand Canal Square Grand Canal Harbour Dublin 2 in Ireland (hereinafter: “Facebook”). More information about the tool we use can be found <https://developers.facebook.com/docs/meta-pixel/get-started#base-code> Additional information on data processing by Facebook can be found <https://www.facebook.com/help/>.

LinkedIn Ireland Unlimited Company, with registered offices at Wilton Place, Dublin 2 in Ireland. LinkedIn Ireland Unlimited Company is a subsidiary of LinkedIn Corporation, having its principal place of business at 2029 Stierlin Court, Mountain View 94043, California, USA. For more information about LinkedIn's privacy practices, click <https://www.linkedin.com/legal/privacy-policy>.

For more information about the tool we use and how you can opt-out of tracking, please click <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Twitter International Company, with registered office at 1 Cumberland Place, Fenian Street, Dublin 2 in Ireland. Twitter International Company is a subsidiary of Twitter Inc. with its principal place of business at 1355 Market St, Suite 900, San Francisco 94103, California, USA. For more information about Twitter's privacy policy can be found <https://twitter.com/en/privacy>.

For more information about the tool we use and how you can opt out of tracking, please click <https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>.

Social media buttons (recommendation buttons) – Facebook and Twitter

Recommendation buttons

We maintain a social media presence. It is part of our online media presence. Our aim is to inform and exchange information with interested parties in a target group-oriented manner. Social media enables us to establish electronic contact quickly and therefore to communicate directly via the media of your choice.

We have no influence on what data is sent to Facebook or Google after clicking on it. You use these platforms and their functions at your own risk. This applies in particular to the use of the interactive functions, such as commenting on, sharing or evaluating our contributions, as well as liking our company site. Most interactive functions are reserved for registered and logged in users.

We would like to inform you that the USA is not considered a safe third country in the sense of EU data protection law. US companies may be obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. We therefore cannot exclude the possibility that US authorities (e.g. intelligence services) process, evaluate and permanently store your data. We have no influence on their processing activities.

Your rights

You are entitled to the following rights regarding the processing of your data: right of access; right of rectification; right to purge; right to restriction of processing; right to object; right to data portability, and the right to complain about unlawful processing of your personal data to the relevant data protection authority.

We do not have full access to your personal data. Therefore, you should contact the provider of the respective platform(s) directly when making a claim. Providers have access to the personal data of their users and can take the appropriate measures as well as provide information.

According to the case law of the European Court of Justice, we are jointly responsible controllers in the cases listed below.

a) Objection on Facebook

For a detailed presentation of respective data processing and the possibilities of objection (opt-out), we refer to the following linked information:

- **Facebook Privacy Policy** (<https://www.facebook.com/about/privacy/>)
- **Facebook advertising cookies opt-out**

Shared responsibility – joint controllership with Facebook

As the operator of a fan page on the social network Facebook, we are, together with the operator of this network, responsible, and liable under data protection laws. Facebook is a service which is operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, D2 Dublin, Ireland. When visiting our fan page, your personal data is processed by those responsible, i.e., by us and by Facebook.

Agreement with Facebook

We have an agreement with Facebook, which among other things regulates the conditions for the use of our respective fan page. Facebook's terms of use and the other terms and guidelines listed at the end of this agreement are definitive.

Page Insights

In connection with the operation of our respective fan page, we use the Page Insights function to obtain user statistics. For this purpose, Facebook stores a cookie on the respective devices of registered users who visit our fan page. When you visit our fan page, Facebook stores the cookies listed on your device to enable us to statistically evaluate your visit. The information stored in the cookies is processed by Facebook, specifically when you (the user) visit the Facebook services and services provided by other companies using Facebook services. You can find more detailed information on the use of cookies by Facebook here, in their cookie policy.

In connection with statistical analysis, we use the filters provided to us by Facebook to specify the categories of data according to which Facebook provides us with anonymized statistics. The following criteria or categories are available to us in anonymized form for evaluating your activities on our Facebook page, provided that you as a user have provided the relevant information:

- Age range
- Gender
- Place of residence (city and country)
- Language
- Mobile or stationary page view (YouTube to include individual device types)
- Interactions in context with posts (e.g. reactions, comments, shares, clicks, views, video usage time)
- Time of use

Data sharing in the context of Facebook interactions

If you interact with our fan page during your visit, Facebook will also have access to your data. It is therefore also possible that Facebook Inc. at 1601 Willow Road in 94025 Menlo Park, California, i.e. in the USA, has access to your data. Facebook Inc. is located in a third country in which the level of data protection is lower than in the EU.

b) Shared responsibility – joint controllership with Instagram

We are responsible for the content on our Instagram company page. The Instagram service is a product provided by Facebook Ireland Limited ("Facebook"). As the operator of an Instagram company page, we are jointly responsible with the operator of the social network Facebook Ireland Ltd. When visiting our Instagram page, personal data is processed by the responsible parties.

Instagram is an online platform which enables the sharing of photos and videos. Users can edit photos and videos and add filters. Other users can in turn share these photos and videos, comment on them or mark them with a "Like". Users can also get in touch with each other by writing private messages.

As the person responsible for this site, we have entered into various agreements with Facebook, which, among other things, regulate the conditions for use of the Instagram page.

There is a possibility that your data may also be processed outside the UK or the European Union by Facebook Inc. in the USA. We ourselves do not pass on any personal data.

The joint controller agreement with Facebook essentially means that you can assert your data subject rights directly against Facebook. However, should our assistance be required, please feel free to contact us at any time.

Provision of statistical evaluation – Instagram Insights

The Instagram page is a company page featuring the Instagram Insights function. This means that part of the data collected by Facebook during use is made available to us as a statistical evaluation in anonymized form. However, this statistical evaluation only relates to the audience, content and activity on our Instagram page. Specifically, the evaluation includes the following data:

- Number of "likes" of our photos and videos.
- Number of comments on our photos and videos
- Number of people who have seen a photo or video
- Number of times a photo or video was shared
- Number of times a photo or video was reported as spam
- Number of times a click indicated that the user no longer likes the page
- Age, gender, location, and language of visitors in aggregate form

This information transmitted to us by Facebook is anonymized and cannot be associated by us with your person. However, this does not necessarily mean that the data collection and data processing by Facebook itself is anonymized. For more information, please see the Instagram privacy policy.

Visibility of personal data for us and other users

When using certain interactive functions on Instagram (e.g. the comment function or the "Like" button), comments or likes are visible to other users and to us as the provider of the Instagram page. Thus, a direct user assignment can be made based on the disclosed personal data.

We have no influence on interactive functionalities and visibility of comments, likes or other activities on our Instagram page. We are therefore not the responsible party in terms of data protection laws. The type, scope and duration of the processing and storage of personal data in this regard are determined by Facebook, so Facebook is ultimately responsible for this.

It is always possible to visit our Instagram page without leaving comments or clicking "Like".

Please note that the interactive functions of Instagram are generally only possible after registration. Data relating to this may also be processed by Facebook but does not fall within our area of responsibility.

Contacting us via private message or comment

It is possible to contact us through our Instagram page either by private message or by comment. You can contact us with questions about us, our Instagram page, or other inquiries.

When you contact us, we are furnished with your username, your actual request and other personal data, if applicable. We have to store this data in order to be able to answer your inquiry. Comments are public and visible to all other Instagram users.

We delete the data generated in the course of your inquiry/contact six months after the last message. If there are legal storage obligations, the data will be stored for the duration of the legally required storage obligation. A public comment can only be deleted by you.

Purpose of data processing

The first purpose of processing personal data in connection with our Instagram presence is to compile statistics on visitor flows. This allows us to better understand how users interact with our site and the products and services presented. It allows us to better design our company page and adapt our products and services to the needs of users. Furthermore, we process users' personal data in order to be able to communicate with you directly via media of your choice.

Lawfulness of data processing

We operate this Instagram page in order to present ourselves to Instagram users and to communicate directly with them. The processing of your personal data is based on our legitimate interests in an optimized company and product presentation as well as direct communication with Instagram users. This also corresponds to the reasonable expectations of the data subjects, as the communication is not initiated by us, but by them.

If we publish images of individuals, this is done primarily via consent or on the basis of a contractual agreement, and in exceptional cases on the basis of legitimate interests.

Objection and purge

You have the right to object to data processing on grounds relating to special circumstances at any time. You can exercise your right to object via the Instagram/Facebook settings. If you wish to object to processing within our area of responsibility, you can contact us for this purpose.

Storage duration

Since we are merely operators of an Instagram page, limited personal data is transmitted to us as described above. The criteria specified by Instagram apply to the storage period, unless it is data that is generated in the context of your inquiry/contact. Inquiry/contact data will be deleted by us six months after the last message.

c) Objection on Twitter

For a detailed presentation of respective data processing and the possibilities of objection (opt-out), we refer to the following linked information:

- **Twitter privacy policy** (<https://twitter.com/en/privacy>)
- **Opt-Out on Twitter** (<https://help.twitter.com/en/safety-and-security/privacy-controls-for-tailored-ads>)

d) YouTube

Shared responsibility – joint controllership with YouTube

We rely on the technical platform and services of YouTube, a Google company with headquarters at Gordon House, Barrow Street, Dublin 4, Ireland. If you are a resident of the UK or the European Economic Area or Switzerland, (unless otherwise specified in any additional terms), these services are provided by Google Ireland Limited ("Google"), a company incorporated and organised under the laws of Ireland. For more information about YouTube's privacy practices, click <https://www.youtube.com/static?gl=DE&template=terms&hl=de>.

In accordance with Google's privacy policy, we assume that any transfer of personal data, including the processing thereof, will also be transferred to the servers of Google LLC in the USA.

In its ruling in case C-210/16, the European Court of Justice decided that platform operators (here: YouTube) and the channel operators located on the platform are jointly responsible for the data processing carried out via the respective channel. To this extent, platform operators and channel operators are to be regarded as jointly responsible parties or joint.

Web page videos

When we integrate videos on our websites they are stored on YouTube. YouTube is a platform offered by YouTube LLC, located at 901 Cherry Ave, San Bruno, CA 94066 in the USA. YouTube is a company affiliated with Google. We embed our videos via YouTube because local hosting is not powerful enough to display the videos.

When you click on one of our videos, a connection is established to YouTube in order to embed the video provided for you on our site. The integration of the video results in a call to the YouTube or Google servers for technical reasons. The servers are located in Ireland, in the EU. We have no influence on which data is transmitted to YouTube after clicking. Therefore, for the associated use of data from your browser or device, we refer you to the privacy notices of YouTube or Google, which you can find here.

You have the right to object to the processing of your personal data, but you must address the objection to YouTube and Google.

When you visit our website with an embedded YouTube video, YouTube receives information about the specific website you are visiting. In the process, your personal data is transmitted to YouTube as just described. Such transmission takes place regardless of whether you have logged into your YouTube account or whether you do not have a corresponding account at all. If you have logged into your YouTube account, your personal data will be assigned to your YouTube profile. If you do not want your personal data to be assigned to your profile, you should log out of your YouTube account before accessing one of our videos. YouTube and Google use this data for advertising, market research and/or a demand-based design of their website.

10. Legal basis for the processing

Art. 6(1) lit. a GDPR serves as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, when processing operations are necessary for the supply of goods or to provide any other service, the processing is based on Article 6(1) lit. b GDPR. The same applies to such processing operations which are necessary for carrying out pre-contractual measures, for example in the case of inquiries concerning our products or services. Is our company subject to a legal obligation by which processing of personal data is required, such as for the fulfillment of tax obligations, the processing is based on Art. 6(1) lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or of another natural person. This would be the case, for example, if a visitor were injured in our company and his name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6(1) lit. d GDPR. Finally, processing operations could be based on Article 6(1) lit. f GDPR. This legal basis is used for processing operations which are not covered by any of the abovementioned legal grounds, if processing is necessary for the purposes of the legitimate interests pursued by our company or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data. Such processing operations

are particularly permissible because they have been specifically mentioned by the European legislator. He considered that a legitimate interest could be assumed if the data subject is a client of the controller (Recital 47 Sentence 2 GDPR).

11. The legitimate interests pursued by the controller or by a third party

Where the processing of personal data is based on Article 6(1) lit. f GDPR our legitimate interest is to carry out our business in favor of the well-being of all our employees and the shareholders.

12. Period for which the personal data will be stored

The criteria used to determine the period of storage of personal data is the respective statutory retention period. After expiration of that period, the corresponding data is routinely deleted, as long as it is no longer necessary for the fulfillment of the contract or the initiation of a contract.

13. Provision of personal data as statutory or contractual requirement; Requirement necessary to enter into a contract; Obligation of the data subject to provide the personal data; possible consequences of failure to provide such data

We clarify that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual provisions (e.g. information on the contractual partner). Sometimes it may be necessary to conclude a contract that the data subject provides us with personal data, which must subsequently be processed by us. The data subject is, for example, obliged to provide us with personal data when our company signs a contract with him or her. The non-provision of the personal data would have the consequence that the contract with the data subject could not be concluded.

Before personal data is provided by the data subject, the data subject must contact any employee. The employee clarifies to the data subject whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of non-provision of the personal data.

14. Existence of automated decision-making

As a responsible company, we do not use automatic decision-making or profiling.