

Privacy policy

1. Introduction

With the following information, we would like to give you, as a "data subject", an overview of the processing of your data by us and your rights under the data protection laws. In principle, using our website without entering personal data is possible. However, if you want to use the special services of our enterprise via our website, personal processing data could become necessary. If the processing of personal data is required and there is no legal basis for such processing, we will generally obtain your consent.

The processing of personal data, such as your name, address, or e-mail address, is always in line with the Data Protection Regulation (GDPR) and accordance with the country-specific data protection regulations applicable to "ITEXIA GmbH". Using this data protection declaration, we would like to inform you about the scope and purpose of our collected, used, and processed data.

As the controller, we have implemented numerous technical and organizational measures to ensure the complete protection possible for the personal data processed via this website. Nevertheless, Internet-based data transmissions can always have security gaps, so absolute protection cannot be guaranteed. For this reason, you are also free to transmit personal data to us by alternative means, for example, by telephone or by post.

You, too, can take simple and easy-to-implement measures to protect yourself against unauthorised access to your data by third parties. Therefore, we would like to give you some tips on how to handle your data securely:

- Protect your account (login, user, or customer account) and your IT system (computer, laptop, tablet or mobile device) with solid passwords.
- Only you should have access to the passwords.
- Ensure you only use your passwords for one account (login, user or customer account).
- Do not use one password for different websites, applications or online services.
- Especially when using publicly accessible IT systems or IT systems shared with others, the following applies: You must log out after each login to a website, an application or an online service.

Passwords should have at least 12 characters and be chosen so they cannot be easily guessed. Therefore, they should not contain common words from everyday life, one's name or names of relatives, but upper and lower case, numbers and special characters.

2. Responsible

The responsible person in the sense of the GDPR is the:

ITEXIA GmbH.

Hainstrasse 2, 01097 Dresden, Germany

Representative of the person in charge: Board of Management

3. Data Protection Officer

You can reach the data protection officer as follows:

DataOrga® GmbH

E-mail: dsb@seventhings.com

You can contact our data protection officer anytime with all questions and suggestions regarding data protection.

4. Definitions

The data protection declaration is based on the terms used by the European Directive and Ordinance Maker when enacting the General Data Protection Regulation (GDPR). Our data protection declaration should be easy to read and understand for the public, our customers, and business partners. We want to explain the terms used in advance to ensure this.

We use the following terms, among others, in this privacy policy:

1. Personal data

Personal data means any information relating to an identified or identifiable natural person. An identifiable natural person 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.

2. Person concerned

The data subject is any identified or identifiable natural person whose personal data is processed by the controller (our company).

3. Processing

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

4. Restriction of processing

Restriction of processing is the marking of stored personal data to limit their future processing.

5. Profiling

Profiling is any form of automated processing of personal data which consists in using such personal data to evaluate certain unique aspects relating to a natural person, in particular, to analyse or predict characteristics concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or change of location.

6. Pseudonymisation

Pseudonymisation is the processing of personal data in such a way 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 is not attributed to an identified or identifiable natural person.

7. Processors

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

8. Receiver

A recipient is a natural or legal person, public authority, agency or other body to whom personal data are disclosed, whether or not a third party. However, public authorities that may receive personal data in a specific investigative task under Union or Member State law shall not be considered recipients.

9. Third-party

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

10. Consent

Consent means any freely given and informed indication of the data subject's wishes in the form of a statement or other unambiguous, affirmative act by which the data subject signifies their agreement to the processing of personal data relating to them.

5. Legal basis of the processing

Art. 6 para. 1 lit. a GDPR (in conjunction with § 25 para. 1 TTDSG) serves our company as the legal basis for processing operations in which we obtain consent for a specific processing purpose.

Suppose the processing of personal data is necessary for the performance of a contract to which you are a party, as is the case, for example, with processing operations that are necessary for the delivery of goods or the provision of another service or consideration. In that case, the processing is based on Art. 6 (1) lit. b GDPR. The same applies to processing operations that are necessary for implementing pre-contractual measures, for example, in enquiries about our products or services.

If our company is subject to a legal obligation by which the processing of personal data becomes necessary, such as for the fulfilment of tax obligations, the processing is based on Art. 6 (1) lit. c GDPR.

In rare cases, the processing of personal data might be necessary to protect the vital interests of the data subject or another natural person. For example, this would be the case if a visitor were injured on our premises. As a result, their name, age, health insurance details or other vital information had to be passed on to a doctor, hospital or another third party. In this case, the processing would be based on Art. 6 para. 1 lit. d GDPR.

Ultimately, processing operations could be based on Art. 6 (1) lit. f GDPR. Processing operations not covered by any of the legal bases are based on this legal basis if the processing is necessary for the protection of a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject are not overridden. Such processing operations are permitted to us because the European legislator specifically mentioned them. In this respect, it took the view that a legitimate interest could be assumed if you are a customer of our company (Recital 47 sentence 2 GDPR).

6. Transmission of data to third parties

Your data will not be transferred to third parties for purposes other than those listed below.

We will only share your data with third parties if:

1. You have given us your express consent to do so by Art. 6 para. 1 lit. a GDPR,
2. The disclosure is permissible by Art. 6 para. 1 lit. f GDPR to protect our legitimate interests, and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data,
3. If a legal obligation exists for the disclosure under Art. 6 (1) c GDPR, as well as,
4. This is legally permissible and necessary according to Art. 6 para. 1 lit. b GDPR for the processing of contractual relationships with you.

To protect your data and to enable us to transfer data to third countries (outside the EU/EEA) if necessary, we have concluded commissioned processing agreements based on the standard contractual clauses of the European Commission. If the standard contractual clauses are not sufficient to establish an adequate level of security, your consent under Article 49 (1) a) of the GDPR may serve as the legal basis for the transfer to third countries. This may not apply to data transfers to third countries for which the European Commission has issued an adequacy decision under Article 45 of the GDPR.

Your data will not be transferred to third parties for purposes other than those listed below.

We will only share your data with third parties if:

1. You have given us your express consent to do so by Art. 6 para. 1 lit. a GDPR,

2. The disclosure is permissible by Art. 6 para. 1 lit. f GDPR to protect our legitimate interests, and there is no reason to assume that you have an overriding interest worthy of protection in the non-disclosure of your data,
3. If a legal obligation exists for the disclosure under Art. 6 (1) c GDPR, as well as
4. This is legally permissible and necessary according to Art. 6 para. 1 lit. b GDPR for the processing of contractual relationships with you.

The processing operations described in this privacy policy may transfer personal data to the USA. The USA does not have an adequate level of data protection (ECJ: Schrems II ruling). In particular, the US investigating authorities can oblige US companies to hand over or disclose personal data without the data subjects being able to take effective legal action against this. This means that, in principle, there is a possibility that US investigative authorities will process your data. We have no control over these processing activities. To protect your data, we have concluded commissioned processing agreements based on the standard contractual clauses of the European Commission. If the standard contractual clauses are insufficient to establish an adequate level of security, your consent is pursuant to Art. 49 (1) a) GDPR may serve as the legal basis for the transfer to third countries. This may not apply to data transfers to third countries for which the European Commission has issued an adequacy decision under Article 45 of the GDPR.

7. Technology

7.1 SSL/TLS encryption

This site uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us as the operator. You can recognise an encrypted connection by the fact that there is an "https://" instead of an "http://" in the browser's address line and by the lock symbol in your browser line.

We use this technology to protect your transmitted data.

7.2 Data collection when visiting the website

When you use our website for information purposes only, i.e. if you do not register or otherwise transmit information to us, we only collect data that your browser sends to our server (called "server log files"). Our website contains a series of general data and information each time you or an automated system access a page. This available data and information are stored in the server log files. The following can be recorded

1. Browser types and versions used,
2. The operating system used by the accessing system,
3. The website from which an accessing system arrives at our website (the so-called referrer),
4. The sub-websites that are accessed via an accessing system on our website,
5. The date and time of access to the website,
6. An abbreviated Internet Protocol address (anonymized IP address) as well as,
7. The Internet service provider of the accessing system.

We do not draw conclusions about your person using this general data and information. This information is instead required to

1. To deliver the contents of our website correctly,
2. To optimize the content of our website and the advertising for it,
3. To ensure the permanent operability of our IT systems and the technology of our website, and
4. To provide law enforcement authorities with the information necessary for prosecution in the event of a cyberattack.

Therefore, the data and information collected will be evaluated by us; on the one hand, statistically and, on the other hand, to increase data protection and data security of our enterprise to ultimately ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from any personal data provided by a data subject.

The legal basis for data processing is Art. 6 para. 1 lit. f GDPR. Our legitimate interest follows from the data collection purposes listed above.

7.3 Cloudflare (Content Delivery Network)

Our website uses functions from CloudFlare. The provider is CloudFlare, Inc., 665 3rd St. #200, San Francisco, CA 94107, USA.

CloudFlare offers a globally distributed content delivery network with DNS. Technically, the information transfer between your browser and our website is routed via CloudFlare's network. CloudFlare can thus analyse the data traffic between users and our websites, for example, to detect and ward off attacks on our services. In addition, CloudFlare may store cookies on your computer for optimisation and analysis.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

We have concluded a corresponding agreement with Cloudflare based in German. Data Protection Regulation (GDPR) for commissioned processing or by EU standard contractual clauses. Cloudflare collects statistical data about visits to this website. The access data includes the Name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider. Cloudflare uses the log data for statistical evaluations for the operation, security and optimisation of the offer.

If you have consented to Cloudflare being used, the legal basis for processing personal data is Art. 6 (1) lit. a GDPR. In addition, we have a legitimate interest in using Cloudflare to optimise our online offer and make it more secure. The corresponding legal basis for this is Art. 6 para. 1 lit. f GDPR. The personal data will be retained for as long as they are required to fulfil the purpose of the processing. The data will be deleted as soon as they are no longer required to achieve the goal.

Transferring your data to the USA is based on standard contractual clauses. For more information on CloudFlare, please visit: <https://www.cloudflare.com/privacypolicy/>.

8. Cookies

8.1 General information about cookies

Cookies are small files that are automatically created by your browser and stored on your IT system (laptop, tablet, smartphone or similar) when you visit our site.

Information is stored in the cookie that results in each case from the context of the specific end device used. However, this does not mean we gain direct knowledge of our identity.

The use of cookies serves to make the use of our offer more pleasant for you. We use so-called session cookies to recognise that you have already visited individual pages of our

website. These are automatically deleted after you leave our site.

In addition, we also use temporary cookies to optimise user-friendliness, which are stored on your end device for a certain fixed period. If you revisit our site to use our services, it is automatically recognised that you have already been with us and which entries and settings you have made so that you do not have to enter them again.

On the other hand, we use cookies to record our website's use statistically and evaluate our offer for optimisation. These cookies enable us to recognise that you have already visited our website when you revisit it. The cookies set in this way are automatically deleted after a defined period. The respective storage period of the cookies can be found in the settings of the consent tool.

8.2 Legal basis for the use of cookies

The data processed by the cookies, which are required for the proper functioning of the website, are thus necessary to protect our legitimate interests and those of third parties under Art. 6 (1) lit. f GDPR.

For all other cookies, you must have given your consent to this via our opt-in cookie banner within the meaning of Art. 6 (1) lit. a GDPR.

8.3 Notes on avoiding cookies in common browsers

You can delete cookies, allow only selected cookies, or completely deactivate cookies at any time via your browser settings. You can find more information on the support pages of the respective providers:

- Chrome: <https://support.google.com/chrome/answer/95647?tid=311178978>.
- Safari: <https://support.apple.com/de-at/guide/safari/sfri11471/mac?tid=311178978>.
- Firefox: <https://support.mozilla.org/de/kb/cookies-und-website-daten-in-firefoxloschen?tid=311178978>.
- Microsoft Edge: <https://support.microsoft.com/de-de/microsoft-edge/cookies-in-microsoftedge-l%C3%B6sungen-63947406-40ac-c3b8-57b9-2a946a29ae09>.

9. Contents of our website

9.1 Registering as a user

You have the option of registering on our website by providing personal data.

Personal data transmitted to us in this process can be seen from the respective input mask used for registration. The personal data you enter is collected and stored exclusively for internal use by us and our purposes. We may arrange for it to be passed on to one or more order processors, such as a parcel service provider, who will also use the personal data exclusively for internal use.

By registering on our website, the IP address assigned by your internet service provider (ISP), the date and the time of the registration is also stored. This data is kept because it is the only way to prevent misuse of our services and, if necessary, to enable the investigation of criminal offences. In this respect, storing this data is essential for our protection. As a matter of principle, this data is not passed on to third parties. This does not apply if we are legally obliged to pass on the data or if the data is passed on for criminal prosecution.

Your registration, with the voluntary provision of personal data, also serves us to offer you content or services which, due to the matter, can only be offered to registered users. Registered persons are free to change the personal data provided during registration at any time or to have it completely deleted from our database.

Upon request, we will provide you at any time with information about which personal data is

stored about you. Furthermore, we will correct or delete personal data at your request, as this does not conflict with any statutory retention obligations. A data protection officer named in this data protection declaration and all other employees is available to the data subject as contact persons in this context.

The processing of your data is in the interest of a comfortable and easy use of our website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR.

9.2 Data processing when opening a customer account and for contract processing

Under Art. 6 para. 1 lit. b GDPR, personal data is collected and processed if you provide it to us to execute a contract or open a customer account. Which data collected can be seen from the respective input forms. Deletion of your customer account is possible at any time and can be done by sending a message to the above address of the person responsible. We store and use the data provided by you to process the contract. After complete processing of the contract or deletion of your customer account, your data will be blocked in consideration of tax and commercial law retention periods and deleted after the expiry of these periods unless you have expressly consented to further use of your data or a legally permitted further use of data has been reserved on our part, about which we inform you accordingly below.

9.3 Conclusion of contracts for the online store, dealer and shipment of goods

We only transmit personal data to third parties, if necessary, within the scope of the contract processing, for example, to the companies entrusted with delivering the goods or to the credit institution tasked with the payment processing. Further data transmission does not occur or only if you have expressly consented to the information. Your data will not be passed on to third parties without your express consent, for example, for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the performance of contracts or pre-contractual measures.

9.4 Services / Digital goods

We only transmit personal data to third parties if this is necessary for the processing of the contract, for example, to the credit institution commissioned with processing payments.

No further data transmission will occur if you have expressly consented to the information. Your data will not be passed on to third parties without your express consent, for example, for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

10. Newsletter dispatch

10.1 Newsletter dispatch to existing customers

If you have provided us with your e-mail address when purchasing goods or services, we reserve the right to regularly send you offers for similar goods or services to those already purchased from our range by e-mail. By Section 7 (3) of the German Unfair Competition Act (UWG), we do not need to obtain your separate consent. In this respect, the data processing is solely based on our legitimate interest in personalised direct advertising by Art. 6 Para. 1 lit. f GDPR. If you initially objected to using your e-mail address for this purpose, we will not send you any

e-mails. You are entitled to object to using your e-mail address for the advertising above at any time with effect for the future by notifying the responsible person named at the beginning. This will only incur transmission costs for you according to the introductory rates. After receipt of your objection, using your e-mail address for advertising will cease immediately.

10.2 Advertising newsletter

You can subscribe to our company's newsletter on our website. Personal data are transmitted to us when ordering the newsletter, resulting from the input mask used for this purpose.

We regularly inform our customers and business partners using a newsletter about our offers. The newsletter of our company can be received by you in principle only if

1. You have a valid e-mail address and
2. You have registered for the newsletter mailing.

For legal reasons, a confirmation e-mail will be sent to the e-mail address you entered for the first time for the newsletter dispatch using the double opt-in procedure. This confirmation email verifies that you, as the owner of the email address, have authorised the receipt of the newsletter.

When you register for the newsletter, we also store the IP address of the IT system used by you at the time of registration, as assigned by your Internet service provider (ISP), and the date and time of registration. The collection of this data is necessary to track the (possible) misuse of your e-mail address at a later date and therefore serves our legal protection.

The personal data collected in the context of a registration for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by e-mail if this is necessary for the operation of the newsletter service or a related registration, as could be the case in the event of changes to the newsletter offer or changes in technical circumstances. No personal data collected during the newsletter service will be passed on to third parties. You can cancel the subscription to our newsletter at any time. The consent to the storage of personal data you have given us for the newsletter dispatch can be revoked at any time. You will find a corresponding link in each newsletter to revoke the license. Furthermore, it is also possible to unsubscribe from the newsletter mailing directly on our website at any time or to inform us of this in another way.

The legal basis for data processing to send newsletters is Art. 6 para. 1 lit. a GDPR.

11. Our activities on social networks

So that we can also communicate with you on social networks and inform you about our services, we are represented there with our pages. Suppose you visit one of our social media pages. In that case, we are jointly responsible for the processing operations triggered by this, within the meaning of Art. 26 GDPR, with the respective social media platform provider.

We are not the original provider of these pages but only use them within the scope of the possibilities offered to us by the respective providers. As a precaution, we point out that your data may also be processed outside the European Union or the European Economic Area. Use may thus be associated with data protection risks for you, as it may be more challenging to protect your rights, e.g. to information, deletion, objection, etc., and the processing in the social networks often takes place directly for advertising purposes or the analysis of user

behaviour by the providers, without this being able to be influenced by us. If the provider creates usage profiles, cookies are often used, or the usage behaviour is assigned to your member profile on social networks.

The described processing of personal data is carried out by Art. 6 (1) lit. f GDPR based on our legitimate interest and the legitimate interest of the respective provider to be able to communicate with you promptly or to inform you about our services. If you have to consent to the data processing as a user with the respective providers, the legal basis refers to Art. 6 (1) lit. a GDPR in conjunction with Art. 7 GDPR. Art. 7 GDPR.

As we do not have access to the providers' databases, we would like to point out that it is best to exercise your rights (e.g. to information, correction, deletion, etc.) directly with the respective provider. Further information on the processing of your data in the social networks is listed below under the respective social network provider used by us:

11.1 Facebook

(Co-) Responsible for data processing in Europe:
Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland

Privacy Policy (Data Policy):
<https://www.facebook.com/about/privacy>

11.2 LinkedIn

(Co-) Responsible for data processing in Europe:
LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland

Privacy Policy:
<https://www.linkedin.com/legal/privacy-policy>

11.3 YouTube

(Co-) Responsible for data processing in Europe:
Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

Privacy Policy:
<https://policies.google.com/privacy>

11.4 XING (New Work SE)

(Co-) responsible for data processing in Germany:
New Work SE, Am Strandkai 1, 20457 Hamburg, Germany

Privacy Policy:
<https://privacy.xing.com/de/datenschutzerklaerung>

Information requests for XING members:
<https://www.xing.com/settings/privacy/data/disclosure>

12. Web analysis

12.1 Google Analytics

On our websites, we use Google Analytics, a web analytics service provided by Google Ireland Limited (<https://www.google.de/intl/de/about/>), Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). In this context, pseudonymized usage profiles are created, and cookies (see point "Cookies") are used for the information generated by the cookie about your use of this website, such as.

1. The browser type/version,
2. The operating system used,
3. The referrer URL (the previously visited page),
4. The hostname of the accessing computer (IP address) and
5. Time of the server request,

are transmitted to a Google server in the USA and stored there. The information is used to evaluate the website's use, compile reports on website activity and provide other services related to the use of the website and the Internet for the purposes of market research and demand-oriented design of these Internet pages. This information may also be transferred to third parties if this is required by law or if third parties process this data on our behalf. Under no circumstances will your IP address be merged with other Google data. The IP addresses are anonymised, so an assignment is impossible (IP masking).

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this, you may not be able to use the full functionality of this website.

These processing operations are carried out exclusively when Art gives explicit consent. 6 Para. 1 lit. a GDPR.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=de>).

You can view the Google Analytics privacy policy at:
<https://support.google.com/analytics/answer/6004245?hl=de>.

12.2 Google Analytics Remarketing

We have integrated Google Remarketing services on this website. The operating company of the Google Remarketing services is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Remarketing is a function of Google AdWords that enables a company to display advertisements to Internet users who have previously visited the company's website. The integration of Google Remarketing thus allows a company to create user-related advertising and display interest-relevant advertisements to the Internet user.

The purpose of Google Remarketing is the display interest-relevant advertising. Google Remarketing enables us to display advertisements via the Google advertising network or on other websites tailored to the individual needs and interests of Internet users.

Google Remarketing sets a cookie on the IT system of the data subject. By setting the cookie, Google can recognise the visitor to our website when they subsequently visit websites that are also members of the Google advertising network. When you visit a website on which the Google Remarketing service has been integrated, your internet browser automatically identifies itself to Google. Within the scope of this technical procedure, Google obtains knowledge of personal data, such as your IP address or surfing behaviour, which Google uses, among other things, to display interest-relevant advertising.

Using the cookie, personal information, for example, the Internet pages visited by you, is stored. Each time you visit our website, personal data, including your IP address, is transmitted to Google in the United States of America. Google stores this personal data in the United States of America. Google may pass this personal data collected via the technical process to third parties.

These processing operations are carried out exclusively when Art gives explicit consent. 6 Para. 1 lit. a GDPR.

The privacy policy of Google Analytics Remarketing can be viewed at: <https://www.google.de/intl/de/policies/privacy/>.

12.3 HubSpot

We use HubSpot functions on this website. The provider is HubSpot, Inc, 25 First Street, Cambridge, MA 02141, USA.

HubSpot tracks visitors to our website using browser cookies. Each time you access our website, HubSpot checks whether a HubSpot tracking cookie is set. If such a cookie is not yet fixed on your browser, a HubSpot cookie will be placed on your browser - provided you give your consent to this - which records all our websites that you access later on.

About HubSpot's handling of tracking cookies, the following should be noted:

- Your visit to our websites is only tracked using the HubSpot cookie if you have given your consent to the setting of the HubSpot cookie or all tracking cookies.
- Suppose you fill out and submit one of the forms on our websites (e.g., a contact form) and have given your consent to the setting of the HubSpot cookie. In that case, HubSpot will associate your previous page views resulting from the tracking cookie with the form you submitted.
- If you have already been in contact with us, the e-mail address you submit via the form will be assigned to the information already stored.
- If you delete all your cookies, specifically the HubSpot cookies, you will be considered a new visitor on our websites, and a new cookie will be set. However, HubSpot automatically duplicates all form submissions from the same email address, even if different browser cookies have been assigned to those submissions.
- Because cookies are only set once on a browser, submissions from two people sharing a single computer are assigned to the same contact record. This cookie deduplication ensures that if a contact sends forms to your website from different email addresses, all submissions are posted to a single contact record in HubSpot.
- HubSpot assigns page views to contact when the contact clicks a link in a tracked marketing email that continues to a page where the HubSpot tracking code is installed.

These processing operations are only carried out when Art gives express consent. 6 para. 1 lit. a GDPR. Your data will be stored until you withdraw your consent.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

The transfer of your data to the USA takes place based on the standard contractual clauses.

You can find more information about HubSpot at: <https://legal.hubspot.com/privacy-policy>.

13. Advertising

13.1 Google Ads

Our website uses the functions of Google Ads. This is used for advertising this website in Google search results, as well as on third-party websites. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"). For this purpose,

Google sets a cookie in your terminal device's browser, automatically enabling interest-based advertising using a pseudonymous cookie ID based on the pages you visit.

Additional data processing will only take place if you have consented to Google linking your internet and app browsing history to your Google account and using information from your Google account to personalise ads that you view on the web. In this case, if you are logged into Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. For this purpose, your data will be temporarily linked by Google with Google Analytics data to form target groups.

These processing operations are only carried out when Art gives explicit consent. 6 para. 1 lit. a GDPR.

You can view the privacy policy and further information from Google Ads at:
<https://www.google.com/policies/technologies/ads/>

13.2 Google AdSense

We have integrated Google AdSense into this website. The operating company of the Google AdSense component is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google AdSense is an online service that enables the placement of advertisements on third-party websites. Google AdSense is based on an algorithm that selects the advertisements displayed on third-party sites per the content of the respective third-party site. Google AdSense allows interest-related targeting of the Internet user, which is implemented by generating individual user profiles.

The Google AdSense component aims to integrate advertisements on our website. Google AdSense sets a cookie on your IT system. By setting the cookie, Alphabet Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA, is enabled to analyse the use of our website. Each time you call up one of the individual pages of this website that is operated by us and on which a Google AdSense component has been integrated, the Internet browser on your IT system is automatically prompted by the respective Google AdSense component to transmit data to Alphabet Inc. for online advertising and the settlement of commissions. Within the scope of this technical procedure, Alphabet Inc. obtains knowledge of personal data, such as your IP address, which Alphabet Inc. uses, among other things, to trace the origin of visitors and clicks and subsequently to enable commission settlements. Google AdSense also uses so-called tracking pixels. A tracking pixel is a miniature graphic embedded in web pages to enable log file recording and analysis, whereby a statistical evaluation can be carried out. Using the embedded tracking pixel, Alphabet Inc. can recognise whether and when your IT system has opened a web page and which links you have clicked on. Among other things, tracking pixels are used to evaluate the flow of visitors to a website.

Via Google AdSense, personal data and information, which also includes the IP address and is necessary for the collection and billing of the advertisements displayed, are transferred to Alphabet Inc. in the United States of America. This personal data is stored and processed in the United States of America. Alphabet Inc. may share this personal data collected via the technical process with third parties.

These processing operations are only carried out when Art gives explicit consent. 6 para. 1 lit. a GDPR.

You can view the data protection provisions and further information from Google AdSense at:
<https://www.google.de/intl/de/adsense/start/> and at
<https://www.google.com/policies/technologies/ads/>.

13.3 Google Ads with a conversion tracking

We have integrated Google Ads on this website. The operating company of the Google Ads services is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ads is an internet advertising service that allows advertisers to place ads in Google's search engine results and the Google advertising network. Google Ads allows an advertiser to pre-define specific keywords by which an ad will be displayed in Google's search engine results only when the user retrieves a keyword-relevant search result using the search engine. The ads in the Google advertising network are distributed on topic-relevant websites using an automatic algorithm and considering the previously defined keywords.

The purpose of Google Ads is to promote our website by displaying interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine and display third-party advertising on our website.

If you access our website via a Google advertisement, a so-called conversion cookie is stored on your IT system by Google. A conversion cookie loses its validity after thirty days and is not used to identify you. If the cookie has not yet expired, the conversion cookie is used to track whether specific sub-pages, for example, the shopping basket of an online shop system, have been called up on our website. The conversion cookie enables Google and us to track whether a user accessing our website via an AdWords ad has generated a sale, i.e., completed or cancelled a purchase.

The data and information collected through the use of the conversion cookie are used by Google to create visit statistics for our website. These visit statistics are, in turn, used by us to determine the total number of users who were referred to us via ads, i.e. to determine the success or failure of the respective ads and to optimise our ads for the future. Neither our company nor other Google Ads advertisers receive any information from Google that could identify you.

Using the conversion cookie, personal information, for example, the internet pages visited by you, is stored. Every time you visit our website, personal data, including the IP address of your internet connection, is transmitted to Google in the United States of America. Google stores this personal data in the United States of America. Google may pass this personal data collected via the technical process to third parties.

These processing operations are carried out exclusively when Art gives explicit consent. 6 Para. 1 lit. a GDPR.

You can view the privacy policy and further information about Google AdSense at: <https://www.google.de/intl/de/policies/privacy/>.

14. Partner and affiliate programs

14.1 DoubleClick

This website contains components of DoubleClick by Google. DoubleClick is a brand of Google (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland), under which unique online marketing solutions are marketed to advertising agencies and publishers.

DoubleClick by Google transfers data to the DoubleClick server with each impression as well as with clicks or other activities. Each of these data transfers triggers a cookie request to your browser. DoubleClick sets a cookie on your IT system if the browser accepts this request. The purpose of the cookie is to optimise and display advertising. The cookie is used, among other things, to serve and display user-relevant advertising, create reports on

advertising campaigns, or improve them. Furthermore, the cookie is used to avoid multiple displays of the same advertisement.

DoubleClick uses a cookie ID, which is required to process the technical procedure. The cookie ID is required, for example, to advertise a browser. DoubleClick can also use the cookie ID to record which advertisements have already been displayed in a browser to avoid the same placements. Furthermore, the cookie ID enables DoubleClick to record conversions.

A DoubleClick cookie does not contain any personal data. However, a DoubleClick cookie can contain additional campaign identifiers. A campaign identifier serves to identify the campaigns with which you have already been in contact. Each time you access one of the individual pages of this website operated by us and on which a DoubleClick component has been integrated, the internet browser on your IT system is caused by the respective DoubleClick component to transmit data to Google for online advertising and the settlement of commissions. As part of this technical process, Google obtains knowledge of data that Google also uses to generate commission statements. Among other things, Google can track that you have clicked on certain links on our website.

These processing operations are only carried out when Art gives explicit consent. 6 para. 1 lit. a GDPR.

You can view the privacy policy of DoubleClick by Google at:
<https://www.google.com/intl/de/policies/>.

15. Plugins and other services

15.1 Google Tag Manager

We use the Google Tag Manager service on this website. The operating company of Google Tag Manager is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Ireland Limited is part of the Google group of companies with headquarters at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

With this tool, "website tags" (i.e. keywords that are integrated into HTML elements) can be implemented and managed via an interface. By using the Google Tag Manager, we can automatically track which button, link or personalised image you have actively clicked on and then record which website contents are of particular interest to you.

The tool also triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If you have made a deactivation at the domain or cookie level, this remains in place for all tracking tags implemented with Google Tag Manager.

These processing operations are carried out exclusively when Art gives explicit consent. 6 Para. 1 lit. a GDPR.

Further information on Google Tag Manager and Google's privacy policy can be found at:
<https://www.google.com/intl/de/policies/privacy/>.

16. Your rights as a data subject

16.1 Right to confirmation

You have the right to request confirmation from us as to whether personal data concerning you is being processed.

16.2 Right to information Art. 15 GDPR

You have the right to receive from us at any time, free of charge, information about the personal data stored about you and a copy of this data per the statutory provisions.

16.3 Right of rectification Art. 16 GDPR

You have the right to request the correction of inaccurate personal data concerning you. Furthermore, you have the right to request the completion of incomplete personal data, taking into account the purposes of the processing.

16.4 Deletion Art. 17 GDPR

You have the right to demand that we delete the personal data concerning you without delay, provided that one of the reasons provided by law applies and insofar as the processing or storage is unnecessary.

16.5 Restriction of processing Art. 18 GDPR

You have the right to demand that we restrict the processing if one of the legal requirements is met.

16.6 Data portability Art. 20 GDPR

You have the right to receive the personal data concerning you, which has been provided to us by you, in a structured, common and machine-readable format. You also have the right to transfer this data to another controller without hindrance from us to whom the personal data has been provided, provided that the processing is based on consent under Article 6 (1) (a) of the GDPR or Article 9 (2) (a) of the GDPR or on a contract under Article 6 (1) (b) of the GDPR, and the processing is carried out with the aid of automated procedures unless the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us.

Furthermore, when exercising your right to data portability under Article 20(1) of the GDPR, you have the right to have personal data transferred directly from one controller to another controller as this is technically feasible and provided that this does not affect the rights and freedoms of other persons.

16.7 Objection Art. 21 GDPR

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you, which is carried out based on Article 6(1)(e) (data processing in the public interest) or (f) (data processing based on a balance of interests) of the GDPR.

This also applies to profiling based on these provisions within the meaning of Art. 4 No. 4 GDPR.

If you object, we will no longer process your data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or where the processing is for establishing, exercising, or defending legal claims.

In individual cases, we process personal data to carry out direct advertising. You may object to processing personal data for such advertising at any time. This also applies to profiling as it is connected with such direct advertising. We will no longer process the personal data if you object to us processing your data for direct marketing purposes.

In addition, you have the right to object, on grounds relating to your particular situation, to the processing of personal data concerning you, which is carried out by us for scientific or historical research purposes or statistical purposes under Article 89(1) of the Data Protection

Regulation, unless such processing is necessary for the performance of a task carried out in the public interest.

You are free to exercise your right to object in connection with the use of information society services, notwithstanding Directive 2002/58/EC, using automated procedures using technical specifications.

16.8 Revocation of consent under the data protection law

You have the right to revoke consent to processing personal data at any time with effect for the future.

16.9 Complaint to a supervisory authority

You have the right to complain about our processing of personal data to a supervisory authority responsible for data protection.

17. Routine storage, deletion and blocking of personal data

We process and store your data only for the period necessary to achieve the purpose of storage or if this has been provided for by the legal provisions to which our company is subject.

If the purpose of storage no longer applies or if a prescribed storage period expires, the personal data will be routinely blocked or deleted by the statutory provisions.

18. Duration of the storage of personal data

The criterion for the duration of storage of personal data is the respective statutory retention period. After the expiry of the period, the corresponding information is routinely deleted, provided that it is no longer required for the fulfilment or initiation of the contract.

19. Further data protection information according to Art 13+14

GDPR

In addition to this website-specific data protection information, the data protection information by the EU General Data Protection Regulation also applies.

- Information requirements for customers [LINK](#)
- Information requirements for business partners [LINK](#)
- Information requirements for applicants [LINK](#)

20. Up-to-dateness and modification of the privacy policy

This privacy policy is currently valid and has the status: October 2022.

Due to the further development of our internet pages and offers or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website <https://www.seventhings.com/en/data-protection/>

This privacy policy was created with the support of the data protection software: audatis MANAGER.