

## **Privacy Policy**

We are very delighted that you have shown interest in our company. Data protection has a particularly high priority for the management of the Hotel Elch History Boutique & Living. The use of the internet pages of Hotel Elch History Boutique & Living is generally possible without providing any personal data. However, if an affected person wishes to use special services of our company via our website, processing of personal data may become necessary. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain consent from the affected person.

The processing of personal data, such as the name, address, email address, or telephone number of an affected person, is always carried out in accordance with the General Data Protection Regulation (GDPR) and in compliance with the country-specific data protection regulations applicable to Hotel Elch History Boutique & Living. By means of this privacy policy, our company wishes to inform the public about the nature, scope, and purpose of the personal data we collect, use, and process. Furthermore, affected persons are informed of their rights by means of this privacy policy.

Hotel Elch History Boutique & Living, as the data controller, has implemented numerous technical and organizational measures to ensure the most complete protection possible for personal data processed through this website. Nevertheless, internet-based data transmissions can generally have security gaps, so absolute protection cannot be guaranteed. For this reason, every affected person is free to transmit personal data to us via alternative means, for example, by telephone.

### **1. Definitions**

The privacy policy of Hotel Elch History Boutique & Living is based on the terms used by the European Directive and Regulation maker when enacting the General Data Protection Regulation (GDPR). Our privacy policy should be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

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

- a) Personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter "affected person"). A natural person is considered identifiable if they 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) Affected person

Affected person is any identified or identifiable natural person whose personal data is processed by the data controller.

- c) Processing

Processing is any operation or set of operations performed with or without the aid of automated processes in connection with personal data, such as collection, recording, organization, 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 future processing.

- e) Profiling

Profiling is any form of automated processing of personal data consisting of using those personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

- f) Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be attributed to a specific affected person without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures ensuring that the personal data is not attributed to an identified or identifiable natural person.

- g) Controller or data controller

Controller or data controller 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 other body to which personal data is disclosed, whether a third party or not. However, authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be considered recipients.

- j) Third party

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

- k) Consent

Consent is any freely given, specific, informed, and unambiguous indication of the affected person's wishes by which they, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to them.

## **2. Name and Address of the Data Controller**

The controller within the meaning of the General Data Protection Regulation, other data protection laws applicable in the member states of the European Union, and other provisions of a data protection nature is:

Hotel Elch History Boutique & Living  
Irrer Str. 9 und 11  
90403 Nürnberg  
Germany  
Tel.: +49(0)911 2492980  
Email: [info@hotel-elch.com](mailto:info@hotel-elch.com)  
Website: [www.hotel-elch.com](http://www.hotel-elch.com)

## **3. Cookies**

The internet pages of Hotel Elch History Boutique & Living use cookies. Cookies are text files that are stored and saved on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which websites and servers can be assigned to the specific internet browser in which the cookie was stored. This allows the visited websites and servers to distinguish the affected person's individual browser from other internet browsers that contain other cookies. A specific internet browser can be recognized and identified via the unique cookie ID.

By using cookies, Hotel Elch History Boutique & Living can provide users of this website with more user-friendly services that would not be possible without the cookie setting.

Using a cookie, the information and offers on our website can be optimized for the user. Cookies allow us, as already mentioned, to recognize the users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, the user of a website that uses cookies does not have to re-enter their access data each time they visit the website because this is done by the website and the cookie stored on the user's computer system. Another example is the cookie of a shopping cart in the online shop. The online shop remembers the items that a customer has placed in the virtual shopping cart via a cookie.

The affected person can prevent the setting of cookies by our website at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an internet browser or other software programs. This is possible in all common internet browsers. If the affected person deactivates the setting of cookies in the internet browser used, not all functions of our website may be fully usable.

#### **4. Collection of General Data and Information**

The website of Hotel Elch History Boutique & Living collects a series of general data and information each time the website is accessed by an affected person or an automated system. This general data and information is stored in the server's log files. The following may be recorded: (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 referrer), (4) the sub-websites accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an internet protocol address (IP address), (7) the internet service provider of the accessing system, and (8) other similar data and information used for threat prevention in the event of attacks on our information technology systems.

When using this general data and information, Hotel Elch History Boutique & Living does not draw any conclusions about the affected person. This information is rather needed to (1) correctly deliver the content of our website, (2) optimize the content of our website and advertising for it, (3) ensure the long-term functionality of our information technology systems and the technology of our website, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyber attack. These anonymously collected data and information are therefore evaluated by Hotel Elch History Boutique & Living both statistically and with the aim of increasing data protection and data security in our company, ultimately ensuring 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 an affected person.

#### **5. Registration on our Website**

The affected person has the opportunity to register on the website of the data controller by providing personal data. Which personal data is transmitted to the data controller is determined by the respective input mask used for registration. The personal data entered by the affected person is collected and stored exclusively for internal use by the data controller and for their own purposes. The data controller may arrange for the transfer to one or more processors, for example a parcel service provider, who also uses the personal data exclusively for internal use attributable to the data controller.

By registering on the website of the data controller, the IP address assigned by the internet service provider (ISP) of the affected person, the date, and the time of registration are also stored. The storage of this data takes place against the background that this is the only way to prevent misuse of our services and, if necessary, this data makes it possible to investigate criminal offenses committed. In this respect, the storage of this data is necessary to protect the data controller. This data is generally not passed on to third parties unless there is a legal obligation to pass it on or the transfer serves the purpose of criminal prosecution.

The registration of the affected person by voluntarily providing personal data serves the purpose of the data controller offering the affected person content or services that, by their nature, can only be offered to registered users. Registered persons have the option to

change the personal data provided during registration at any time or to have it completely deleted from the data inventory of the data controller.

The data controller shall provide information to every affected person upon request at any time as to what personal data about the affected person is stored. Furthermore, the data controller shall correct or delete personal data at the request or notice of the affected person, insofar as there are no statutory storage obligations to the contrary. All employees of the data controller are available to the affected person as contact persons in this context.

## **6. Contact Option via the Website**

Due to legal requirements, the website of Hotel Elch History Boutique & Living contains information that enables quick electronic contact with our company as well as direct communication with us, which also includes a general address for so-called electronic mail (email address). If an affected person contacts the data controller by email or via a contact form, the personal data transmitted by the affected person is automatically stored. Such personal data transmitted voluntarily by an affected person to the data controller is stored for the purpose of processing or contacting the affected person. This personal data is not passed on to third parties.

## **7. Routine Erasure and Blocking of Personal Data**

The data controller processes and stores personal data of the affected person only for the period necessary to achieve the purpose of storage or if provided for by the European Directive and Regulation maker or another legislator in laws or regulations to which the data controller is subject.

If the storage purpose ceases to apply or if a storage period prescribed by the European Directive and Regulation maker or another competent legislator expires, the personal data is routinely blocked or erased in accordance with legal requirements.

## **8. Rights of the Affected Person**

### **- a) Right of confirmation**

Every affected person has the right granted by the European Directive and Regulation maker to obtain confirmation from the data controller as to whether personal data concerning them is being processed. If an affected person wishes to exercise this right of confirmation, they can contact an employee of the data controller at any time.

### **- b) Right of access**

Every affected person has the right granted by the European Directive and Regulation maker to obtain from the data controller, at any time, free information about the personal data stored about them and a copy of this information. Furthermore, the European Directive and Regulation maker has granted the affected person access to the following information:

- The processing purposes
- The categories of personal data being processed
- The recipients or categories of recipients to whom the personal data has been or will be disclosed, in particular recipients in third countries or international organizations

- If possible, the planned duration for which the personal data will be stored, or, if not possible, the criteria for determining this duration
- The existence of a right to rectification or erasure of personal data concerning them, or restriction of processing by the controller, or a right to object to such processing
- The existence of a right to lodge a complaint with a supervisory authority
- If the personal data is not collected from the affected person: All available information about the origin of the data
- The existence of automated decision-making, including profiling, pursuant to Art. 22(1) and (4) GDPR and — at least in these cases — meaningful information about the logic involved, as well as the scope and intended effects of such processing for the affected person

Furthermore, the affected person has a right to access as to whether personal data has been transferred to a third country or to an international organization. If this is the case, the affected person also has the right to obtain information about the appropriate safeguards in connection with the transfer. If an affected person wishes to exercise this right of access, they can contact an employee of the data controller at any time.

#### - c) Right to rectification

Every affected person has the right granted by the European Directive and Regulation maker to request the immediate rectification of inaccurate personal data concerning them. Furthermore, the affected person has the right to request the completion of incomplete personal data — also by means of a supplementary statement — taking into account the purposes of the processing. If an affected person wishes to exercise this right to rectification, they can contact an employee of the data controller at any time.

#### - d) Right to erasure (Right to be forgotten)

Every affected person has the right granted by the European Directive and Regulation maker to request from the controller the immediate erasure of personal data concerning them, provided one of the following reasons applies and insofar as the processing is not necessary:

- The personal data was collected or otherwise processed for such purposes for which it is no longer necessary.
- The affected person withdraws their consent on which the processing was based pursuant to Art. 6(1)(a) GDPR or Art. 9(2)(a) GDPR, and there is no other legal basis for the processing.
- The affected person objects to the processing pursuant to Art. 21(1) GDPR, and there are no overriding legitimate grounds for the processing, or the affected person objects to the processing pursuant to Art. 21(2) GDPR.
- The personal data was processed unlawfully.
- The erasure of the personal data is necessary to fulfill a legal obligation under Union or Member State law to which the controller is subject.
- The personal data was collected in relation to information society services offered pursuant to Art. 8(1) GDPR.

If one of the above reasons applies and an affected person wishes to request the erasure of personal data stored at Hotel Elch History Boutique & Living, they can contact an employee of the data controller at any time. The employee of Hotel Elch History Boutique & Living will ensure that the erasure request is complied with immediately.

If the personal data has been made public by Hotel Elch History Boutique & Living and our company, as the controller pursuant to Art. 17(1) GDPR, is obliged to erase the personal

data, Hotel Elch History Boutique & Living shall, taking into account available technology and implementation costs, take reasonable measures, including technical measures, to inform other data controllers processing the published personal data that the affected person has requested the erasure of all links to these personal data or of copies or replications of these personal data from these other data controllers, insofar as the processing is not necessary. The employee of Hotel Elch History Boutique & Living will arrange the necessary measures on a case-by-case basis.

- e) Right to restriction of processing

Every affected person has the right granted by the European Directive and Regulation maker to request the controller to restrict processing if one of the following conditions applies:

- The accuracy of the personal data is contested by the affected person, for a period enabling the controller to verify the accuracy of the personal data.
- The processing is unlawful, the affected person opposes the erasure of the personal data and requests instead the restriction of their use.
- The controller no longer needs the personal data for the purposes of processing, but the affected person needs it for the establishment, exercise, or defense of legal claims.
- The affected person has objected to processing pursuant to Art. 21(1) GDPR and it has not yet been determined whether the legitimate grounds of the controller override those of the affected person.

If one of the above conditions applies and an affected person wishes to request the restriction of personal data stored at Hotel Elch History Boutique & Living, they can contact an employee of the data controller at any time. The employee of Hotel Elch History Boutique & Living will arrange the restriction of processing.

- f) Right to data portability

Every affected person has the right granted by the European Directive and Regulation maker to receive the personal data concerning them, which they have provided to a controller, in a structured, commonly used, and machine-readable format. They also have the right to transmit this data to another controller without hindrance from the controller to whom the personal data was provided, provided the processing is based on consent pursuant to Art. 6(1)(a) GDPR or Art. 9(2)(a) GDPR or on a contract pursuant to Art. 6(1)(b) GDPR, and the processing is carried out by automated means, provided 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, when exercising their right to data portability pursuant to Art. 20(1) GDPR, the affected person has the right to have the personal data transmitted directly from one controller to another, insofar as this is technically feasible and provided that this does not adversely affect the rights and freedoms of others. To assert the right to data portability, the affected person can contact an employee of Hotel Elch History Boutique & Living at any time.

- g) Right to object

Every affected person has the right granted by the European Directive and Regulation maker to object, on grounds relating to their particular situation, at any time to the processing of personal data concerning them which is based on Art. 6(1)(e) or (f) GDPR. This also applies to profiling based on these provisions.

Hotel Elch History Boutique & Living 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 affected person, or the processing serves the establishment, exercise, or defense of legal claims.

If Hotel Elch History Boutique & Living processes personal data for direct marketing purposes, the affected person has the right to object at any time to the processing of personal data for such marketing. This also applies to profiling insofar as it is associated with such direct marketing. If the affected person objects to Hotel Elch History Boutique & Living to the processing for direct marketing purposes, Hotel Elch History Boutique & Living will no longer process the personal data for these purposes.

In addition, the affected person has the right, on grounds relating to their particular situation, to object to the processing of personal data concerning them which is carried out at Hotel Elch History Boutique & Living for scientific or historical research purposes or for statistical purposes pursuant to Art. 89(1) GDPR, unless such processing is necessary for the performance of a task carried out in the public interest. To exercise the right to object, the affected person may directly contact any employee of Hotel Elch History Boutique & Living or another employee. The affected person is also free, in the context of the use of information society services, notwithstanding Directive 2002/58/EC, to exercise their right to object by automated means using technical specifications.

- h) Automated individual decision-making, including profiling

Every affected person has the right granted by the European Directive and Regulation maker not to be subject to a decision based solely on automated processing — including profiling — which produces legal effects concerning them or similarly significantly affects them, provided the decision (1) is not necessary for the conclusion or performance of a contract between the affected person and the controller, or (2) is permitted by Union or Member State law to which the controller is subject and such law contains appropriate measures to safeguard the rights and freedoms and legitimate interests of the affected person, or (3) is based on the affected person's explicit consent.

If the decision (1) is necessary for the conclusion or performance of a contract between the affected person and the controller, or (2) is made with the affected person's explicit consent, Hotel Elch History Boutique & Living shall implement suitable measures to safeguard the affected person's rights and freedoms and legitimate interests, which includes at least the right to obtain human intervention on the part of the controller, to express their point of view, and to contest the decision. If the affected person wishes to exercise rights relating to automated decisions, they can contact an employee of the data controller at any time.

- i) Right to withdraw consent under data protection law

Every affected person has the right granted by the European Directive and Regulation maker to withdraw their consent to the processing of personal data at any time. If the affected person wishes to exercise their right to withdraw consent, they can contact an employee of the data controller at any time.

## 9. Data protection provisions on the use and application of Facebook

The data controller has integrated components of the company Facebook on this website. Facebook is a social network.

A social network is a social meeting place operated on the internet, an online community that generally allows users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or company-related information.

Facebook enables users of the social network, among other things, to create private profiles, upload photos, and network via friend requests.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. For the processing of personal data, if an affected person lives outside the USA or Canada, the controller is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Facebook component (Facebook plug-in) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Facebook component to download a representation of the corresponding Facebook component from Facebook. An overview of all Facebook plug-ins can be accessed at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE). As part of this technical process, Facebook receives knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into Facebook at the same time, Facebook recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the Facebook component and assigned by Facebook to the respective Facebook account of the affected person. If the affected person activates one of the Facebook buttons integrated on our website, for example the "Like" button, or if the affected person posts a comment, Facebook assigns this information to the personal Facebook user account of the affected person and stores this personal data.

Facebook always receives information via the Facebook component that the affected person has visited our website if the affected person is logged into Facebook at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Facebook component or not. If the affected person does not wish such transmission of this information to Facebook, they can prevent the transmission by logging out of their Facebook account before calling up our website.

Facebook's data policy, which can be accessed at [https://www.facebook.com/privacy/policy/?locale=de\\_DE](https://www.facebook.com/privacy/policy/?locale=de_DE), provides information about the collection, processing, and use of personal data by Facebook. It also explains what settings options Facebook offers to protect the privacy of the affected person. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the affected person to suppress data transmission to Facebook.

## 10. Data protection provisions on the use and application of Google Analytics (with anonymization function)

The data controller has integrated the component Google Analytics (with anonymization function) on this website. Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. A web analytics service collects, among other things, data about which website an affected person came to a website from (so-called referrer), which subpages of the website are accessed, or how often and for how long a subpage was viewed. Web analytics is mainly used to optimize a website and for cost-benefit analysis of internet advertising.

The operating company of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The data controller uses the addition "\_gat.\_anonymizeIp" for web analysis via Google Analytics. By means of this addition, Google truncates and anonymizes the IP address of the affected person's internet connection if access to our internet pages comes from a member state of the European Union or from another contracting state of the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze visitor flows on our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us showing the activities on our websites, and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the affected person. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyze the use of our website. Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Google Analytics component has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google receives knowledge of personal data, such as the IP address of the affected person, which Google uses, among other things, to trace the origin of visitors and clicks and subsequently to enable commission settlements.

Personal information, such as the access time, the location from which access originated, and the frequency of visits to our website by the affected person, is stored by means of the cookie. Each time you visit our websites, this personal data, including the IP address of the internet connection used by the affected person, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

The affected person can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Such a setting of the internet browser used would also prevent Google from setting a cookie on the information technology system of

the affected person. In addition, a cookie already set by Google Analytics can be deleted at any time via the internet browser or other software programs.

Furthermore, the affected person has the option to object to and prevent the collection of data generated by Google Analytics relating to the use of this website and the processing of this data by Google. To do this, the affected person must download and install a browser add-on from the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information about visits to internet pages may be transmitted to Google Analytics. The installation of the browser add-on is considered an objection by Google. If the affected person's information technology system is deleted, formatted, or reinstalled at a later date, the affected person must reinstall the browser add-on to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the affected person or another person within their sphere of control, the option of reinstalling or reactivating the browser add-on exists.

Further information and Google's applicable data protection provisions can be accessed at <https://www.google.de/intl/de/policies/privacy/> and at <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail under this link [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/)

#### 11. Data protection provisions on the use and application of Google+

The data controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is a social meeting place operated on the internet, an online community that generally allows users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or company-related information. Google+ enables users of the social network, among other things, to create private profiles, upload photos, and network via friend requests.

The operating company of Google+ is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Google+ button has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Google+ button to download a representation of the corresponding Google+ button from Google. As part of this technical process, Google receives knowledge of which specific subpage of our website is visited by the affected person. More detailed information about Google+ can be accessed at <https://developers.google.com/+/>.

If the affected person is logged into Google+ at the same time, Google recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the Google+ button and assigned by Google to the respective Google+ account of the affected person.

If the affected person activates one of the Google+ buttons integrated on our website and thus gives a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the affected person and stores this personal data. Google stores the Google+1 recommendation of the affected person and makes it publicly available in accordance with the conditions accepted by the affected person in this regard. A Google+1 recommendation given by the affected person on this website is subsequently stored and processed together with other personal data, such as the name of the Google+1 account used by the affected person and the photo stored in it, in other Google services, such as the search engine results of the Google search engine, the Google account of the affected person, or elsewhere, such as on websites or in connection with advertisements. Furthermore, Google is able to link the visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimizing the various Google services.

Google always receives information via the Google+ button that the affected person has visited our website if the affected person is logged into Google+ at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Google+ button or not.

If the affected person does not wish the transmission of personal data to Google, they can prevent such transmission by logging out of their Google+ account before calling up our website.

Further information and Google's applicable data protection provisions can be accessed at <https://www.google.de/intl/de/policies/privacy/> Further information from Google on the Google+1 button can be accessed at <https://developers.google.com/+/web/buttons-policy>.

## 12. Data protection provisions on the use and application of Google AdWords

The data controller has integrated Google AdWords on this website. Google AdWords is an internet advertising service that allows advertisers to place ads both in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to specify certain keywords in advance, by means of which an ad is only displayed in Google's search engine results when the user retrieves a keyword-relevant search result with the search engine. In the Google advertising network, ads are distributed on topic-relevant websites using an automatic algorithm and taking into account the previously defined keywords.

The operating company of Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords 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 displaying third-party advertising on our website.

If an affected person reaches our website via a Google ad, a so-called conversion cookie is stored by Google on the information technology system of the affected person. What cookies are has already been explained above. A conversion cookie loses its validity after

thirty days and does not serve to identify the affected person. If the cookie has not yet expired, the conversion cookie is used to track whether certain subpages, such as the shopping cart from an online shop system, were accessed on our website. The conversion cookie enables both us and Google to track whether an affected person who reached our website via an AdWords ad generated revenue, i.e., completed or canceled a purchase.

The data and information collected through the use of the conversion cookie is 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 AdWords ads, i.e., to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could identify the affected person.

Personal information, such as the websites visited by the affected person, is stored by means of the conversion cookie. Accordingly, each time you visit our websites, personal data, including the IP address of the internet connection used by the affected person, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

The affected person can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Such a setting of the internet browser used would also prevent Google from setting a conversion cookie on the information technology system of the affected person. In addition, a cookie already set by Google AdWords can be deleted at any time via the internet browser or other software programs.

Furthermore, the affected person has the option to object to interest-based advertising by Google. To do this, the affected person must call up the link <http://www.google.de/settings/ads> from each of the internet browsers they use and make the desired settings there.

Further information and Google's applicable data protection provisions can be accessed at <https://www.google.de/intl/de/policies/privacy/>.

### 13. Google Services (YouTube, Maps, reCAPTCHA, Fonts)

This website uses various services of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. These include in particular the integration of YouTube videos, Google Maps, and Google reCAPTCHA for spam detection. When using these services, your IP address and other device-specific information are transmitted to Google and may be processed on servers in the USA. The services are only activated after your explicit consent (Art. 6(1)(a) GDPR). Further information can be found in Google's privacy policy at <https://policies.google.com/privacy?hl=en>.

### 14. Use of Google APIs or Google Hosted Libraries

We use Google Hosted Libraries on our website. Google Hosted Libraries is a service of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Via Google Hosted Libraries, we integrate various open source JavaScript libraries. The corresponding libraries are provided by Google and loaded by a corresponding command on our website so that our website can use the library. Google loads the library via a so-called Content Delivery Network (CDN), i.e., via a network of data centers that distributes the content.

The libraries are integrated via an interface ("API") to the Google services. By integrating the libraries, Google may collect information (including personal data) and process it. It cannot be ruled out that Google may also transmit the information to a server in a third country.

In particular, the following personal data is processed by Google Hosted Libraries:

- Log data (in particular the IP address)
- Location-based information
- Unique application numbers
- Cookies and similar technologies

Information on the standard contractual clauses and the transfer to the USA from us to Google and other relevant data on data processing by Google within the framework of using Google services can be found in this privacy policy under the section "6) Information on Google Services".

Google's involvement in data processing is limited to loading the library on our website. After the library(s) have been loaded by Google on our site and possibly stored in the cache, no further processing by Google takes place with regard to the library beyond the aforementioned data. Such data entered by you within the framework of using the libraries (e.g., when integrating the library in forms) is processed exclusively by us and not passed on to Google.

Detailed information can be found at

<https://www.google.com/intl/en/policies/privacy/index.html> under the section "Data we receive as a result of your use of our services".

Details on the terms of Google Hosted Libraries can be found at:

<https://developers.google.com/speed/libraries/terms>

Technical information on Google Hosted Libraries can be found at:

<https://developers.google.com/speed/libraries/>

Google may place cookies on your device for the use of Google Hosted Libraries. Google states that it uses these cookies only for security and abuse prevention purposes.

By integrating Google Hosted Libraries, we pursue the purpose of integrating the libraries required for the optimal function of the site.

The legal basis for the processing of personal data described here is Art. 6(1)(f) GDPR. Our legitimate interest required for this lies in the great benefit that the integration of Google

Hosted Libraries brings. The possibility of integrating the libraries via Google reduces our maintenance effort as well as the loading effort of the website and the server and traffic load. Google also has, among other things, a legitimate interest in the collected (personal) data to improve its own services.

#### 15. Data protection provisions on the use and application of Instagram

The data controller has integrated components of the Instagram service on this website. Instagram is a service that qualifies as an audiovisual platform and allows users to share photos and videos and also to disseminate such data in other social networks.

The operating company of Instagram services is Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, USA.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which an Instagram component (Insta button) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Instagram component to download a representation of the corresponding component from Instagram. As part of this technical process, Instagram receives knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into Instagram at the same time, Instagram recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage the affected person visits. This information is collected by the Instagram component and assigned by Instagram to the respective Instagram account of the affected person. If the affected person activates one of the Instagram buttons integrated on our website, the data and information transmitted with it are assigned to the personal Instagram user account of the affected person and stored and processed by Instagram.

Instagram always receives information via the Instagram component that the affected person has visited our website if the affected person is logged into Instagram at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Instagram component or not. If the affected person does not wish such transmission of this information to Instagram, they can prevent the transmission by logging out of their Instagram account before calling up our website.

Further information and Instagram's applicable data protection provisions can be accessed at <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>

#### 16. Google Services (YouTube, Maps, reCAPTCHA, Fonts)

This website uses various services of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. These include in particular the integration of YouTube videos, Google Maps, and Google reCAPTCHA for spam detection. When using these services, your IP address and other device-specific information are transmitted to Google and may be

processed on servers in the USA. The services are only activated after your explicit consent (Art. 6(1)(a) GDPR). Further information can be found in Google's privacy policy at <https://policies.google.com/privacy?hl=en>.

#### 17. Google Photos (ggpht.com)

On our website, a web service of the company Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: ggpht.com) is loaded.

We use this data to ensure the full functionality of our website. In this context, your browser may transmit personal data to ggpht.com. The legal basis for the data processing is Art. 6(1)(f) GDPR. The legitimate interest lies in the error-free function of the website. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6(1)(a) GDPR; the consent can be revoked at any time.

The data is deleted as soon as the purpose of its collection has been fulfilled. Further information on the handling of the transmitted data can be found in the privacy policy of ggpht.com: <https://www.google.com/intl/en/policies/privacy/>

#### 18. Use of YouTube

Videos from YouTube are integrated on our website. YouTube is operated by YouTube LLC with its principal place of business at 901 Cherry Avenue, San Bruno, CA 94066, USA. YouTube is represented by Google Inc. with its principal place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

On some of our internet pages, we use plug-ins from the provider YouTube. If you call up the internet pages of our website that are provided with such a plug-in, a connection to the YouTube servers is established and the plug-in is displayed. This transmits to the YouTube server which of our internet pages you have visited. If you are logged in as a member of YouTube, YouTube assigns this information to your personal user account. When using the plug-in, e.g., clicking the start button of a video, this information is also assigned to your user account. You can prevent this assignment by logging out of your YouTube user account and other user accounts of the companies YouTube LLC and Google Inc. before using our website and deleting the corresponding cookies of the companies.

Further information on data processing and notes on data protection by YouTube (Google) can be found at <http://www.google.de/intl/en/policies/privacy/>.

#### 19. Data protection provision for embedded YouTube videos

##### Integration of YouTube videos (enhanced privacy mode)

On our website, we integrate videos from the platform YouTube (operator: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland). To protect your privacy, we use the "enhanced privacy mode" provided by YouTube (youtube-nocookie.com).

When you call up a page containing an embedded video, the enhanced privacy mode does not automatically establish a connection to the YouTube servers. Only when you actively start the video by clicking the "Play" button do you consent to the data transfer.

By playing the video, YouTube receives information that you have accessed the corresponding subpage of our website. In addition, cookies are stored on your device. These cookies serve to create video statistics, improve user-friendliness, and prevent abusive behavior.

We have no influence on the further scope of data that Google collects through the use of this tool. According to YouTube, however, no personal cookies are set initially in enhanced privacy mode.

The legal basis for the integration is your consent pursuant to Art. 6(1)(a) GDPR, which you give by clicking on the video.

Further information on data use by Google and setting and objection options can be found in Google's privacy policy: <https://policies.google.com/privacy?hl=en>.

## 20. Privacy policy (jQuery CDN)

### 1. Purpose and nature of processing

We use the jQuery JavaScript library on our website to optimize functions, presentation, and loading speed of our website. Files are loaded from a Content Delivery Network (CDN) of the OpenJS Foundation. When you visit our site, your browser establishes a connection to the servers of the OpenJS Foundation ("jquery.org") to load these files. As a result, the OpenJS Foundation becomes aware that our website was accessed via your IP address.

### 2. Recipient of the data

The recipient of the data is: OpenJS Foundation, Inc., 1 Letterman Drive, San Francisco, CA 94129, USA.

### 3. Third country transfer

The data transfer to the USA is based on the standard data protection clauses (SCC) of the EU Commission pursuant to Art. 46(2)(c) GDPR to ensure an adequate level of data protection.

### 4. Legal basis

The use of jQuery via the CDN is in the interest of an optimized and appealing presentation of our online offerings and to improve loading speed. This constitutes a legitimate interest within the meaning of Art. 6(1)(f) GDPR.

### 5. Storage

The IP address is processed by the OpenJS Foundation for the purpose of technical delivery. If a consent tool (cookie banner) is used, consent pursuant to Art. 6(1)(a) GDPR is the legal basis.

## 21. Data protection provisions on the use and application of LinkedIn

The data controller has integrated components of the LinkedIn Corporation on this website. LinkedIn is an internet-based social network that allows users to connect with existing business contacts and to make new business contacts. Over 400 million registered people use LinkedIn in more than 200 countries. LinkedIn is currently the largest platform for business contacts and one of the most visited websites in the world.

The operating company of LinkedIn is the LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. For data protection matters outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

Each time our website, which is equipped with a LinkedIn component (LinkedIn plug-in), is accessed, this component causes the browser used by the affected person to download a corresponding representation of the component from LinkedIn. Further information on the LinkedIn plug-ins can be accessed at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn receives knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into LinkedIn at the same time, LinkedIn recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the affected person. If the affected person activates a LinkedIn button integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the affected person and stores this personal data.

LinkedIn always receives information via the LinkedIn component that the affected person has visited our website if the affected person is logged into LinkedIn at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the LinkedIn component or not. If the affected person does not wish such transmission of this information to LinkedIn, they can prevent the transmission by logging out of their LinkedIn account before calling up our website.

LinkedIn offers the possibility to unsubscribe from email messages, SMS messages, and targeted ads and to manage ad settings at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua, and Lotame, which may set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's applicable data protection provisions are available at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

## 22. Data protection provisions on the use and application of Pinterest

The data controller has integrated components of Pinterest Inc. on this website. Pinterest is a so-called social network. A social network is a social meeting place operated on the internet, an online community that generally allows users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the internet community to provide personal or

company-related information. Pinterest allows users of the social network, among other things, to publish image collections and individual images as well as descriptions on virtual pinboards (so-called pinning), which can then be shared (so-called repinning) or commented on by other users.

The operating company of Pinterest is Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Pinterest component (Pinterest plug-in) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Pinterest component to download a representation of the corresponding Pinterest component from Pinterest. More information about Pinterest is available at <https://pinterest.com/>As part of this technical process, Pinterest receives knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into Pinterest at the same time, Pinterest recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the Pinterest component and assigned by Pinterest to the respective Pinterest account of the affected person. If the affected person activates a Pinterest button integrated on our website, Pinterest assigns this information to the personal Pinterest user account of the affected person and stores this personal data.

Pinterest always receives information via the Pinterest component that the affected person has visited our website if the affected person is logged into Pinterest at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Pinterest component or not. If the affected person does not wish such transmission of this information to Pinterest, they can prevent the transmission by logging out of their Pinterest account before calling up our website.

Pinterest's published privacy policy, which can be accessed at <https://about.pinterest.com/privacy-policy>, provides information about the collection, processing, and use of personal data by Pinterest.

### 23. Data protection provisions on the use and application of Twitter

The data controller has integrated components of Twitter on this website. Twitter is a multilingual, publicly accessible microblogging service on which users can publish and disseminate so-called tweets, i.e., short messages limited to 140 characters. These short messages are accessible to everyone, including people not registered with Twitter. The tweets are also displayed to the so-called followers of the respective user. Followers are other Twitter users who follow a user's tweets. Furthermore, Twitter allows the addressing of a broad audience via hashtags, links, or retweets.

The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Twitter component (Twitter button) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Twitter component to download a representation of the corresponding Twitter component from Twitter. Further information on the Twitter buttons can be accessed at <https://about.twitter.com/en/resources/buttons>. As part of this technical process, Twitter receives knowledge of which specific subpage of our website is visited by the affected person. The purpose of integrating the Twitter component is to allow our users to disseminate the content of this website, to make this website known in the digital world, and to increase our visitor numbers.

If the affected person is logged into Twitter at the same time, Twitter recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the Twitter component and assigned by Twitter to the respective Twitter account of the affected person. If the affected person activates one of the Twitter buttons integrated on our website, the data and information transmitted with it are assigned to the personal Twitter user account of the affected person and stored and processed by Twitter.

Twitter always receives information via the Twitter component that the affected person has visited our website if the affected person is logged into Twitter at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Twitter component or not. If the affected person does not wish such transmission of this information to Twitter, they can prevent the transmission by logging out of their Twitter account before calling up our website.

Twitter's applicable data protection provisions are available at <https://twitter.com/privacy?lang=en>.

#### 24. Data protection provisions on the use and application of Webtrekk

The data controller has integrated components of Webtrekk on this website. Webtrekk is a combination of analysis and marketing solution in one system. Webtrekk enables the website operator to collect data about the use of the website and to individualize marketing activities.

The operating company of Webtrekk is Webtrekk GmbH, Robert-Koch-Platz 4, 10115 Berlin, Germany.

Each time one of the individual pages of this website, operated by the data controller, is accessed, Webtrekk collects data for marketing and optimization purposes and stores it. Using the data obtained, pseudonymized user profiles are created. The pseudonymized user profiles are used for the purpose of analyzing visitor behavior and enable an improvement of our internet offering. The data collected via the Webtrekk component is not used to identify the affected person without first obtaining a separate and explicit consent from the affected

person. This data is not merged with personal data or with other data containing the same pseudonym.

Webtrekk sets a cookie on the information technology system of the affected person. What cookies are has already been explained above. On behalf of the data controller, Webtrekk will use the data and information obtained via our website to evaluate the user behavior of the affected person who has visited our website. Furthermore, Webtrekk will use the data to create reports on user activities on our behalf and to provide other services for our company related to the use of our website. The IP address of the affected person is not merged by Webtrekk with other personal data.

The affected person can prevent the setting of cookies by our website, as already described above, at any time by means of an appropriate setting of the internet browser used and thus permanently object to the setting of cookies. Such a setting of the internet browser used would also prevent Webtrekk from setting a cookie on the information technology system of the affected person. In addition, cookies already set by Webtrekk can be deleted at any time via an internet browser or other software programs.

Furthermore, the affected person has the option to object to and prevent the collection of data generated by the Webtrekk cookie relating to the use of this website and the processing of this data by Webtrekk. To do this, the affected person must click a link at <https://www.webtrekk.com/en/legal/opt-out-webtrekk/>, which sets an opt-out cookie. The opt-out cookie set with the objection is stored on the information technology system used by the affected person. If the cookies on the affected person's system are deleted after an objection, the affected person must call up the link again and set a new opt-out cookie.

With the setting of the opt-out cookie, however, there is a possibility that the websites of the data controller may no longer be fully usable for the affected person.

Webtrekk's applicable data protection provisions can be accessed at <https://www.webtrekk.com/en/legal/privacy/>.

## 25. Data protection provisions on the use and application of Xing

The data controller has integrated components of Xing on this website. Xing is an internet-based social network that allows users to connect with existing business contacts and to make new business contacts. Individual users can create a personal profile on Xing. Companies can, for example, create company profiles or publish job offers on Xing.

The operating company of Xing is XING SE, Dammtorstraße 30, 20354 Hamburg, Germany.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a Xing component (Xing plug-in) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective Xing component to download a representation of the corresponding Xing component from Xing. Further information on the Xing plug-ins can be accessed at <https://dev.xing.com/plugins>. As part of this technical process, Xing receives knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into Xing at the same time, Xing recognizes with each call-up of our website by the affected person and during the entire duration of their stay on our website which specific subpage of our website the affected person visits. This information is collected by the Xing component and assigned by Xing to the respective Xing account of the affected person. If the affected person activates one of the Xing buttons integrated on our website, for example the "Share" button, Xing assigns this information to the personal Xing user account of the affected person and stores this personal data.

Xing always receives information via the Xing component that the affected person has visited our website if the affected person is logged into Xing at the same time as calling up our website; this takes place regardless of whether the affected person clicks on the Xing component or not. If the affected person does not wish such transmission of this information to Xing, they can prevent the transmission by logging out of their Xing account before calling up our website.

Xing's published data protection provisions, which can be accessed at <https://www.xing.com/privacy>, provide information about the collection, processing, and use of personal data by Xing. Furthermore, Xing has published data protection information for the XING Share button at [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection).

## 26. Data protection provisions on the use and application of YouTube

The data controller has integrated components of YouTube on this website. YouTube is an internet video portal that allows video publishers to post video clips free of charge and other users to view, rate, and comment on them, also free of charge. YouTube permits the publication of all types of videos, which is why both complete film and television programs, as well as music videos, trailers, or videos made by users themselves, are accessible via the internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website is called up, which is operated by the data controller and on which a YouTube component (YouTube video) has been integrated, the internet browser on the information technology system of the affected person is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information about YouTube can be accessed at <https://www.youtube.com/yt/about/> As part of this technical process, YouTube and Google receive knowledge of which specific subpage of our website is visited by the affected person.

If the affected person is logged into YouTube at the same time, YouTube recognizes the call-up of a subpage that contains a YouTube video of which specific subpage of our website the affected person visits. This information is collected by YouTube and Google and assigned to the respective YouTube account of the affected person.

YouTube and Google always receive information via the YouTube component that the affected person has visited our website if the affected person is logged into YouTube at the same time as calling up our website; this takes place regardless of whether the affected person clicks on a YouTube video or not. If the affected person does not wish such transmission of this information to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before calling up our website.

YouTube's published data protection provisions, which can be accessed at <https://www.google.de/intl/en/policies/privacy/>, provide information about the collection, processing, and use of personal data by YouTube and Google.

## 27. Legal basis for processing

Art. 6(1)(a) GDPR serves as the legal basis for our company 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 affected person is party, as is the case, for example, with processing operations necessary for the delivery of goods or the provision of another service or consideration, the processing is based on Art. 6(1)(b) GDPR. The same applies to processing operations necessary for the implementation of pre-contractual measures, for example in cases of inquiries about our products or services. If our company is subject to a legal obligation that makes processing of personal data necessary, such as for the fulfillment of tax obligations, the processing is based on Art. 6(1)(c) GDPR. In rare cases, the processing of personal data might be necessary to protect the vital interests of the affected person or another natural person. This would be the case, for example, if a visitor were injured on our premises and their name, age, health insurance data, or other vital information had to be passed on to a doctor, hospital, or other third party. Then the processing would be based on Art. 6(1)(d) GDPR. Ultimately, processing operations could be based on Art. 6(1)(f) GDPR. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights, and freedoms of the affected person do not prevail. Such processing operations are permitted to us in particular because they were specifically mentioned by the European legislator. In this respect, it was of the opinion that a legitimate interest could be assumed if the affected person is a customer of the controller (Recital 47, Sentence 2 GDPR).

## 28. Legitimate interests in processing pursued by the controller or a third party

If the processing of personal data is based on Art. 6(1)(f) GDPR, our legitimate interest is the conduct of our business activities for the benefit of the well-being of all our employees and our shareholders.

## 29. Duration for which the personal data is stored

The criterion for the duration of storage of personal data is the respective statutory retention period. After this period has expired, the corresponding data is routinely deleted, provided it is no longer necessary for contract fulfillment or contract initiation.

30. Legal or contractual provisions for providing the personal data; necessity for contract conclusion; obligation of the affected person to provide the personal data; possible consequences of not providing it

We inform you that the provision of personal data is partly required by law (e.g., tax regulations) or may result from contractual provisions (e.g., information on the contracting party). Sometimes it may be necessary for the conclusion of a contract that an affected person provides us with personal data that must subsequently be processed by us. The affected person is, for example, obliged to provide us with personal data when our company concludes a contract with them. Failure to provide the personal data would mean that the contract with the affected person could not be concluded. Before the affected person provides personal data, they must contact one of our employees. Our employee will inform the affected person on a case-by-case basis whether the provision of 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 what the consequences of not providing the personal data would be.

31. Existence of automated decision-making

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

32. Amendment of this Privacy Policy

This privacy policy may be updated from time to time. We will update the date indicated at the beginning of page 1 accordingly and recommend that you keep yourself informed of any changes we may make via the following link: <https://www.hotel-elch.com/>

33. Contact

If you have any questions about this privacy policy or the use of personal data by us, you can contact us at any time in writing or by email ([info@hotel-elch.com](mailto:info@hotel-elch.com)).

Date of last update: April 16, 2024