

DATA PROTECTION DECLARATION BUSINESSHOTEL

Liability for contents

The contents of our pages were created with the greatest care. However, we cannot guarantee the correctness, completeness and up-to-dateness of the contents. As a service provider, we are responsible for our own content on these pages in accordance with § 7 Para.1 of the German Telemedia Act (TMG). According to §§ 8 to 10 TMG, we are not obligated to monitor transmitted, stored or third-party information or to investigate circumstances that indicate illegal activity. Obligations to remove or block the use of information according to general laws remain unaffected by this. However, liability in this respect is only possible from the point in time at which a concrete infringement of the law becomes known. If we become aware of any such infringements, we will remove the relevant content immediately.

Liability for links

Our offer contains links to external websites of third parties, on whose contents we have no influence. Therefore, we cannot assume any liability for these external contents. The respective provider or operator of the pages is always responsible for the content of the linked pages. The linked pages were checked for possible legal violations at the time of linking. Illegal contents were not recognizable at the time of linking. However, a permanent control of the contents of the linked pages is not reasonable without concrete evidence of a violation of the law. If we become aware of any infringements, we will remove such links immediately.

Copyright

The contents and works created by the site operators on these pages are subject to German copyright law. Duplication, processing, distribution, or any form of commercialization of such material beyond the scope of the copyright law shall require the prior written consent of its respective author or creator. Downloads and copies of this site are only permitted for private, non-commercial use. Insofar as the content on this site was not created by the operator, the copyrights of third parties are respected. In particular, third-party content is identified as such. Should you nevertheless become aware of a copyright infringement, please inform us accordingly. If we become aware of any infringements, we will remove such content immediately.

Data protection

The use of our website is generally possible without providing personal data. As far as on our sides personal data (such as name, address or e-mail addresses) are collected, this is as far as possible on a voluntary basis. This data will not be passed on to third parties without your express consent.

We point out that data transmission over the Internet (eg communication by e-mail) security gaps.

Access by third parties is not possible.

The use of contact data published within the framework of the imprint obligation by third parties for the purpose of sending unsolicited advertising and information material is hereby expressly prohibited. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, for example through spam mails.

GENERAL NOTES

The following notes provide a simple overview of what happens to your personal data when you visit our website. Personal data is any data by which you can be personally identified. For detailed information on the subject of data protection, please refer to our privacy policy listed below this text.

Data collection on our website

Who is responsible for the data collection on this website?

The data processing on this website is carried out by the website operator. You can find his contact details in the imprint of this website.

How do we collect your data?

On the one hand, your data is collected by you providing it to us. This can be, for example, data that you enter in a contact form.

Other data is automatically collected by our IT systems when you visit the website. This is mainly technical data (e.g. internet browser, operating system or time of page view). The collection of this data takes place automatically as soon as you enter our website.

What do we use your data for?

Part of the data is collected to ensure error-free provision of the website. Other data may be used to analyse your user behaviour.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. For this purpose as well as for further questions on the subject of data protection, you can contact us at any time at the address given in the imprint. Furthermore, you have the right to lodge a complaint with the competent supervisory authority.

Analysis tools and third-party tools

When you visit our website, your surfing behaviour may be statistically evaluated. This is done primarily with cookies and so-called analysis programs. The analysis of your surfing behaviour is usually anonymous; the surfing behaviour cannot be traced back to you. You can object to this analysis or prevent it by not using certain tools. You can find detailed information on this in the following data protection declaration.

You can object to this analysis. We will inform you about the objection options in this privacy policy.

2. GENERAL INFORMATION AND COMPULSORY INFORMATION

Data protection

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, various personal data are collected. Personal data is data that can be used to identify you personally. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission on the Internet (e.g. communication by e-mail) can have security gaps. Complete protection of data against access by third parties is not possible.

Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can revoke an already given consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Right of appeal to the competent supervisory authority

In the event of violations of data protection law, the person concerned has the right to lodge a complaint with the competent supervisory authority. The competent supervisory authority for data protection issues is the state data protection commissioner of the federal state in which our company is based. A list of the data protection officers and their contact details can be found at the following link: https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will only be done insofar as it is technically feasible.

SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or enquiries that you send to us as the site operator. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Encrypted payment transactions on this website

If, after the conclusion of a contract with costs, there is an obligation to transmit your payment data to us (e.g. account number in the case of direct debit authorisation), this data is required for the processing of payments.

Payment transactions via the common means of payment (Visa/MasterCard, direct debit) are made exclusively via an encrypted SSL or TLS connection. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, your payment data that you transmit to us cannot be read by third parties.

Information, blocking, deletion

Within the framework of the applicable legal provisions, you have the right at any time to free information about your stored personal data, its origin and recipient and the purpose of data processing and, if necessary, a right to correction, blocking or deletion of this data. For this purpose, as well as for further questions on the subject of personal data, you can contact us at any time at the address given in the imprint.

Objection to advertising mails

The use of contact data published within the framework of the imprint obligation for the purpose of sending advertising and information material not expressly requested is hereby prohibited. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

3. DATA COLLECTION ON OUR WEBSITE

Cookies

The internet pages partly use so-called cookies. Cookies do not cause any damage to your computer and do not contain viruses. Cookies serve to make our offer more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted after the end of your visit. Other cookies remain stored on your terminal device until you delete them. These cookies enable us to recognise your browser on your next visit.

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 generally and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

Cookies that are required to carry out the electronic communication process or to provide certain functions that you have requested (e.g. shopping cart function) are stored on the basis of Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in storing cookies for the technically error-free and optimized provision of its services. Insofar as other cookies (e.g. cookies to analyse your surfing behaviour) are stored, these will be treated separately in this data protection declaration.

Cookie consent with CCM19 - Cookie Consent Management

Our website uses the cookie consent technology of CCM19 - Cookie Consent Management to

obtain your consent to the storage of certain cookies in your browser and to document this in accordance with data protection regulations. The provider of this technology is CCM19 - Cookie Consent Management, Papoo Software & Media GmbH, Auguststr. 4, 53229 Bonn (hereinafter CCM19).

When you enter our website, a CCM19 cookie (ccm_consent) is stored in your browser, in which the consents you have given or the revocation of these consents are stored. This data will not be shared with the CCM19 provider. The collected data will be stored until you request us to delete it or until you delete the CCM19 cookie yourself or until the purpose for storing the data no longer applies. Mandatory legal retention periods remain unaffected. The CCM19 cookie consent technology is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 para. 1 p. 1 lit. c DSGVO.

Server log files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- operating system used
- referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

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

Contact form

If you send us enquiries via the contact form, your details from the enquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We do not pass on this data without your consent.

The processing of the data entered in the contact form is therefore based exclusively on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke this consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

The data you enter in the contact form will remain with us until you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies (e.g. after we have completed processing your request). Mandatory legal provisions - in particular retention periods - remain unaffected.

Online booking via our website

1. description and scope of data processing

On our website there is the possibility to book rooms and hotel offers. If a user takes advantage of this option, the data entered in the input mask is transmitted to us and stored. These data are: First name, surname, e-mail address, telephone number, billing address and contact person, age (if booking for children), data of fellow travellers (title, first name, surname), dates of stay (date of arrival, date of departure), rooms booked, time of booking, wishes, payment data.

If you make an online booking from our websites, this is done through the online reservation system of the company Gabriele Bode und Markus Schuld c-res, Berrenrather Str. 188a, 50937 Cologne, Germany. All booking data entered by you will be transmitted in encrypted form. Our contractual partner has committed itself to handling your transmitted data in accordance with data protection regulations. Gabriele Bode und Markus Schuld c-res takes all organisational and technical measures to protect your data. You can view the data protection regulations of Gabriele Bode und Markus Schuld c-res here <https://www.c-res.com/de/datenschutz.html>.

With the company Gabriele Bode and Markus Schuld c-res was concluded a separate order data processing to ensure the protection of your personal data.

In this context, the data will not be passed on to third parties. The data will be used exclusively for processing the booking and for communication.

2. legal basis for data processing

The legal basis for the processing of the data is the conclusion of an accommodation contract with the user. The legal basis for the transmission of the data is Article 6 (1) a DSGVO (consent) and Article 6 (1) b DSGVO (processing for the performance of a contract). The transmitted data will be stored in our hotel software and used for the execution of the contract.

3. purpose of the data processing

The processing of the personal data from the input mask serves us solely for the processing of the booking request and for the handling of the payment transaction.

4. duration of storage

The data will be deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of a contractual relationship, we will delete the data received as soon as national, commercial or contractual retention requirements have been fulfilled.

5. possibility of objection and removal

The user has the possibility to revoke his consent to the processing of personal data at any time. If the user contacts us by e-mail, he can object to the storage of his personal data at any time. In such a case, the conversation cannot be continued. All personal data stored in the course of contacting us will be deleted in this case.

Registration on this website

You can register on our website to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the respective offer or service for which you have

registered. The mandatory information requested during registration must be provided in full. Otherwise we will reject the registration.

For important changes, for example in the scope of the offer or in the case of technically necessary changes, we use the e-mail address provided during registration to inform you in this way.

The processing of the data entered during registration is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing already carried out remains unaffected by the revocation.

The data collected during registration will be stored by us for as long as you are registered on our website and will then be deleted. Legal retention periods remain unaffected.

Registration with Facebook Connect

Instead of registering directly on our website, you can register with Facebook Connect. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

If you decide to register with Facebook Connect and click on the "Login with Facebook" / "Connect with Facebook" button, you will automatically be redirected to the Facebook platform. There you can log in with your usage data. This will link your Facebook profile to our website or services. Through this link, we gain access to your data deposited with Facebook. These are mainly:

- Facebook name
- Facebook profile and cover picture
- Facebook cover image
- email address stored on Facebook
- Facebook ID
- Facebook friends lists
- Facebook Likes ("Like" votes)
- Birthday
- Gender
- Country
- Language

This data is used to set up, provide and personalize your account.

For more information, please see the Facebook Terms of Use and the Facebook Privacy Policy. These can be found at: <https://de-de.facebook.com/about/privacy/> and <https://www.facebook.com/legal/terms/>.
Comment function on this website

For the comment function on this site, in addition to your comment, information on the time of the creation of the comment, your e-mail address and, if you do not post anonymously, the username you have chosen will be stored.

Storage of the IP address

Our comment function stores the IP addresses of users who post comments. Since we do not check comments on our site before they are activated, we need this data to be able to take action against the author in the event of legal violations such as insults or propaganda.

Subscribe to comments

As a user of the site, you can subscribe to comments after registering. You will receive a confirmation email to verify that you are the owner of the email address provided. You can unsubscribe from this function at any time via a link in the info emails. In this case, the data entered in the context of subscribing to comments will be deleted; however, if you have transmitted this data to us for other purposes and at another point (e.g. newsletter order), it will remain with us.

Storage period of the comments

The comments and the associated data (e.g. IP address) are stored and remain on our website until the commented content has been completely deleted or the comments have to be deleted for legal reasons (e.g. offensive comments).

Legal basis

The storage of comments is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

Processing of data (customer and contract data)

We collect, process and use personal data only to the extent that they are necessary for the establishment, content or modification of the legal relationship (inventory data). This is done on the basis of Art. 6 (1) lit. b DSGVO, which permits the processing of data for the performance of a contract or pre-contractual measures. We collect, process and use personal data about the use of our Internet pages (usage data) only insofar as this is necessary to enable the user to use the service or to bill the user.

The collected customer data will be deleted after completion of the order or termination of the business relationship. Statutory retention periods remain unaffected.

Data transmission upon conclusion of a contract for online shops, dealers and goods dispatch

We transmit personal data to third parties only if this is necessary in the context of the contract, such as to the companies entrusted with the delivery of the goods or the credit institution entrusted with the payment processing. A further transmission of the data does not take place or only if you have expressly agreed to the transmission. 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 (1) lit. b DSGVO, which permits the processing of data for the performance of a contract or pre-contractual measures.

Data transmission upon conclusion of a contract for services and digital content

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

A further transmission of the data does not take place or only if you have expressly consented to the transmission. 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 (1) lit. b DSGVO, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

4. SOCIAL MEDIA

Share content via plugins (Facebook, Instagram)

The content on our pages can be shared in social networks such as Facebook, Instagram in a data protection compliant manner. This page uses the [eRecht24 Safe Sharing Tool](#) for this purpose. This tool establishes direct contact between the networks and users only when the user actively clicks on one of these buttons.

An automatic transfer of user data to the operators of these platforms does not take place through this tool. If the user is logged into one of the social networks, an information window appears when using the social buttons of Facebook, Instagram, in which the user can confirm the text before sending it.

Our users can share the content of this site in social networks in a privacy compliant manner without complete surfing profiles being created by the operators of the networks.

Facebook plugins (Like & Share button)

Plugins of the social network Facebook, provider Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our pages. You can recognise the Facebook plugins by the Facebook logo or the "Like" button on our site. You can find an overview of the Facebook plugins here: <https://developers.facebook.com/docs/plugins/>.

When you visit our pages, a direct connection is established between your browser and the Facebook server via the plugin. Facebook thereby receives the information that you have visited our site with your IP address. If you click the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages on your Facebook profile. This allows Facebook to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted

data or its use by Facebook. You can find more information on this in Facebook's privacy policy at: <https://de-de.facebook.com/policy.php>.

If you do not want Facebook to be able to assign your visit to our pages to your Facebook user account, please log out of your Facebook user account.

Instagram plugin

Functions of the Instagram service are integrated on our pages. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA.

If you are logged into your Instagram account, you can link the content of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Instagram.

For more information, please see Instagram's privacy policy: <https://instagram.com/about/legal/privacy/>.

5. ANALYSIS TOOLS AND ADVERTISING

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

The storage of Google Analytics cookies is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

IP anonymization

We have activated the IP anonymization function on this website. This means that your IP address is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

browser plugin

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

Objection to data collection

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set, which will prevent the collection of your data during future visits to this website: Disable Google Analytics.

For more information on how Google Analytics handles user data, please see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

Order data processing

We have concluded an order data processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic characteristics in Google Analytics

This website uses the "demographic characteristics" function of Google Analytics. This allows reports to be generated that contain statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google as well as visitor data from third-party providers. This data cannot be assigned to a specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as shown in the item "Objection to data collection".
etracker

Our website uses the analysis service etracker. The provider is etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg, Germany. Usage profiles can be created from the data under a pseudonym. Cookies can be used for this purpose. Cookies are small text files that are stored locally in the cache of your Internet browser. The cookies make it possible to recognise your browser again. The data collected with the etracker technologies will not be used to personally identify visitors to our website without the separately granted consent of the person concerned and will not be merged with personal data about the bearer of the pseudonym.

etracker cookies remain on your terminal device until you delete them.

The storage of etracker cookies is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in the anonymised analysis of user behaviour in order to optimise both its website and its advertising.

You can object to the data collection and storage at any time with effect for the future. To object to the collection and storage of your visitor data in the future, you can obtain an opt-out cookie from etracker using the following link. This ensures that no visitor data from your browser is collected and stored by etracker in the future: <https://www.etracker.de/privacy?et=V23Jbb>.

This sets an opt-out cookie with the name "cntcookie" from etracker. Please do not delete this cookie as long as you wish to maintain your objection. For more information, please see etracker's privacy policy: <https://www.etracker.com/de/datenschutz.html>.

Conclusion of a contract on commissioned data processing

We have concluded an order data processing contract with etracker and fully implement the strict requirements of the German data protection authorities when using etracker.

This website uses the open source web analytics service Matomo. Matomo uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. For this purpose, the information generated by the cookie about the use of this website is stored on our server. The IP address is anonymized before storage.

Matomo cookies remain on your terminal device until you delete them.

The storage of Matomo cookies is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in the anonymised analysis of user behaviour in order to optimise both its website and its advertising.

The information generated by the cookie about the use of this website will not be passed on to third parties. 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.

If you do not agree to the storage and use of your data, you can deactivate the storage and use here. In this case, an opt-out cookie will be stored in your browser, which prevents Matomo from storing usage data. If you delete your cookies, this has the consequence that the Matomo opt-out cookie is also deleted. The opt-out must be reactivated when you visit our site again.

Google Analytics Remarketing

Our websites use the functions of Google Analytics Remarketing in conjunction with the cross-device functions of Google AdWords and Google DoubleClick. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

This function makes it possible to link the advertising target groups created with Google Analytics Remarketing with the cross-device functions of Google AdWords and Google DoubleClick. In this way, interest-based, personalised advertising messages that have been adapted to you depending on your previous usage and surfing behaviour on one end device (e.g. mobile phone) can also be displayed on another of your end devices (e.g. tablet or PC).

If you have given your consent, Google will link your web and app browsing history with your Google Account for this purpose. In this way, the same personalised advertising messages can be displayed on every device on which you log in with your Google account.

To support this feature, Google Analytics collects Google-authenticated IDs of users that are temporarily linked to our Google Analytics data to define and create audiences for cross-device ad advertising.

You can permanently object to cross-device remarketing/targeting by deactivating personalized advertising in your Google account; follow this link:
<https://www.google.com/settings/ads/onweb/>.

The aggregation of the collected data in your Google account is based solely on your consent, which you can give or revoke at Google (Art. 6 para. 1 lit. a DSGVO). In the case of data collection processes that are not merged in your Google Account (e.g. because you do not have a Google Account or have objected to the merging), the collection of data is based on Art. 6 (1) lit. f DSGVO. The legitimate interest arises from the fact that the website operator has an interest in the anonymised analysis of website visitors for advertising purposes.

For more information and the privacy policy, please see Google's privacy policy at: <https://www.google.com/policies/technologies/ads/>.

Google AdWords and Google Conversion Tracking

This website uses Google AdWords. AdWords is an online advertising program of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States ("Google").

Within the framework of Google AdWords we use the so-called conversion tracking. When you click on an ad placed by Google, a cookie is set for conversion tracking. Cookies are small text files that the internet browser stores on the user's computer. These cookies lose their validity after 30 days and are not used to personally identify the user. If the user visits certain pages of this website and the cookie has not yet expired, Google and we can recognize that the user has clicked on the ad and was redirected to this page.

Each Google AdWords customer receives a different cookie. The cookies cannot be tracked across AdWords customers' websites. The information collected using the conversion cookie is used to create conversion statistics for AdWords customers who have opted in to conversion tracking. The customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive information that personally identifies users. If you do not wish to participate in the tracking, you can object to this use by easily deactivating the Google conversion tracking cookie via your internet browser under user settings. You will then not be included in the conversion tracking statistics.

The storage of "conversion cookies" is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising.

For more information on Google AdWords and Google Conversion Tracking, please see Google's privacy policy: <https://www.google.de/policies/privacy/>.

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 generally and activate the automatic deletion of cookies when closing the browser. When deactivating cookies

7. PLUGINS AND TOOLS

YouTube

Our website uses plugins from the YouTube site operated by Google. The operator of the pages is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

When you visit one of our pages equipped with a YouTube plugin, a connection to the YouTube servers is established. This tells the YouTube server which of our pages you have visited.

If you are logged into your YouTube account, you enable YouTube to assign your surfing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

For more information on how we handle user data, please see YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

Google Web Fonts

This site uses so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly.

For this purpose, the browser you use must connect to Google's servers. This enables Google to know that our website has been accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO.

If your browser does not support web fonts, a default font will be used by your computer.

For more information about Google Web Fonts, please visit <https://developers.google.com/fonts/faq> and read Google's privacy policy: <https://www.google.com/policies/privacy/>.

Google Maps

This site uses the map service Google Maps via an API. The provider is Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps, it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transmission.

The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy location of the places indicated by us on the website. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO.

More information on the handling of user data can be found in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.