

crawlOPTIMIZER

Data protection declaration

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1. Objective and responsibilities

- 1.1. This data protection declaration informs you of the type, scope and purpose of the processing of personal data within our online services and the associated websites, functions and content (hereinafter referred to jointly as “online services” or “website”). The data protection declaration applies regardless of the domains, systems, platforms and devices (for example desktop or mobile) on which the online services are launched.
- 1.2. The provider of the online services and responsible party under data protection laws is eCom VIKINGS, owner: Jan-Peter Ruhso, MSc, MSc, Wolfgang-Pauli-Gasse 5/1.1.18, 1140 Vienna, Austria, email address: office@ecom-vikings.com (hereinafter referred to as “eCom VIKINGS“, “we“ or “us“). For further information about us and how to contact us, please refer to our legal notice on our website: <https://www.crawloptimizer.com/>.
- 1.3. The term “user” includes all customers and visitors to our online services. The terms used, such as “user” are gender neutral.

2. Basic information concerning data processing and legal bases

- 2.1. We only process personal data of the users in compliance with the applicable data protection provisions. This means that the data of the users is only processed if there is a lawful basis. I.e., in particular, if the data processing is necessary or required by law in order to provide our contractual services (for example the processing of orders), the user has consented to the same, or on the basis of our legitimate interests (for example interest in the analysis, optimisation and economic operation and security of our online services in accordance with Article 6 Paragraph 1 Letter f) GDPR or on the basis of national data protection laws before the GDPR takes effect), in particular when measuring the scope, creation of profiles for advertising and marketing purposes, as well as the gathering of

access data and respecting the use of services provided by third party providers.

- 2.2. In relation to the processing of personal data on the basis of the General Data Protection Regulation (GDPR,) which applies from 25 May 2018, we wish to point out that the legal basis for the consent is Article 6 Paragraph 1 Letter a) and Article 7 GDPR, the legal basis for the processing in order to fulfil our services and perform contractual measures is Article 6 Paragraph 1 Letter b) GDPR, the legal basis for processing in order to fulfil our contractual obligations is Article 6 Paragraph 1 Letter c) GDPR and the legal basis for the processing in order to safeguard our legitimate interests is Article 6 Paragraph 1 Letter f) GDPR.

3. Security measures

- 3.1. We take organisational, contractual and technical security measures in accordance with the state of the art in order to ensure that the regulations of the data protection laws are complied with and to protect the data processed by us against accidental or intentional manipulation, loss, destruction or access by unauthorised persons.
- 3.2. The security measures in particular include the encrypted transfer of data between your browser and our server.

4. Disclosure of data to third parties and third party providers

- 4.1. We only disclose data to third parties within the framework of the legal regulations. We only pass on user data to third parties if this is necessary for e.g. billing purposes or for other purposes necessary to fulfil our contractual obligations vis a vis the users.
- 4.2. Should we use subcontractors in order to provide our services, we take suitable legal measures and corresponding technical and organisational

measures to ensure the protection of the personal data in accordance with the applicable legal regulations.

- 4.3. Should we use content, tools or other equipment from other providers within the framework of this data protection declaration (hereinafter referred to jointly as “third party providers”) and if their place of business is located in a third country, it must be assumed that data is transferred to the relevant country of the third party provider.
- 4.4. Third countries are defined as countries in which the GDPR does not represent a directly applicable law, i.e. they are generally countries outside of the European Union and European Economic Area.
- 4.5. The transfer of data to third countries takes place either if a reasonable level of data protection, user consent or other legal permissions are present.

5. Getting in touch

- 5.1. When getting in touch with us (via contact form or email), we will process the user’s information in order to process and handle the enquiry.
- 5.2. The information of the users will either be saved in our customer relationship management system (“CRM system”) or comparable systems for dealing with enquiries and must be kept as commercial correspondence for 6 years in accordance with legal regulations.

6. Registration and termination

- 6.1. Users will be notified of the mandatory information they will have to provide in order to register. This information includes in particular:
 - Email address
 - URL of the website which is to be analysed

- First name
- Surname
- Address
- Postcode
- Town / city
- Country
- Company name

6.2. Every user can decide for themselves whether to provide any information which goes beyond the above.

6.3. Should the users have registered in our system and subsequently terminated the registration, their data will also be deleted from the system.

6.4. In case of termination, users are obliged to secure their data prior to the end of the contract. We are entitled to irretrievably delete all data of the user which was saved during the contractual term.

6.5. Following the termination, the final de-activation of the user account and deletion of the data from backups can therefore take up to 14 days. We will continue to retain data beyond this period if necessary for billing purposes or due to legitimate contractual interests which outweigh the interests of the user concerning deletion or if the data has to be stored in accordance with legal regulations.

7. Analyses performed with crawlOPTIMIZER

- 7.1. The “crawlOPTIMIZER” software provided by eCom VIKINGS only processes anonymous data from websites for analysis purposes.
- 7.2. We ensure the anonymity of the data we process in this context by contractually obligating customers to provide filtered log files and by filtering this data again prior to its analysis and storage.

8. Gathering of access data

- 8.1. On the basis of our legitimate interest , we gather data about every access to the server on which this service is located (so-called server log files). The access data includes the name of the accessed website, the data file, date and time of the access, the transferred data quantity, the report concerning successful access, browser type and version, the operating system of the user, the referrer URL (previously visited site), the IP address and the requesting provider.
- 8.2. Log file information is saved for a maximum of seven days for security reasons (for example in order to clarify misuse or fraudulent actions) and is then deleted. Data that has to be saved for longer for evidentiary purposes is excluded from the deletion process until the respective matter has been fully clarified.

9. Newsletter

- 9.1. The following information details the contents of our newsletter, as well as the registration, sending and statistical evaluation procedures and your right to object. By subscribing to our newsletter, you are consenting to receiving the same and agree to the described procedure.
- 9.2. Content of the newsletter: We send newsletters, emails and other electronic notifications with advertising information (hereinafter “newsletter”) only with the consent of the recipients or if permitted by law.

If the contents of the newsletter have been clearly outlined within the framework of the registration, they will be decisive with respect to the user's consent. Otherwise, our newsletters contain information about crawling, the crawlOPTIMIZER (new features, declarations and analysis instructions) and our services.

- 9.3. Double opt-in and recording: Registering for our newsletter involves a so-called double opt-in procedure. This means that following the registration, you will receive an email in which you are asked to confirm your registration. This confirmation is necessary to make sure that nobody can register for the newsletter using another person's email address. The newsletter registration details are recorded in order to be able to prove that users have registered in accordance with the legal requirements. This includes saving the time of registration and confirmation, as well as the IP address. The changes made to your data saved by the marketing automation platform provider are also recorded.
- 9.4. Newsletter marketing automation platform provider: The newsletter is sent by "MailChimp", a newsletter marketing automation platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. The data protection provisions of the newsletter marketing automation platform provider can be viewed here: <https://mailchimp.com/legal/privacy/>.
- 9.5. The Rocket Science Group LLC d/b/a MailChimp is certified under the Privacy Shield framework, which guarantees that it will provide the same level of data protection as the one required at European level (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>).
- 9.6. In addition, according to its own information, the newsletter marketing automation platform provider may use this data in pseudonymised form, i.e. without linking it to a user, in order to optimise or improve its own

services, for example for the technical optimisation or the mailing and display of the newsletter or for statistical purposes in order to determine from which countries the users come. However, the newsletter marketing automation platform provider does not use the data of our newsletter recipients in order to contact them and does not pass this data on to third parties.

- 9.7. Registration data: To register for the newsletter, all you need to provide us with is your email address.
- 9.8. Statistical data gathering and analysis - The newsletters contain a so-called “web beacon”, i.e. a single-pixel, which is accessed by the server of the newsletter marketing automation platform provider when the newsletter is opened. As part of accessing this web beacon, the server will collect technical information such as on the browser and your system, as well as your IP address and the time of the access. This information is used for making technical improvements to the system on the basis of the technical data or to analyse the target groups and their reading behaviour on the basis of their access locations (which can be determined with the aid of the IP address) or the access times. The statistical data collected includes data on whether the newsletters are opened, when they are opened and which links are being clicked on. Although this information can be linked to the individual newsletter recipients for technical reasons, we and the newsletter marketing automation platform provider have no intent whatsoever to monitor individual users. Rather, the purpose of the analyses is to identify the reading habits of our users and to adjust our content to the same, or to provide them with different contents in accordance with their various interests.
- 9.9. The use of the newsletter marketing automation platform provider’s services, collection and analysis as well as recording of data on the registration procedure, take place on the basis of our legitimate interest in

accordance with Article 6 Paragraph 1 Letter f) GDPR. Our interest is based on the employment of a user friendly and secure newsletter system that serves both our commercial interests and meets users' expectations.

- 9.10. Termination / revocation - You can terminate / cancel your subscription for our newsletter at any time, i.e. you can revoke your consent. You can find a link to terminate the newsletter at the end of each newsletter. Should the users have only registered for the newsletter and have terminated this registration, their personal data will be deleted.

10. Cookies and reach measurement

- 10.1. Cookies are information which are transferred by our or third-party web servers to users' web browsers and are saved there for access in the future. Cookies are small files or other types of information storage. Unless expressly stated in this data protection declaration, we only use so-called "session cookies" which are only stored for the duration of the current visit to our website (for example in order enable you to log in or the shopping cart function and hence the use of our online services). Session cookies contain a randomly generated unique identification number, a so-called session ID. Cookies also contain information on their origin and storage period. These cookies cannot save any other data. Session cookies are deleted once you have finished using our online services and log out or close the browser for example.
- 10.2. Users are notified of the use of cookies as part of pseudonymised reach measurement within the framework of this data protection declaration.
- 10.3. If users do not wish cookies to be saved on their computers, they will need to deactivate the relevant option in the system settings of their browser. Saved cookies can be deleted in the system settings of the browser. Users

who refuse cookies may not be able to use all of the features of this online service or not be able to use them properly.

- 10.4. You can object to the use of cookies used for the purpose of reach measurement and advertising via the deactivation site of the network advertising initiative (<http://optout.networkadvertising.org/>) and the American website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

11. Google Analytics

- 11.1. On the basis of our legitimate interest (i.e. interest in the analysis, optimisation and economic operation of our online services in accordance with Article 6 Paragraph 1 Letter f) GDPR) , we use Google Analytics, a web analysis service of Google Inc (“Google”). Google uses cookies. The information generated by the cookie about the use of the online services by the user is generally transferred to a server of Google in the USA and saved there.
- 11.2. Google is certified under the Privacy Shield, which guarantees compliance with the European level of data protection (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).
- 11.3. Google will use this information on our behalf in order to evaluate the use of our online services by the users, to compile reports about the activities within these online services and to provide us with additional services connected to the use of these online services and use of the Internet. This process may include creating pseudonymised user profiles from the processed data.
- 11.4. We only use Google Analytics with activated IP anonymisation. This means that the IP address is shortened by Google within Member States of the European Union or European Economic Area. The full IP address will

only be transferred to a server of Google in the USA and shortened there in exceptional cases.

- 11.5. The IP address transferred by the user's browser is not combined with other data by Google. Users can prevent cookies from being stored by adjusting their browser software settings accordingly; in addition, users can prevent the data generated by the cookie and pertaining to their use of the online services from being recorded and processed by Google by downloading and installing the browser plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.
- 11.6. More information on the use of data by Google and your settings and objection options can be found on Google's website: <https://www.google.com/intl/de/policies/privacy/partners> ("data use by Google when you use partner websites or apps" <http://www.google.com/policies/technologies/ads> ("data use for advertising purposes") <http://www.google.de/settings/ads> ("managing the information Google uses in order to show adverts for you").

12. Google re/marketing services

- 12.1. On the basis of our legitimate interest (i.e. interest in the analysis, optimisation and economic operation of our online services in accordance with Article 6 Paragraph 1 Letter f) GDPR), we use the marketing and remarketing services (in short “Google marketing services”) of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, (“Google“).
- 12.2. Google is certified under the Privacy Shield, which guarantees compliance with the European level of data protection (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).
- 12.3. The Google marketing services allow us to display adverts for and on our website in a more targeted manner, in order to limit the adverts shown to users to those that may correspond to their interests. If a user is shown adverts for products after they have shown an interest in the same on other websites, this is called “remarketing”. For these purposes, when accessing our website and other websites on which Google marketing services are active, a code is executed directly by Google and so-called (re)marketing tags (invisible graphics or code, also referred to as “web beacons” are integrated into the website. These tags are used to store an individual cookie, i.e. a small file, on the user’s device (this may also involve the use of comparable technologies instead of cookies). The cookies can be set by various domains, including google.com, doubleclick.net, invitemediamedia.com, admeld.com, googlesyndication.com or googleadservices.com. This file contains information on the websites the user is visiting, the type of content they are interested in and the offers they have clicked on, as well as technical information on the browser and operating system, referring websites, visit duration and further information concerning the use of the online services. Users’ IP address are also recorded, with respect to which we are providing notification within the

framework of Google Analytics that users IP address' are shortened by Google within Member States of the European Union or in European Economic Area and are only transferred in full to a server in the USA and shortened there in exceptional cases. The IP address will not be combined with user data from other services provided by Google. Google may also combine the above information with such information from other sources. When users subsequently visit other websites, they may be shown adverts which tailored to his or her interests.

- 12.4. The user data processed within the framework of the Google marketing services is pseudonymised. This means that Google does not save and process e.g. user's name or email address', but processes the relevant data on the basis of cookies and pseudonymised user profiles. This means that from the point of view of Google, the adverts are not managed and displayed for a specific, identifiable individual, but the cookie owner, regardless of who this cookie owner is. This does not apply if a user has expressly permitted Google to process the data without this pseudonymisation. The information relating to the users which is compiled by Google marketing services is transferred to Google and saved on its servers in the USA.
- 12.5. The Google marketing services used by us include, amongst others, the online advertising program "Google AdWords". In Google AdWords, every AdWords customer is provided with a different "conversion cookie". This means that cookies cannot be traced via the websites of AdWords customers. The purpose of the information obtained with the assistance of the cookie is to create conversion statistics for AdWords customers who have opted for conversion tracking. AdWords customers are notified of the total number of users who have clicked on their advert and who were redirected to a site which contains a conversion tracking tag. However, they do not receive any information that would make it possible to identify individual users.

- 12.6. Google's "DoubleClick" marketing service allows us to integrate third-party adverts. DoubleClick uses cookies which enable Google and its partner websites to integrate adverts on the basis of user visits to this website and other websites on the Internet.
- 12.7. We are also able to use "Google Tag Manager" in order to integrate the Google analysis and marketing services into our website and to manage them.
- 12.8. Further information on the use of data for marketing purposes by Google can be found in the overview page: <https://www.google.com/policies/technologies/ads>. The data protection declaration of Google can be viewed at: <https://www.google.com/policies/privacy>
- 12.9. Should you wish to object to the interest-based advertising by Google marketing services, you can use the settings and opt-out options provided by Google: <http://www.google.com/ads/preferences>.

13. Facebook social plugins

- 13.1. On the basis of our legitimate interest (i.e. interest in the analysis, optimisation and economic operation of our online service in accordance with Article 6 Paragraph 1 Letter f) GDPR), we use social plugins ("plugins") provided by the social network facebook.com which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). The plugins can contain interaction elements or contents (for example videos, graphics or text contributions) and can be recognised by one of the Facebook logos (white "f" on a blue background, the "like" button or a "thumbs up" sign) or are labelled "Facebook social plugin". The list and appearance of the Facebook social plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

- 13.2. Facebook is certified under the Privacy Shield, which guarantees compliance with the European level of data protection (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).
- 13.3. If a user accesses a function of this online service that contains such a plugin, their device will establish a direct connection to the servers of Facebook. Facebook will directly transfer the content of the plugin to the user's device, which will then integrate them into the online service. During this process, the data being processed can be used to create use profiles of the users. This is why we have no influence over the scope of the data that Facebook gathers with the help of this plugin and are therefore informing users accordingly to the best of our knowledge.
- 13.4. The plugin's integration tells Facebook that a user has accessed a relevant page of the online service. If the user is logged into Facebook, Facebook can link the visit to their Facebook account. If a user interacts with the plugins, for example by clicking the like button or posting a comment, the relevant information is directly transferred from their device to Facebook and saved there. If a user is not a member of Facebook, it is still possible for Facebook to identify their IP address and to save it. According to Facebook, it only saves anonymised IP addresses in Germany.
- 13.5. The purpose and scope of the data gathering and the subsequent processing and use of the data by Facebook, as well as the associated rights and settings options concerning the protection of users private sphere are detailed in the data protection notices of Facebook: <https://www.facebook.com/about/privacy/>.
- 13.6. If a user is a member of Facebook and does not want Facebook to collect data on them via this online service and to link the same to their member data saved by Facebook, they need to log out of Facebook before using our online service and delete their cookies. There are a number of additional

settings and objections to the use of data for advertising purposes users can select within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the American site <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/>. The settings are not linked to a particular platform, i.e. they are applied to all devices, such as desktop computers or mobile devices.

14. Facebook, custom audiences and Facebook marketing services

- 14.1. Within our online service, we use the so-called “Facebook pixel” of the social network Facebook which is operated by Facebook Inc, 1 Hacker Way, Menlo Park, CA 94025, USA or Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland should you be located in the EU (“Facebook”) on the basis of our legitimate interest in the analysis, optimisation and economic operation of our online service and for these purposes.
- 14.2. Facebook is certified under the Privacy Shield, which guarantees compliance with the European level of data protection (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).
- 14.3. Facebook pixel allows Facebook to identify visitors to our online service as a target group for displaying adverts to (so-called “Facebook ads”). We consequently use Facebook pixel in order to ensure that the Facebook ads placed by us are only displayed to Facebook users who have shown an interest in our online services or exhibit certain characteristics (for example interest in certain topics or products which is determined on the basis of the websites visited), which we transfer to Facebook (so called “custom audiences”). We also use Facebook pixel in order to ensure that our Facebook ads match users’ potential interest and are not considered a nuisance. Facebook pixel furthermore allows us to assess the effectiveness

of our Facebook adverts for statistical and market research purposes by checking whether users were redirected to our website after clicking on a Facebook advert (so called “conversion”).

- 14.4. The Facebook pixel is directly integrated by Facebook when our websites are accessed and is able to save a cookie on your device, i.e. a small file. If you then log in to Facebook or visit Facebook when you are logged in, the visit to our online service will be displayed in your profile. The data gathered about you is anonymous to us, i.e. it is not possible for us to trace the user. However, the data is saved and processed by Facebook which means that it is possible to link it to the respective user profile and that it can be used by Facebook and for our own market research and advertising purposes. Should we transfer data to Facebook for comparison purposes, this is encrypted locally in the browser and only then sent to Facebook via a secure https connection. This is done solely in order to compare it with the data which is encrypted by Facebook in the same way.
- 14.5. In addition, when using the Facebook pixel, we use the “advanced matching” function (here, data such as telephone numbers, email addresses of Facebook ID’s of the users is used to form target groups “custom audiences” or “look alike audiences” and is transferred to Facebook in encrypted form). Further information on “advanced matching” can be found here:
<https://www.facebook.com/business/help/611774685654668>).
- 14.6. Also in accordance with our legitimate interests, we use the “custom audiences from file” procedure of the social network Facebook Inc. In this case, the email addresses of the newsletter recipients will be uploaded by Facebook. The data being uploaded is encrypted. The sole purpose of the upload is to ascertain the recipients of our Facebook adverts. By means of this, we wish to ensure that the adverts are only displayed to users who are interested in our information and services.

- 14.7. The processing of the data by Facebook takes place in accordance with the data use policy of Facebook. General information concerning the display of Facebook ads can be found in the data use policy of Facebook: <https://www.facebook.com/policy.php>. Specific information and details concerning the Facebook pixel and its function can be found on Facebook's help centre page: <https://www.facebook.com/business/help/651294705016616>.
- 14.8. You can object to your data being recorded by the Facebook pixel and the use of your data in order to display Facebook ads. In order to select the type of adverts which are displayed to you within Facebook, you can access the page set up by Facebook and follow the information concerning the settings for use-based advertising provided there: <https://www.facebook.com/settings?tab=ads>. The settings are not linked to a particular platform, i.e. they are applied to all devices, such as desktop computers or mobile devices.
- 14.9. You can object to the use of cookies used for the purpose of reach measurement and advertising via the deactivation site of the network advertising initiative (<http://optout.networkadvertising.org/>) and the American website (<http://www.aboutads.info/choices>) or the European website (<http://www.youronlinechoices.com/uk/your-ad-choices/>).

15. Affiliate links

- 15.1. On the basis of our legitimate interest (i.e. interest in the analysis, optimisation and economic operation of our online service in accordance with Article 6 Paragraph 1 Letter f) GDPR) , we use tracking measures which are customary in the sector and where necessary for the operation of an affiliate system with affiliate links. The following section explains how affiliate links work.

- 15.2. Affiliate links are links that help the linked websites to refer users to websites with product offers or other campaigns. The operators of the respective linked websites can receive a commission if users follow the affiliate links and subsequently make use of the services offered there.
- 15.3. For this affiliate system, it is necessary for the providers to be able to see whether users who are interested in certain services then make use of these via the affiliate links.
- 15.4. In order for the affiliate links to work, it is necessary for these to be able to be supplemented with certain additional parameters that become part of the link or are set elsewhere, for example in a cookie. In particular, the parameters include the original website (referrer), time, online ID of the operator of the website on which the affiliate link was located, an online ID of the respective service, an online ID of the user, as well as tracking-specific parameters, such as advertising ID, partner ID and categorisations.
- 15.5. The online user IDs used are pseudonymised parameters. This means the online ID itself does not contain any personal data, such as name or IP address. It merely helps to determine whether the same user who clicked on an affiliate link has made use of a service.
- 15.6. The following information provides an overview of companies whose services we use in connection with the placing of the affiliate links and whose analyses we make use of or with which we co-operate, as well as data protection declarations that contain further information concerning the processing of data and the objection options, some of which have already been detailed here (so-called opt out):
- affilinet GmbH, Sapporobogen 6-8, 80637 Munich, Germany. Data protection declaration:
<https://www.affili.net/de/footeritem/datenschutz>.

16. Inclusion of third-party services and contents

- 16.1. On the basis of our legitimate interest (i.e. interest in the analysis, optimisation and financial operation of our online service in accordance with Article 6 Paragraph 1 Letter f) GDPR), we use third-party content or services within our online services in order to integrate their content and services, such as videos or fonts (hereinafter referred to as “contents”). In order to do so, the third party providers of this content have to have access to the IP address of the user, because they are unable to send the content to their browser without it. This is why the IP address is needed in order to display this content. We endeavour to only use such contents where the respective provider only uses the IP address in order to deliver the content. Third parties can also use so-called pixel tags (invisible graphics which are also called “web beacons”) for statistical or marketing purposes. “Pixel tags” can be used to analyse information such as user traffic on the pages of this website. The pseudonymised information can also be saved on users’ devices in cookies and can, amongst others, contain technical information on the browser and operating system, referring websites, time of the visit and other information concerning the use of our online services, and can also be combined with the same kind of information from other sources.
- 16.2. The following information provides an overview of the third parties, as well as the content and links to the data protection declarations that contain further information concerning the processing of data and the objection options, some of which have already been detailed here (so-called opt out):
- External fonts of Google Inc <https://www.google.com/fonts> (“Google Fonts”). These web fonts are integrated by a server call, usually a Google server in the USA. Data protection declaration:

<https://www.google.com/policies/privacy/>, opt-out:

<https://www.google.com/settings/ads/>.

- Videos of the platform “YouTube” of the third party provider Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Data protection declaration: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.
- External code of the Google search interface (Google Search API) of the third party provider Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Data protection declaration: <https://www.google.com/policies/privacy/>, opt-out: <https://www.google.com/settings/ads/>.
- Information on Google Inc: Google is certified under the Privacy Shield, which guarantees compliance with the European level of data protection
(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).
- Our online services use functions provided by the network LinkedIn. The provider is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Every time one of our pages that contain LinkedIn functions is accessed, a connection is established to the servers of LinkedIn. LinkedIn is informed that you have visited our website with your IP address. If you click on the LinkedIn “recommend button” and if you are logged into your LinkedIn account, LinkedIn will be able to link your visit to our site to you and your user account. Please note that we, as the provider of the pages, will not have any knowledge of the transferred data and its use by LinkedIn. Data protection declaration: <https://www.linkedin.com/legal/privacy-policy>.
- We use social plugins of the social network Pinterest, which is operated by Pinterest Inc, 635 High Street, Palo Alto, CA, 94301, USA

(“Pinterest”). If you access a page that contains such a plugin, your browser establishes a direct connection to the servers of Pinterest. During this process, the plugin transfers log data to the server of Pinterest in the USA. This log data may include your IP address, the address of the visited websites that also contain Pinterest functions, the type of browser and browser settings, the date and time of access, type of Pinterest use and cookies. Data protection declaration:

<https://about.pinterest.com/de/privacy-policy>.

- Our online services may contain functions provided by the service provider Twitter. These functions are provided by Twitter Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the “re-tweet” function, the websites you visit will be linked to your Twitter account and notified to other users. During this process, data is also transferred to Twitter. Please note that we, as the provider of the pages, will not have any knowledge of the transferred data and its use by Twitter. Data protection declaration of Twitter:

<http://twitter.com/privacy>. You can change your data protection settings on Twitter in the account settings at <http://twitter.com/settings>

- We use functions of the network XING. The provider is XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Every time one of our pages that contain Xing functions is accessed, a connection is established to the servers of Xing. According to our knowledge, no personal data is saved during this process. In particular, no IP addresses are saved and the use behaviour is not analysed. Data protection declaration:

https://www.xing.com/app/share?op=data_protection.

17. Rights of the users

- 17.1. Users have the right to request to receive free-of-charge information about the personal data relating to them that we have stored.

In addition, users have the right to have incorrect data rectified, to restrict its processing and to have their personal data erased. Where applicable, they can claim their rights of data portability and in case of suspicion of unlawful data processing, they can submit a complaint to the responsible supervisory authority (Austrian Data Protection Authority, Hohenstaufengasse 3, 1010 Vienna).

- 17.2. In addition, users can revoke consent, which is always with effect for the future.

18. Erasure of data

- 18.1. The data saved by us will be deleted once it is no longer needed for its intended purpose and provided that such is not in breach of any statutory retention obligations.
- 18.2. If the data of the users is not deleted because they are needed for other and lawful purposes, the processing of it will be restricted. This means that the data is blocked and will not be processed for other purposes. This applies, for example, to user data that has to be retained for commercial or tax-related reasons.

19. Right of objection

Users can object to the future processing of their personal data at any time in accordance with the legal regulations. In particular, it is possible to object to the processing for direct marketing purposes.

20. Changes to the data protection declaration

- 20.1. We reserve the right to change the data protection declaration in order to adapt it to amended legal positions or in case of changes to the service and data processing. However, this only applies in relation to the declarations concerning data processing. If there is a need for users to give their consent or if parts of the data protection declaration contain

provisions concerning the contractual relationship with the users, the changes will only be made subject to users' consent.

- 20.2. The users are requested to regularly keep up-to-date with the contents of the data protection declaration.

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