

Data Protection

We are pleased about your visit to our website <https://bmw-berlin-marathon-en.eventbaxx.com> and your interest in our offers.

The protection of your personal data, such as E-mail address, name, telephone number, address, etc. is important to us.

The purpose of this Privacy Policy is to inform you about the processing of your personal information that we collect from you during a site visit. Our data protection practice is in accordance with the legal regulations of the Data Protection Basic Regulation of the European Union (GDPR) and the Federal Data Protection Law (BDSG). The following Privacy Policy serves to fulfil the information obligations arising from the GDPR. These are e.g. in Art. 13 and Art. 14 ff. GDPR.

Responsible Party

The responsible party within the meaning of Art. 4 No. 7 GDPR is the one who alone or jointly with others decides on the purposes and means of processing personal data.

With regard to the website www.bmw-berlin-marathon.eventbaxx.com the responsible party is:

SCC EVENTS GmbH
Olympic Park Berlin, Hanns-Braun-Straße / Adlerplatz
14053 Berlin
E-mail: deb@scc-events.com
Tel .: +49 3030128810
Fax: +49 3030128840

Contact details for the data protection officer

We have a data protection officer pursuant to Art. 37 GDPR. You can reach our data protection officer under the following contact details:

Nicole Rosenfeld
Olympic Park Berlin, Hanns-Braun-Straße / Adlerplatz
14053 Berlin
E-Mail: datenschutz@scc-events.com

Provision of the website and creation of log files

Each time our website is accessed, our system automatically collects data and information from the device that is accessing it (for example, computer, mobile phone, tablet, etc.).

Which personal data are collected and to what extent are they processed?

- (1) information about the browser type and version used;
- (2) The operating system of the retrieval device;
- (3) The host name of the accessing computer;
- (4) The IP address of the retrieval device;
- (5) Date and time of access;
- (6) Websites and resources (images, files, other page content) accessed on our website;
- (7) Websites from which the user's system arrived at our website (referrer tracking);
- (8) Message whether or not the retrieval was successful;
- (9) Transmitted and rectification claim

You have gem. Art. 16 GDPR the right to have any personal data (such as address, name, etc.) stored incorrectly with us corrected at any time. You can also request a completion of the data stored by us at any time. A corresponding adjustment is made immediately.

These data are stored in the log files of our system. These data are not stored together with the personal data of a specific user, so that an identification of individual site visitors is not possible.

Legal basis for the processing of personal data

Art. 6 para. 1 lit. f GDPR (legitimate interest). Our legitimate interest is to ensure the achievement of the purpose described below.

Purpose of data processing

The temporary (automated) storage of the data is required for the duration of a website visit in order to enable delivery of the website. The storage and processing of personal data also takes place in order to maintain optimal compatibility of our website for all visitors, to combat abuse and for troubleshooting. For this purpose, it is necessary to log the technical data of the retrieving computer, so as to be able to react as early as possible to misrepresentations, attacks on our IT systems and / or errors in the functionality of our website. In addition, the data is used to optimize the website and generally ensure the security of our information technology systems.

Duration of storage

The deletion of the aforementioned technical data takes place as soon as they are no longer needed to ensure the compatibility of the website for all visitors, but no later than 3 months after accessing our website.

Objection and deletion option

Pursuant to Art. 21 GDPR you have the right to object and pursuant to Art. 17 GDPR to the deletion of your data. Your rights and how you may claim them can be found at the bottom of this Privacy Policy.

Special features of the website

Our site offers various features during which we collect, process and store personal data. Below we explain what happens to this data:

Login area / registration

- **Extent of processing of personal data and personal data collected**

The registration and login details you have entered or provided to us.

- **Legal basis for the processing of personal data**

Art. 6 para. 1 lit. b GDPR (implementation of (pre)contractual measures)

- **Purpose of the data processing**

You have the option of using a separate login area on our website. In order to be able to verify your authorisation to use the protected area or access documents, you must enter your login details (e-mail or username and password) in the corresponding form. If required, we can send you your login data or the option to reset the password by e-mail upon request.

- **Duration of storage**

The collected data will be stored as long as you maintain a user account with us.

- **Objection and deletion options**

Pursuant to Art. 21 GDPR, you have the right to object and pursuant to Art. 17 GDPR to the deletion of your data. Your rights and how you claim them can be found at the bottom of this Privacy Policy.

- **The necessity for the provision of personal information**

The use of the login area on our site is contractually required for the use of the protected area. The use of the content protected by the login area is not possible without the input of personal data. If you want to use our login area, you must fill in the fields marked as mandatory (username and password). Entering the data requires the existence of a user account. Registration is not possible if the data you enter is incorrect. If the data is wrong or not entered by you, the protected area cannot be used. The rest of the site is still accessible without login.

Information about the use of cookies

- **Extent of processing of personal data**

On various pages we use cookies to enable the use of certain features of our website. The so-called 'cookies' are small text files that your browser can store on your computer. These text files contain a characteristic string that allows the browser to be uniquely identified when you visit our website again. The process of saving a cookie file is also called 'setting a cookie'.

- **Legal basis for the processing of personal data**

Art. 6 para. 1 lit. DDP (legitimate interest). Our legitimate interest is to maintain the full functionality of our website, to increase usability and to enable a more personalized approach to our customers. Identification of individual site visitors is only possible with the help of cookie technology if the site visitor has previously provided us with personal data based on a separate consent.

- **Purpose of the data processing**

The cookies are set by our website in order to maintain the full functionality of our website and to improve its usability. In addition, cookie technology allows us to provide individual visitors with aliases, e.g. to recognize an individual random ID, so that we are able to offer more personalized services.

- **Duration of storage**

Our cookies are stored until they are deleted in your browser or, in the case of a session cookie, until the session has expired.

- **Objection and deletion option**

If you desire, you can set your browser in such a way that the setting of cookies is generally prevented. You can then decide on the acceptance of cookies on a case-by-case basis or allow the general acceptance of cookies. Cookies can be used for different purposes, e.g. to recognize that your PC has ever had a connection to our website (permanent cookies) or to save recently viewed offers (session cookies). We use cookies to provide you with enhanced user experience. To take advantage of our convenience features, we encourage you to accept cookies for our web site. Incidentally, the objection and removal options are based on the general data protection provisions for right of objection and deletion described below in this Privacy Policy.

Data security and data protection, communication by e-mail

Your personal data will be protected by technical and organisational measures such as the careful collection, storage and processing so that they are not accessible to third parties. In the case of unencrypted email communication, we cannot guarantee complete data security on the way to our IT systems, so we recommend encrypted communication or postal mail for information requiring a high degree of confidentiality.

Right to information and requests for correction - Deletion and restriction of data - Revocation of consent - Right to object

Right to information

You have the right to request confirmation whether we process personal information about you. If this is the case, you have a right to be informed about the information named in Article 15, paragraph 1 GDPR, unless the rights and freedoms of other persons are affected (see Article 15 (4) GDPR). We are happy to provide you with a copy of the data.

Right to rectification

Pursuant to Art. 16 GDPR, you have the right to have any personal data (such as address, name, etc.) stored incorrectly with us corrected at any time. You can also request a to have any data stored by us updated at any time. A corresponding adjustment will be made immediately.

Right to deletion

Pursuant to Art. 17 para. 1 GDPR, you have the right to demand that we delete the personal data collected about you, if

- the data are either no longer needed;
- due to the revocation of your consent, the legal basis of the processing has ceased to exist without substitution;
- you object to the processing and there are no legitimate grounds for processing;
- your data are processed unlawfully;
- a legal obligation requires this or if the data was collected in accordance with Art. 8 (1) GDPR.

The right does not exist if pursuant to Art. 17 para. 3 GDPR

- the processing is necessary to exercise the right to freedom of expression and information;
- your data have been collected on the basis of a legal obligation;
- processing is necessary for reasons of public interest;
- the data are required to assert, exercise or defend legal claims.

Right to the restriction of processing

Pursuant to Art. 18 para. 1 GDPR, you have the right in individual cases to demand the restriction of the processing of your personal data.

This is the case when

- you dispute the accuracy of your personal information;
- the processing is unlawful and you do not agree to the deletion of your data;
- the data is no longer needed for the processing purpose, but the data collected is for the purpose of asserting, exercising or defending legal claims;
- a protest against the processing in accordance with Art. 21 para. 1 GDPR has been filed and it is still unclear which interests prevail.

Right of withdrawal

If you have given us an express consent to the processing of your personal data (Article 6 (1) (a) GDPR or Article 9 (2) (a) GDPR) you can withdraw them at any time. Please note that this does not affect the lawfulness of the processing based on the consent until the moment of revocation.

Right to objection

Pursuant to Art. 21 GDPR, you have the right at any time to make an objection against the processing of personal data relating to you, which was collected on the basis of Art. 6 para. 1 lit. f (within the scope of a legitimate interest). This right is only valid if there are special circumstances that speak against storage and processing.

How do I implement my rights?

You may implement your rights at any time by contacting us at:

SCC EVENTS GmbH
Olympia Park Berlin, Hanns-Braun-Straße/Adlerplatz
14053 Berlin
E-Mail: deb@scc-events.com
Tel.: +49 3030128810
Fax: +49 3030128840

Right to data transferability

In accordance with Art. 20 GDPR, you have a right to transfer personal data concerning you. The data are made available by us in a structured, common and machine-readable format. The data can be sent either to you or to a responsible person named by you.

We will provide you with the following data on request in accordance with Art. 20 Para. 1 GDPR:

- Data, which were gathered due to express consent in accordance with art. 6 exp. 1 lit. a GDPR or art. 9 exp. 2 lit. a GDPR;
- Data that we have received from you in accordance with Art. 6 Para. 1 lit. b GDPR within the framework of existing contracts;
- Data that have been processed within the framework of an automated procedure.

We will transfer the personal data directly to a responsible person of your choice as far as this is technically feasible. Please note that we may not transfer data which interfere with the freedoms and rights of other persons in accordance with Art. 20 Para. 4 GDPR.

Right of appeal to the supervisory authority pursuant to Art. 77 para. 1 GDPR

If you suspect that your data is being illegally processed on our site, you can of course at any time bring about a judicial clarification of the problem. In addition, any other legal option is open to you. You also have the option of contacting a supervisory authority in accordance with Art. 77 Para. 1 GDPR. You are entitled to the right of complaint according to Art. 77 GDPR in the EU member state of your place of residence, your workplace and/or the place of the alleged infringement, i.e. you can choose which supervisory authority from the above-mentioned places to file your complaint. The supervisory authority to which the complaint was submitted will then inform you of the status and results of your complaint, including the possibility of a judicial remedy in accordance with Art. 78 GDPR.

Further functions of the website www.eventbaxx.com

Newsletter subscription form

- **Which personal data are collected and to what extent are they processed?**

When you register for the newsletter on our website, we receive the e-mail address entered by you in the registration field and, if applicable, other contact data, provided that you inform us of this via the newsletter registration form.

- **Legal basis for the processing of personal data**

Art. 6 para. 1 lit. a GDPR (consent through clear confirmatory action or conduct)

- **Purpose of data processing**

The data recorded in the registration form for our newsletter will be used by us exclusively for the dispatch of our newsletter, in which we inform you about all our services and news.

After registration, we will send you a confirmation e-mail containing a link that you must click to complete your subscription to our newsletter (double opt-in).

- **Duration of storage**

Our newsletter can be unsubscribed at any time by clicking on the unsubscribe link, which is also included in every newsletter. Your data will be deleted by us immediately after you have unsubscribed, provided there are no legal storage obligations. Your data will also be deleted by us immediately in the event of an uncompleted registration. We reserve the right to delete your data without giving reasons and without prior or subsequent information.

- **Options for revocation or deletion**

The revocation and deletion options are based on the general regulations regarding the right of revocation under data protection law and the right of deletion described below in this data protection declaration.

- **Necessity of providing personal data**

If you would like to use our newsletter, you must fill in the fields marked as mandatory and confirm your e-mail address by clicking on the double opt-in link. The information for newsletter registration is neither necessary to enter into a contract with us nor is it legally binding. They serve exclusively to aid in sending out our newsletter. If you do not fill in the mandatory fields, we are unfortunately unable to provide you with our newsletter service.

Statistical evaluation of visits to this website – Webtracker

We collect, process and store the following data when you access this website or individual files on the website: IP address, website from which the file was retrieved, name of the file, date and time of the retrieval, transferred data volume and notification of the success of the retrieval (so-called web log). We use this access data exclusively in a non-personalised form for the continuous improvement of our Internet offer and for statistical purposes. We also use the following web trackers to evaluate visits to this website:

- **Google Tag Manager**

- **Which personal data are collected and to what extent are they processed?**

On our site, we use the services of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (“Google Tag Manager”). Google Tag Manager offers a technical platform to execute and control other web services and web tracking programs by means of so-called “tags”. In this context, Google Tag Manager stores cookies on your computer and analyses your surfing behaviour (so-called “tracking”) to the extent that web tracking tools are executed using Google Tag Manager. These data sent by individual tags integrated in Google Tag Manager are merged, stored and processed by Google Tag Manager under a uniform user

interface. All embedded tags will be listed separately in this privacy statement. For more information about the privacy practices of the tools included in Google Tag Manager, please see the appropriate section of this privacy statement. When you use our website with Google Tag Manager tags enabled, data such as your IP address and user activity will be transmitted to Google Ireland Limited servers and processed and stored outside the European Union, e.g. in the United States. The EU Commission has determined that an adequate level of data protection can exist in the USA if the data processing company has entered the US-EU Privacy Shield Agreement and the data export to the USA has been made permissible in this way. This is the case with Google Ireland Limited. Regarding the web services integrated via Google Tag Manager, the regulations in the respective section of this data protection declaration apply. The tracking tools used in Google Tag Manager ensure that the IP address of Google Tag Manager is anonymised prior to transmission by IP anonymising the source code. Google Tag Manager will only allow the anonymous collection of IP addresses (so-called IP masking).

- **Legal basis for the processing of personal data**

According to Art. 6 Para. 1 lit. a GDPR, the legal basis for data processing is your consent to the use of cookies and web tracking in our information banner (consent by clear confirmatory action or conduct).

- **Purpose of data processing**

On our behalf, Google will use the information obtained using Google Tag Manager to evaluate your visit to this website, compile reports on website activity and provide us with other services relating to website activity and internet usage.

- **Duration of storage**

Google will store the data relevant for the function of Google Tag Manager as long as it is necessary to fulfil the booked web service. Data is collected and stored anonymously. Should there be a personal reference, the data will be deleted immediately, unless they are subject to legal storage obligations. In any case the deletion takes place after the expiration of the storage obligation.

- **Option for objection and deletion**

You can prevent the collection and forwarding of personal data to Google (in particular your IP address) and the processing of this data by Google by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the “Do Not Track” setting of your browser. You can also prevent Google from collecting the data generated by the Google cookie and related to your use of the website (including your IP address) and Google from processing this data by downloading and installing the browser plug-in available at

the following link <http://tools.google.com/dlpage/gaoptout?hl=de> . Google's security and data protection principles can be found at [<https://policies.google.com/privacy>]<https://policies.google.com/privacy> .

- **New Relic**

- On our website we use a web tracking service provided by New Relic, Inc., 188 Spear Street, 94105 San Francisco, United States of America (hereinafter: New Relic). New Relic uses cookies that are stored on your computer to track the use of our website and your surfing habits (so-called tracking). We perform this analysis on the basis of New Relic's tracking service in order to constantly optimize our Internet offering and make it more readily accessible. When using our website, data such as your IP address and your user activities are transmitted to servers of New Relic, Inc. and processed and stored outside the European Union, e.g. in the USA. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. New Relic, Inc. has been certified under the EU-US Privacy Shield Agreement (see <https://www.privacyshield.gov/list>). The data will be deleted as soon as the purpose for which it was collected has been fulfilled. Further information on the handling of the transferred data can be found in New Relic's data protection declaration: <https://newrelic.com/privacy>
- You can prevent the collection and forwarding of personal data (in particular your IP address) as well as the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser (you can find this e.g. at www.noscript.net or www.ghostery.com) or activating the "Do Not Track" setting of your browser. An opt-out option is available at the following link: <https://newrelic.com/privacy>

- **Google Ads**

- On our website we use a web tracking service provided by Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter Google Ads). Google Ads uses cookies which are stored on your computer and which enable an analysis of the use of our website and your surfing behaviour (so-called tracking). We carry out this analysis on the basis of the Google Ads tracking service in order to constantly optimise our website and make it more readily accessible. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. The justified interest results here from the constant improvement of our offers. Within the scope of using our website, data such as your IP address and your user activities are transferred to the servers of Google Ireland Limited and processed and stored within the European Union. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. The data will be deleted as soon as the purpose for which it was collected has been fulfilled. Further information on the handling of the transferred data can be found in the Privacy Policy of Google Ads: <https://policies.google.com/privacy>
- You can prevent the collection and forwarding of personal data (in particular your IP address) and the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the

“Do Not Track” setting of your browser. An opt-out option is available at the following link: <https://policies.google.com/privacy>

- **Google Analytics**

- **Scope of the processing of personal data**

On our site we use the web tracking service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter Google Analytics). Google Analytics uses cookies within the framework of web tracking, which are stored on your computer and which enable an analysis of the use of our website and your surfing behaviour (so-called tracking). We carry out this analysis on the basis of Google Analytics' tracking service in order to constantly optimise our website and make it more readily accessible. When you use our website, data such as your IP address and user activity is transmitted to servers operated by Google Ireland Limited. We perform this analysis on the basis of Google's tracking service in order to constantly optimise our Internet offering and make it more readily accessible. We also require web tracking for security reasons. Web tracking enables us to track whether third parties are attacking our website. By the information of the Webtracker we can take effective countermeasures and protect the personal data processed by us against these cyber attacks. By activating IP anonymisation within the Google Analytics tracking code of this website, your IP address will be anonymised by Google Analytics before transmission. This website uses a Google Analytics tracking code, which has been extended by the operator `gat._anonymizeIp()`; to allow only an anonymized collection of IP addresses (so-called IP masking).

- **Legal basis for the processing of personal data**

Pursuant to Art. 6 Para. 1 lit. a GDPR, the legal basis for data processing is your consent to the use of cookies and web tracking in our information banner (consent by clear confirmatory action or conduct).

- **Purpose of data processing**

On our behalf, Google will use this information to evaluate your visit to this website, compile reports on website activity and provide us with other services relating to website activity and internet usage. We also require web tracking for security reasons. Web tracking enables us to track whether third parties are attacking our website. The information from the web tracker enables us to take effective countermeasures and protect the personal data we process from these cyberattacks.

- **Duration of storage**

Google will store the data relevant for the provision of web tracking as long as it is necessary to fulfil the booked web service. Data is collected and stored anonymously. Should there be a personal reference, the data will be deleted

immediately, unless they are subject to legal storage obligations. In any case the deletion takes place after the expiration of the storage obligation.

- **Option for objection and deletion**
You can prevent the collection and forwarding of personal data to Google (in particular your IP address) and the processing of this data by Google by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the “Do Not Track” setting of your browser. You can also prevent Google from collecting the data generated by the Google cookie and related to your use of the website (including your IP address) and Google from processing this data by downloading and installing the browser plug-in available at the following link <http://tools.google.com/dlpage/gaoptout>. Google’s security and data protection principles can be found at <https://policies.google.com/privacy>.

- **Mouseflow**

- On our website we use a web tracking service from the company Mouseflow ApS, Flaeskatorvet 68, 1711 Copenhagen, Denmark (hereinafter: Mouseflow). Mouseflow uses cookies within the framework of web tracking, which are stored on your computer and which enable an analysis of the use of our website and your surfing behaviour (so-called tracking). We carry out this analysis on the basis of Mouseflow’s tracking service in order to constantly optimise our website and make it more readily accessible. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. The justified interest results here from the constant improvement of our offers. Within the framework of the use of our website, data, such as in particular your IP address and your user activities, are transferred to the server of the company Mouseflow ApS and processed and stored within the European Union. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information about the handling of the transferred data can be found in Mouseflow’s data protection declaration: <https://mouseflow.de/privacy/>
- You can prevent the collection and forwarding of personal data (in particular your IP address) and the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the “Do Not Track” setting of your browser. An opt-out option is available at the following link: <https://mouseflow.de/opt-out/>

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- **Facebook Connect**

- On our website we use a web tracking service provided by Facebook Ireland Limited, 4 Grand Canal Square, 2 Dublin, Ireland (hereinafter: Facebook Connect). Facebook Connect uses cookies as part of web tracking, which are stored on your computer and enable us to analyse your use of our website and your surfing behaviour (so-called tracking). We carry out this analysis on the basis of Facebook Connect’s tracking service in order to constantly optimise our website and make it more accessible. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. The justified interest results here from the constant improvement of our offers. Within the scope of using our website, data such as

your IP address and your user activities are transferred to servers of the company Facebook Ireland Limited and processed and stored within the European Union. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. The data will be deleted as soon as the purpose for which it was collected has been fulfilled. Further information on the handling of the transferred data can be found in the Facebook Connect data protection declaration: <https://www.facebook.com/about/privacy>

- You can prevent the collection and forwarding of personal data (in particular your IP address) and the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the "Do Not Track" setting of your browser. An opt-out option is available at the following link: <https://www.facebook.com/about/privacy>

- **Facebook Custom Audience**

- On our website we use a web tracking service provided by Facebook Ireland Limited, 4 Grand Canal Square, 2 Dublin, Ireland (hereinafter: Facebook Custom Audience). Facebook Custom Audience uses cookies as part of web tracking, which are stored on your computer and allow us to analyse your use of our website and your surfing behaviour (so-called tracking). We perform this analysis on the basis of Facebook Custom Audience's tracking service in order to continually optimize our Internet offering and make it more accessible. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. The justified interest results here from the constant improvement of our offers. Within the scope of using our website, data such as your IP address and your user activities are transferred to servers of the company Facebook Ireland Limited and processed and stored within the European Union. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. The data will be deleted as soon as the purpose for which it was collected has been fulfilled. Further information on the handling of the transferred data can be found in the Facebook Custom Audience Privacy Policy: <https://www.facebook.com/about/privacy>
- You can prevent the collection and forwarding of personal data (in particular your IP address) and the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the "Do Not Track" setting of your browser. An opt-out option is available at the following link: <https://www.facebook.com/about/privacy>

- **Bizographics**

- A webtracker by the company bioGraphic, 55 Music Concourse Drive, CA 94118 San Francisco, United States of America (hereinafter: Bizographics) is loaded on our website. If you have activated Java Script in your browser and have not installed a Java Script Blocker, your browser may transmit personal data to Bizographics. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR, i.e. explicit consent when opening our site. Further information on the handling of the transferred data can be found in the Bizographics data protection declaration: <https://www.biographic.com/privacy-rights>

- You can prevent the collection and processing of your data by Bizographics by deactivating the execution of script code in your browser or by installing a script blocker in your browser (this can be found, for example, at www.noscript.net or www.ghostery.com).
- **albacross**
 - On our website we use a web tracking service provided by Albacross Nordic AB, Kungsgatan 26, 111 35 Stockholm, Sweden (hereinafter referred to as albacross). albacross uses cookies within the framework of web tracking which are stored on your computer and which enable an analysis of the use of our website and your surfing behaviour (so-called tracking). We carry out this analysis on the basis of the albacross tracking service in order to constantly optimise our website and make it more accessible. The legal basis for this is our legitimate interest pursuant to Art. 6 Para. 1 lit. f GDPR. The justified interest results here from the constant improvement of our offers. In the course of using our website, data, such as, in particular, your IP address and your user activities, will be transmitted to servers of Albacross Nordic AB and processed and stored within the European Union. The legal basis for data processing is Art. 6 Para. 1 lit. a GDPR. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information on the handling of the transferred data can be found in the albacross data protection declaration: <https://albacross.com/privacy-policy/>
 - You can prevent the collection and forwarding of personal data (in particular your IP address) and the processing of this data by deactivating the execution of script code in your browser, installing a script blocker in your browser or activating the “Do Not Track” setting of your browser. An opt-out option is available at the following link: <https://albacross.com/privacy-policy/>

Integration of external web services and processing of data outside the EU

On our website we use active content from external providers, so-called web services. When you access our website, these external providers may receive personal information about your visit to our website. In this case, it may be possible to process data outside the EU. You can prevent this by installing an appropriate browser plug-in or deactivating the execution of scripts in your browser. This can lead to functional restrictions on Internet pages that you visit.

We use the following external web services:

- **Amazon CloudFront (CDN)**
 - A web service of the company Amazon Web Services, Inc., 410 Terry Avenue North, WA 98109 Seattle, United States of America (hereinafter: Amazon CloudFront (CDN)) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Amazon CloudFront (CDN). The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. Amazon Web Services, Inc. has certified itself within the framework

of the EU-US Privacy Shield Agreement (see <https://www.privacyshield.gov/list>). Here you will find the link to the EU adequacy decision regarding the EU-US Privacy Shield: http://data.europa.eu/eli/dec_impl/2016/1250/oj. The data will be deleted as soon as the purpose of their collection has been fulfilled. Further information on the handling of the transferred data can be found in Amazon CloudFront's Privacy Policy (CDN):

https://www.amazon.de/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=201909010

- You can prevent Amazon CloudFront (CDN) from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker.

- **DoubleClick**

- A web service of the company Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter: Doubleclick) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Doubleclick. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The deletion of the data takes place as soon as the purpose of its collection was fulfilled. Further information about the handling of the transferred data can be found in Doubleclick's data protection declaration: <https://policies.google.com/privacy>
- You can prevent Doubleclick from collecting and processing your information by disabling the execution of script code in your browser or by installing a script blocker in your browser.

- **Google**

- A web service provided by Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter: Google) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Google. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information about the handling of the transferred data can be found in Google's data protection declaration: <https://policies.google.com/privacy>
- You can prevent the collection and processing of your data by Google by deactivating the execution of script code in your browser or by installing a script blocker in your browser.

- **Google APIS**

- A web service of the company Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter: Google APIS) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Google APIS. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an

error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information about the handling of the transferred data can be found in the Privacy Policy of Google APIS:

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

- You can prevent the collection and processing of your data by Google APIS by deactivating the execution of script code in your browser or by installing a script blocker in your browser.

- **Gstatic**

- Our website contains a web service provided by Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter: Gstatic). We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Gstatic. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information on the handling of the data transferred can be found in Gstatic's data protection declaration:

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

- You can prevent Gstatic from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker in your browser.

- **JQuery**

- A web service of the company The Linux Foundation, 1 Letterman Drive, Building D, Suite D4700, CA 94129 San Francisco, United States of America (hereinafter: JQuery) is loaded on our website. If you have enabled Java Script in your browser and have not installed a Java Script Blocker, your browser may transmit personal information to JQuery. For more information on handling the transferred data, please refer to JQuery's Privacy Policy: <https://js.foundation/wp-content/uploads/sites/33/2017/03/JS-Foundation-IP-Policy.pdf>

- You can prevent JQuery from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker in your browser.

- **Youtube**

- Our website contains a web service provided by Google Ireland Limited, Gordon House, Barrow Street, 4 Dublin, Ireland (hereinafter: Youtube). We use this information to ensure the full functionality of our website. In this context, your browser may transmit personal information to Youtube. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information on the handling of the transferred

data can be found in Youtube's data protection declaration:

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

- You can prevent the collection and processing of your data by Youtube by deactivating the execution of script code in your browser or by installing a script blocker in your browser.

- **Hubspot**

- A web service of the company HubSpot, Inc, 25 First Street, 2141 Cambridge MA, United States of America ("Hubspot") is loaded on our website. We use this information to ensure the full functionality of our website. In this connection, your browser may transmit personal data to Hubspot. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. HubSpot, Inc has certified itself within the framework of the EU-US Privacy Shield Agreement (see <https://www.privacyshield.gov/list>). Here you will find the link to the EU adequacy decision regarding the EU-US Privacy Shield: http://data.europa.eu/eli/dec_impl/2016/1250/oj. The data will be deleted as soon as the purpose for which it was collected has been fulfilled. Further information on the handling of the transferred data can be found in Hubspot's data protection declaration: <http://www.hubspot.com/>
- You can prevent Hubspot from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker.

- **LinkedIn**

- A web service from LinkedIn Ireland Unlimited Company, Wilton Place, 2 Dublin, Ireland (LinkedIn) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to LinkedIn. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information about the handling of the transferred data can be found in the data protection declaration of LinkedIn: <https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy>
- You can prevent LinkedIn from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker in your browser.

- **Unbounce**

- A web service of the company Unbounce, 400-401 West Georgia, V6B 5A1 St. Vancouver, BC, Canada (hereinafter: Unbounce) is loaded on our website. We use this information to ensure the full functionality of our website. In this context, your browser may transfer personal information to Unbounce. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The EU Commission has determined that Canada has

an adequate level of data protection so that data export to Canada can be made permissible. The deletion of the data takes place as soon as the purpose of its collection was fulfilled. Further information on the handling of the transferred data can be found in Unbounce's data protection declaration:

<https://unbounce.com/privacy/>

- You can prevent the collection and processing of your data by Unbounce by deactivating the execution of script code in your browser or by installing a script blocker in your browser. Further information on the European Union's adequacy decision can be found at: https://ec.europa.eu/info/law/law-topic/data-protection_de

- **HileAdzz**

- A web service of the company Fanomena GmbH, Dudweilerstraße 71, 66111 Saarbrücken, Germany (hereinafter: HileAdzz) is loaded on our website. We use this data to ensure the full functionality of our website. In this context, your browser may transmit personal data to HileAdzz. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its collection has been fulfilled. Further information on the handling of the transferred data can be found in HileAdzz's data protection declaration:

<https://www.hileadzz.com/de/datenschutzrichtlinien/>

- You can prevent HileAdzz from collecting and processing your data by disabling the execution of script code in your browser or by installing a script blocker in your browser.

- **usemessages.com**

- A web service of the company usemessages.com (hereinafter: usemessages.com) is loaded on our website. If you have activated Java-Script in your browser and have not installed a Java-Script blocker, your browser may transfer personal data to usemessages.com. You can find further information about the handling of the transferred data in the Privacy Policy of usemessages.com:

<http://usemessages.com/>

- You can prevent the collection and processing of your data by usemessages.com by deactivating the execution of script code in your browser or by installing a script blocker in your browser.

- **website-check.de**

- A web service of the company Website-Check GmbH, Beethovenstraße 24, 66111 Saarbrücken, Germany (hereinafter: website-check.de) is loaded on our website. We use this data to ensure the full functionality of our website. In this context your browser may transmit personal data to website-check.de. The legal basis for data processing is Art. 6 Para. 1 lit. f GDPR. The justified interest consists in an error-free function of the Internet page. The data will be deleted as soon as the purpose of its

collection has been fulfilled. Further information about the handling of the transferred data can be found in the Privacy Policy of website-check.de:

<https://www.website-check.de/datenschutzerklaerung/>

- You can prevent the collection and processing of your data by website-check.de by deactivating the execution of script code in your browser or by installing a script blocker in your browser.

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