

## COOKIE POLICY

Like many other websites, we use so-called “cookies”. Cookies are small text files that are stored on your device (laptop, tablet, smartphone, etc.) when you visit our website. Our website uses only cookies related to Google Analytics.

### Use of Google Analytics

If you consent, our website uses the features of Google Analytics Remarketing combined with the cross-device capabilities of Google AdWords. The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

### Purpose and legal basis

We have integrated the component Google Analytics (with anonymisation function) on this website.

Google Analytics is a web analytics service. Web analysis is the gathering, collection and analysis of data about the behavior of visitors to websites. Among other things, a web analysis service collects data on which website a data subject has come to a website from (so-called referrers), which subpages of the website were accessed or how often and for which period of time a subpage was viewed. A web analysis is mainly used to optimize a website and for the cost-benefit analysis of Internet advertising. Our website also uses Google Analytics performance reports relating to demographics and interests and reports on Google Display Network impressions.

Google Analytics uses cookies. 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. Google might transfer the personal information collected via this technical procedure to third parties.

We process your Personal Data on the basis of your explicit consent (Art. 6 para. 1 letter a GDPR) by opting in on the cookie banner.

### Personal Data processed

Google Analytics collects the following data about your use of this website:

- IP Address and IP location
- Referring (exit pages and URLs)
- Number, duration and time of visits (your interaction with the Website)
- Search engines, keyphrases and keywords used to find our site
- Browser type, type of device, screen size, internet service provider and operating system



The IP address is sent to and shortened by a Google server in the USA. On behalf of the operator of the website, Google will use this information to evaluate your use of the website, compile reports on website activity and to provide further services related to website and internet use to us. The IP address transferred through your browser to Google Analytics will not be combined with other data held by Google.

In addition, this website uses the Analytics feature UserID to track interaction data. This User ID will be additionally anonymized and encrypted and will not be linked with other data.

### **Opting in**

The website only uses Google Analytics if you agree to this in advance. When you visit our website, a pop-up window will appear, giving you the choice to " Proceed without Google", or "Proceed with all".

Only if you select "Proceed with all", Google Analytics will be activated.

### **Opting out**

#### 1. Opting-out for current session

You can opt-out for the current session by clicking on this [link](#). Alternatively you can click on the "[Manage cookie consent](#)" link under <https://gdpr-rep.eu/legal>.

#### 2. Permanent Opting-out

You can also prevent the storage of cookies generally by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of websites to the fullest extent possible.

In addition, you may generally prevent the collection of the data generated by cookies and related to your use of websites (including your IP address) by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

This browser add-on informs Google Analytics via JavaScript that no data and information about website visits may be transmitted to Google Analytics. Please note that

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



### 3. Disable Google Analytics for display advertising

You can disable Google Analytics for display advertising and customize the ads on the Google Display Network by visiting the ad settings at this link: <https://adssettings.google.com>.

Further information and Google's applicable privacy regulations can be found at <https://policies.google.com/privacy?hl=en> and <https://marketingplatform.google.com/about/> The following link provides a further explanation of Google Analytics <https://marketingplatform.google.com/about/>.

### Recipients

To achieve the objectives described above, it may be necessary to disclose your Personal Data to the following Recipients in certain cases. Personal Data may be disclosed by being transferred, disseminated, or provided by other means to:

	Recipient	Data Location	Basis for transfer to third party country
1	Google Inc.	USA	Adequacy decision of The European Commission on the basis of Art 45 GDPR (EU-US Privacy Shield)

### Retention period

By default, a Google Analytics Cookie expires after 2 years from the date it was last refreshed.

### Summary

Purpose	Legal Basis	Recipients	Retention
Analysis of use of website	Consent	1	2 years after it was last refreshed