

# Data privacy notice

## I. General information

Thank you for your interest in our website. We take the protection of the personal data collected here on our site very seriously. We are committed to the responsible handling of your data so that your privacy is safeguarded at all times.

### Who is responsible for data processing and who is the contact person?

The responsible parties for data processing within the scope of the Data Protection Act (GDPR) and other data protection regulations:

#### **DAKOSY Datenkommunikationssystem AG**

Board: Dieter Spark, Ulrich Wrage

Mattentwiete 2, 20457 Hamburg

Phone: 040/37003-0, Fax: 040/37003-370, E-Mail: [info@dakosy.de](mailto:info@dakosy.de)

### Contact information for our Data Protection Representative

Marek Blaszczyk, Mattentwiete 2 , 20457 Hamburg , E-Mail: [datenschutz@dakosy.de](mailto:datenschutz@dakosy.de)

### Which information do we use and what do we use it for?

Our internet platform is basically designed in such a way that it can be used anonymously.

We do not collect personal data such as name, address, telephone number or e-mail address unless you provide this information voluntarily, e.g., when registering for a newsletter, for an event or via the contact form. We use your voluntarily-provided data exclusively for the purpose for which you have given it to us, namely to process your enquiries, to fulfill contracts entered into with you and for technical administration.

### On what legal basis do we process your data?

We process personal data collected during visits to our websites in accordance with data protection regulations.

Insofar as we obtain the consent of the concerned party for the processing of their personal data, Article 6 Paragraph 1 Subsection a) of the Data Protection Act (GDPR) serves as the legal basis.

We process your data under the service provision for the fulfillment of the contract-like relationship with you, so that you can access and use our services, i.e., our website (per Article 6 Paragraph 1 Subsection b) of the Data Protection Act (GDPR)).

In addition, we process your data to protect our legitimate interests (Article 6 Paragraph 1 Subsection f) of the Data Protection Act (GDPR)), which includes:

1. Data security, whereby the data from each visit is stored and evaluated in a log file.
2. The optimization of our internet platform. For this purpose, cookies are used and visit information is transferred to our service provider, without personal references.

### **How long is your information stored?**

The personal data of the concerned parties will be deleted or blocked as soon as the purpose of storage is no longer applicable.

All data stored to review security incidents will be deleted after 31 days (log file).

Data may be stored for longer periods if this has been designated by European or national legislation through EU regulations, laws or other requirements to which DAKOSY is subject.

### **Is data transferred to a third country?**

Data is not transferred to countries outside the EU or the EEA (so-called third countries).

### **Does DAKOSY use automated decision making, including profiling?**

We categorically do not use fully-automated decision making, including profiling, according to Article 22 of the Data Protection Act (GDPR).

### **What data protection rights do you have with regard to your data?**

You have the following rights regarding our processing of your personal data:

- Right to information,
- Right to correction or deletion,
- Right to restriction of processing,
- Right to refuse the processing,
- Right to data portability.

You also have the right to file a complaint with a data protection supervisory authority about our processing of your personal data. A list of data protection supervisory authorities, as well as their contact information, can be found by following this link:

[https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)

### **Revocation of your consent to data processing**

Many data processing operations are only possible with your express consent. You may revoke your consent at any time. All you need to do is send us an e-mail at: [widerspruch@dakosy.de](mailto:widerspruch@dakosy.de)

The legality of the data processing which occurred prior to the revocation of consent remains unaffected by the revocation.

### **Security**

DAKOSY uses technical and organizational security measures to protect the data which we manage from accidental or intentional manipulation, loss, destruction or access by unauthorized persons. Our security measures are continuously being improved in accordance with the latest technological standards.

### **SSL and TLS encryption**

This site uses SSL or TLS encryption for added security and to protect the transmission of confidential content, such as the orders or requests you send to DAKOSY. You can recognize 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.

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

## **II. Data collection on our website**

### **Server log information**

When you visit our website, the browser on your device automatically sends information our website's server. This information is temporarily stored in a log file. The following information is recorded automatically and stored until it is automatically deleted:

- IP address of the inquiring computer
- Date and time of your access
- Name and URL of the requested information
- Website which referred you to ours (referrer URL)
- Browser used and, where applicable, the operating system of your computer

The log files contain IP addresses or other data that enable the assignment of a user. This data is not merged with other data sources. We collect such technical information so that you can view our website correctly and we can determine the causes of any technical problems, for the technical optimization of our website and for purposes of the security of our computer systems and networks. These purposes also constitute our legitimate interest in data processing pursuant to Article 6 Paragraph 1 Subsection f) of the DGPR. The data will be deleted as soon as it is no longer required to fulfill the purpose for which it was collected.

The collection of data for the provision of the website and the storage of the data in log files is mandatory for the operation of the website. Consequently, there is no option for the user to raise an objection.

### **Forms**

If you send us an inquiry by filling out one of our forms, your personal details (first and last name, e-mail address, telephone number and street address, if applicable) from the inquiry form, including the contact data you provided there, will be stored with us for the purpose of processing the inquiry and in the event of follow-up questions. We will not pass on this data without your consent.

The data entered on the form is therefore processed exclusively on the basis of your consent (Article 6 Paragraph 1 Subsection a) of the Data Protection Act (GDPR)). You may revoke this consent at any time. All you need to do is send us an e-mail. The legality of the data processing which occurred prior to the revocation of consent remains unaffected by the revocation.

The data you entered on the form will remain with us until you request for us to delete it, your consent for storage has been revoked or the purpose for the data storage has been fulfilled and storage is no longer necessary. Mandatory statutory provisions - in particular retention periods - remain unaffected.

### **Newsletter**

Data

If you would like to receive the newsletter offered on the website, we require an e-mail address from you as well as information (first name, last name, company and address data) that allows us to verify that you are the owner of the specified e-mail address and agree to receive the newsletter. Further data will not be collected. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The processing of the data entered in the newsletter registration form is based exclusively on your consent ((Article 6 Paragraph 1 Subsection a) of the GDPR)). You can revoke your consent to the storage of the data, the e-mail address and its use for sending the newsletter at any time, for example via the "Unsubscribe" link in the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation of your consent or your cancellation of the newsletter subscription.

The data you provide for the purpose of receiving the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from the newsletter distribution list after you unsubscribe. Data that has been stored by us for other purposes remains unaffected by this.

The basis for data processing is your consent ((Article 6 Paragraph 1 Subsection a) of the GDPR)) to ensure secure data processing.

### **Registration on this website**

You can register on our website to use the additional functions of the site. The data entered (first and last name, e-mail address, telephone number and street address, if applicable) will only be used for the purpose of using the respective offering or service for which you have registered. The mandatory information requested during registration must be provided in full, otherwise the registration cannot be completed.

In the event of important changes, such as the scope of the offering or technically necessary changes, we will use the e-mail address provided during registration to contact you.

The data entered during registration will be processed on the basis of your consent (Article 6 Paragraph 1 Subsection a) of the Data Protection Act (GDPR)). You can revoke your consent at any time. All you need to do is send us an e-mail. The legality of the data processing which occurred prior to the revocation of consent remains unaffected by the revocation.

The data collected during registration will be stored by us as long as you are registered on our website and will be deleted if you request deletion, revoke your consent for storage or if the purpose for data storage has been fulfilled and storage is no longer necessary. Mandatory statutory retention periods remain unaffected.

### **Cookies**

Some of our internet pages use so-called cookies. Cookies do not cause any damage to your computer and do not contain any viruses. Cookies serve to make our website 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 what are known as "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your device until you delete them. These cookies enable us to recognize your browser the next time you visit our website.

It is possible set your browser so that you are informed about the use of cookies and only allow cookies per individual case. You can also deny the use of cookies in specific cases or in general and activate the automatic deletion of cookies when the browser is closed. When cookies are deactivated, the functionality of this website may be limited.

Cookies, which are necessary to carry out the electronic communication process or to provide certain functions you have requested, are stored on the basis of Article 6 Paragraph 1 Subsection f) of the Data Protection Act (GDPR). DAKOSY has a legitimate interest in the storage of cookies for the technically accurate and optimized provision of its services.

### III. Analysis tools and advertising

#### Google Analytics

In order to keep our customers well-informed and to be able to design our web pages more effectively, DAKOSY uses Google Analytics, a web analysis service of Google Inc. (hereafter, "Google"). In this context, only access data without personal references is stored, such as browser type and version, operating system used, referrer URL, anonymized IP address of the requesting computer and access date and time of the request.

The information generated by cookies about your use of this website (including your anonymized IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

This information is evaluated solely for the purpose of improving our offerings and for statistical purposes and does not allow us to draw any conclusions about you personally.

Data processing with Google Analytics on our website is based on Article 6 Paragraph 1 Subsection a) of the GDPR. Your consent is voluntary, you may revoke it at any time with immediate effect for the future by changing your currently specified settings in our cookie banner.

#### Objection to data collection

You may refuse the use of cookies by selecting the appropriate settings on your browser. However, we would like to point out that in this case you may not be able to use all functions of this website to their full extent.

However, you can also prevent Google from collecting the data generated by cookies and relating to your use of this website (including your IP address) and from Google's processing of this data by downloading and installing the browser plug-in available under the following link: (Link: <http://tools.google.com/dlpage/gaoptout>)

As an alternative to the browser add-on, please click [this link](#) to prevent Google Analytics from collecting data from this website in the future. An opt-out cookie is stored on your device. If you delete your cookies, you must click on this link again.

Further information on terms of use and data protection can be found under this [link \(Terms\)](#) or at this [link \(Policies\)](#). We would like to point out once again that the code "anonymizelp" has been added to Google Analytics on this website to ensure anonymous collection of IP addresses (so-called IP masking).

By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## **IP anonymity**

We have activated the IP anonymization function on this website. This will cause your IP address to be shortened by Google within member states of the European Union or in other states party to 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 to evaluate your use of the website, to compile reports on website activities and to provide the website operator with further services associated with website use and internet use. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data.

## **Demographic features in Google Analytics**

This website uses the “demographic features” in Google Analytics. As a result, reports can be produced that contain statements on the age, gender and interests of the site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This data cannot be assigned to a specific person. You can disable this feature at any time through the ad settings in your Google Account or generally prohibit the collection of your data by Google Analytics (as described in the above section "Objection to Data Collection").

## **IV. Plug-ins and tools**

### **YouTube**

Our website uses plug-ins from Google's YouTube site. This website is operated by YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

If you visit one of our pages equipped with a YouTube plug-in, a connection to the YouTube servers is established. The YouTube server is informed which of our pages you visited.

If you are logged into your YouTube account, you allow YouTube to associate your surfing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offerings. This represents a legitimate interest within the scope of Article 6 Paragraph 1 Subsection f) of the Data Protection Act (GDPR).

For more information on the handling of 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 to uniformly display fonts. When you call up a page, your browser loads the required Web Fonts into your browser cache to display texts and fonts correctly.

To do this, the browser you are using must connect to Google's servers. This gives Google knowledge 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 platform. This represents a legitimate interest within the scope of Article 6 Paragraph 1 Subsection f) of the Data Protection Act (GDPR).

If your browser does not support Web Fonts, a default font is used by your computer.

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

## **Google Maps**

This page 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 save 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 representation of our online offerings and of making the places indicated by us on the web page easier for you to find. This represents a legitimate interest within the scope of Article 6 Paragraph 1 Subsection f) of the Data Protection Act (GDPR).

You can find more information on the handling of user data in Google's data privacy statement: <https://www.google.de/intl/de/policies/privacy/>

## **Use of Google Adwords Conversion Tracking**

To optimize your experience of our website, we use Google Conversion Tracking to statistically record and evaluate the use of our website. Google Adwords leaves a cookie on your computer if you have accessed our website via a Google ad.

These cookies expire after 30 days and are not used for personal identification. If you register for a live seminar, after submitting the registration form you will be notified by the cookie that you had previously clicked on the ad.

Each Adwords customer receives an individual cookie. Cookies cannot be tracked via the websites of Adwords customers. The information gathered using the conversion cookie is used to generate conversion statistics for Adwords customers who use Conversion Tracking. Adwords customers learn the total number of users who clicked on their ad and were redirected to a Conversion Tracking tag page. However, they do not receive any information which could personally identify an individual user.

If you do not wish to participate in the tracking process, you can also reject the use of the cookie required for this - for example, by using a browser setting that generally deactivates the automatic use of cookies. You can also deactivate cookies for Conversion Tracking by setting your browser to block cookies from the "www.googleadservices.com" domain. Google's privacy policy for Conversion Tracking can be found here <https://services.google.com/sitestats/de.html>

## **Consent Manager**

We have integrated the consent management tool "Usercentrics" from Usercentrics GmbH ([www.usercentrics.com](http://www.usercentrics.com)) into our website to request consent for data processing or the use of cookies or comparable functions. With the help of "Usercentrics", you have the option of granting or rejecting your consent for certain functionalities of our website, e.g., for the purpose of integrating external elements such as statistical analysis.

You can use "Usercentrics" to give or refuse your consent for all functions or to give your consent for individual purposes or individual functions. You may also modify the settings you have chosen at a later date.

The purpose of the integration of "Usercentrics" is to allow the users of our website to decide on the aforementioned services. In the course of using "Usercentrics", personal data as well as information about the end devices used, such as the IP address, will be processed.

The legal basis for the processing is Article 6 Paragraph 1(1) Subsection c) in conjunction with Article 6 Paragraph 3(1) Subsection a) of the GDPR in conjunction with Article 7 Paragraph 1 of the GDPR and alternatively Article 6 Paragraph 1(1) Subsection f) of the GDPR.

### **Webinars with GoTo Webinar**

In order to be able to conduct webinars via the internet, our company uses the GoTo Webinar software solution from GoTo Technologies Ireland Unlimited Company (hereinafter, "GoTo"). For the provision of this service and the associated data processing, GoTo is the responsible data processor. The data protection notice of GoTo can be found here: <https://www.goto.com/de/company/legal/privacy>.

To carry out the webinar, we transmit your registration or customer data to GoTo. The processing of your data is based on your consent (Article 6 Paragraph 1 Subsection a) of the GDPR). For the execution of the webinar, an encrypted connection is established between you and the organizer of the webinar.

The webinars are recorded as and when required in order to make them available on our website for later retrieval. Statistical data is collected during and after the webinar.

Should you participate in a webinar, we will receive, in addition to your registration data, information about your duration of participation and interest in the webinar, for the purposes of ongoing customer support or to enhance the user experience.

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