

DATA PRIVACY

I. NAME AND ADDRESS OF RESPONSIBLE PARTY

The responsible person within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws of the Member States as well as other data protection regulations is

Tiba Business School GmbH

Perchtinger Straße 10

81379 München

Germany

Telefon: +49 89 893161-28

Telefax: +49 89 893161-20

E-Mail: [business-school\(at\)tiba.de](mailto:business-school(at)tiba.de)

Internet: <https://www.tiba.de/business-school/>

represented by the managing director Till H. Balsler

II. THE DATA PROTECTION OFFICER OF THE CONTROLLER IS

Caroline Primke

Tiba Technologieberatung GmbH

Wittenbergplatz 1

D-10789 Berlin

E-Mail: [dataprivacy\(at\)tiba.de](mailto:dataprivacy(at)tiba.de)

III. GENERAL INFORMATION ABOUT DATA PROCESSING

1. Scope of personal data processing

As a matter of principle, we process the personal data of our users only to the extent necessary to provide a functional website and our content and services. The processing of personal data of our users is normally only carried out with the consent of the user. Exceptions to this are cases where prior consent cannot be obtained for practical reasons and where the processing of the data is permitted by law.

2. Legal basis for processing personal data

To the extent that we obtain the consent of the data subject for processing operations involving personal data, the legal basis is Article 6(1)(a) of the EU General Data Protection Regulation (GDPR).

When processing personal data necessary for the performance of a contract to which the data subject is a party, Art. 6(1)(b) of the GDPR will serve as the legal basis. This also applies to processing necessary for the performance of pre-contractual measures.

If the processing of personal data is necessary to comply with a legal obligation to which our company is subject, Art. 6 (1) lit. c DSGVO serves as the legal basis.

If the processing of personal data is necessary to protect the vital interests of the data subject or another natural person, Art. 6 (1) lit. d DSGVO serves as the legal basis.

If the processing is necessary to protect a legitimate interest of our company or a third party and the interests, fundamental rights and freedoms of the data subject are not overridden, Art. 6 (1) lit. f DSGVO serves as the legal basis for the processing.

3. Deletion of data and retention period

The personal data of the data subject will be deleted or blocked as soon as the purpose for which it was stored no longer applies. Data may be stored beyond this period if the European or national legislator has provided for this in Union regulations, laws or other provisions to which the controller is subject. Data will also be blocked or deleted upon expiration of a retention period prescribed by the aforementioned standards, unless further storage of the data is necessary for the conclusion or performance of a contract.

IV. PROVISION OF THE WEBSITE AND CREATION OF LOG FILES

1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer. Likewise, the provider of these pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us.

The following information is collected

1. the website visited
2. date and time of access
3. amount of data sent in bytes

4. referrer URL or source/reference from which you came to the page
5. type and version of browser used
6. operating system used
7. IP address used
8. use of website functions

This information is also stored in the log files of our system. These data are not stored together with other personal data of the user.

2. Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6 par. 1 lit. f DSGVO.

3. Purpose of data processing

The temporary storage of the IP address by the system is necessary to allow the website to be delivered to the user's computer. For this purpose, the user's IP address must be stored for the duration of the session.

The storage in log files is done to ensure the functionality of the website. We also use the data to optimise the website and to ensure the security of our information technology systems. We do not evaluate the data for marketing purposes.

These purposes also constitute our legitimate interest in processing the data pursuant to Art. 6 para. 1 lit. f DSGVO.

4. Duration of storage

The data will be cancelled as soon as they are no longer necessary for the purposes for which they were collected. In the case of the collection of data for the provision of the website, this is the case at the end of each session.

In the case of the storage of data in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users will be deleted or made anonymous so that it is no longer possible to identify the calling client.

5. Possibility to object and erasure

The collection of data for the provision of the website and the storage of data in log files are strictly necessary for the operation of the website. Consequently, there is no possibility for the user to object.

V. USE OF COOKIES

a) Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. When a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a unique string of characters that allows the browser to be uniquely identified when the website is visited again.

We use cookies to make our website more user friendly. Some elements of our website require the calling browser to be identified even after a page change.

The following information is stored and transmitted in cookies

- Language settings
- Resolution
- Client
- Statistics cookie to determine page views/user

We also use cookies on our website to analyse the user's browsing behaviour.

The following data may be transmitted in this way

- Frequency of page views
- Use of site features
- Search terms entered

The user data collected in this way is pseudonymised by technical means. As a result, it is no longer possible to associate the data with the calling user. The data is not stored together with other personal data of the user.

You can also set your browser to disable cookies. In this case, please note that the full functionality of the website is no longer guaranteed.

b) Legal basis of data processing

The legal basis for the processing of personal data using cookies is Art. 6 (1) lit. f DSGVO.

The legal basis for the processing of personal data using technically necessary cookies is Art. 6 (1) lit. f DSGVO.

c) Purpose of data processing

The purpose of using technically necessary cookies is to facilitate the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognised even after a page change.

We use cookies for the following purposes

- Page views
- Recognition of language settings
- Remembering search terms

The user information collected through technically necessary cookies is not used to create user profiles.

d) Duration of storage, ability to object and removal

Cookies are stored on the user's computer and transferred from it to our site. Therefore, as a user, you have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies for our website are deactivated, you may not be able to use all the functions of the website to their full extent.

VI. CONTACT FORM, REGISTRATION FORM AND E-MAIL CONTACT

1. Description and scope of data processing

It is possible to contact us using the e-mail address provided. In this case, the user's personal data sent with the e-mail will be stored.

These can be:

a) Contact form

- Your name
- Company name
- Address details
- E-mail address
- Telephone Number
- Date and time
- Message content

b) Download form

- Your name
- Company Name
- Address details
- E-mail address
- Telephone Number

- Date and time
- Type of record (WhitePaper, Case Study, Tiba Magazine, About Tiba)

c) Form for trainings

- Your Name
- Your title
- Company name
- Department/position
- Address/Billing Address
- Company Order Number
- VAT ID
- Company e-mail address
- Telephone Number
- Date and time
- Gender (Sex)
- Record type (registration etc.)

The data will not be passed on to third parties. The data will only be used to process the call.

Please note the following In the case of c) form for trainings, we collect your personal data (name, e-mail address, postal address, company, date of training) to ensure the execution of the seminar and forward them to a third country (USA) to Prosci, Inc. Your data will then be used to register you in the Prosci online portal, to send you the preparation materials, to issue the certificates and to analyse your feedback. In addition, your information will be shared with Credly, Inc. to enable the issuance of the digital "Acclaim Badge" and with Sky Network International Courier Service GmbH to send your seminar materials by mail. Your details will only be processed for the purposes of the exchange necessary for the delivery of the seminar.

By ticking the appropriate box on the registration form, you consent to the processing of your data for the purpose of sharing your data within the Group for marketing and sales activities. The latter includes sending newsletters and/or being contacted by our sales staff.

2. Legal basis for data processing

The legal basis for data processing is Art. 6 par. 1 lit. a DSGVO, if the user has given his consent.

The legal basis for the processing of data provided when sending an e-mail is Art. 6 (1) lit. f DSGVO. If the purpose of the e-mail contact is to conclude a contract, the additional legal basis for the processing is Art. 6 par. 1 lit. b DSGVO.

3. Purpose of data processing

The sole purpose of processing the personal data provided in the form is to deal with the contact. In the case of contact by e-mail, this also constitutes the necessary legitimate interest to process the data.

The other personal data processed during the sending process are used to prevent misuse of the contact form and to ensure the security of our IT systems.

4. Duration of storage

The data will be cancelled as soon as they are no longer necessary for the purposes for which they were collected. In the case of personal data collected through the contact form or sent by e-mail, this will be the case when the relationship with the user has ended. The conversation is considered closed when it is clear from the circumstances that the matter in question has been finally clarified.

If a contract is concluded as a result of the conversation, the data will be deleted in accordance with the statutory periods of 6 - 10 years.

5. Possibility of objection and deletion

The user may at any time revoke his or her consent to the processing of personal data. If the user contacts us by e-mail, he/she may at any time object to the storage of his/her personal data. In such a case, the conversation cannot be continued.

The objection can be made by e-mail or by post. You can use the contact details in the imprint or our e-mail address [tiba\(at\)tiba.de](mailto:tiba(at)tiba.de).

In this case, all personal data stored in connection with the contact will be deleted.

VII. APPLICATIONS BY E-MAIL

1. Description and scope of data processing

You have the possibility of sending us an application by e-mail. During this e-mail transmission process, our servers record the following data

- Your name
- e-mail address

- Telephone number
- Date and time
- Record type (type of activity)
- Attachments, if applicable

Your data will not be passed on to third parties in connection with your application. The data will only be used for the purpose of processing your application. If you give us your consent, your application data will also be passed on to third parties in connection with our projects. For this purpose, we will obtain your consent in advance.

2. Legal basis for data processing

The legal basis for data processing is Art. 6 (1) lit. a DSGVO, if the user has given his consent.

The legal basis for the processing of data transmitted when sending an e-mail is Art. 6 (1) lit. f DSGVO.

Furthermore, when sending an e-mail for the purpose of concluding a contract, the legal basis is Art. 6 par. 1 lit. b DSGVO.

3. Purposes of data processing

The processing of personal data from your application documents and from your e-mail serves exclusively to process your application within the scope of the application process and to contact you. In the case of recruitment and contact by e-mail, this also constitutes the necessary legitimate interest in processing the data.

The consideration of your documents is part of the application process, which constitutes the legitimate interest in processing the data.

4. Retention period

Application data, including attachments, will be stored for up to twelve months after the application process has been completed. In the event of employment, this data will be stored as part of the contractual relationship with you.

If your application is used in the context of one of our projects, your data will be stored until the relevant search and selection process has been completed, until you revoke your consent or your application, or until required by law.

5. Right of objection and deletion

The user may at any time revoke his or her consent to the processing of personal data. If the user contacts us by e-mail, he/she may at any time object to the storage of his/her personal data. In such a case, the registration process cannot be continued.

The objection can be sent by e-mail to [tiba\(at\)tiba.de](mailto:tiba(at)tiba.de) or by post. The necessary contact details can be found in the imprint.

In this case, all personal data stored in connection with the contact will be deleted.

VIII. OUR NEWSLETTER

In order to send you our newsletter, we need your e-mail address. It is necessary to verify the e-mail address provided and you must agree to receive the newsletter. Additional data is not collected or is voluntary. The data will only be used for sending the newsletter.

The data provided when registering for the newsletter will only be processed on the basis of your consent (Art. 6 para. 1 lit. a DSGVO). You may withdraw your consent at any time. To revoke your consent, simply send us an informal message by e-mail or unsubscribe from the newsletter by clicking on the "unsubscribe" link in the newsletter. The lawfulness of data processing already carried out shall not be affected by the revocation.

In accordance with Art. 7 (3) DSGVO, you can revoke your consent to receive the newsletter at any time with effect for the future. To do so, simply inform us of your wish to unsubscribe or click on the unsubscribe link contained in each newsletter. The information you provided when you subscribed will be deleted when you unsubscribe. If this data has been provided to us for other purposes and elsewhere, it will remain with us.

CleverReach

We use CleverReach to send out our newsletter. The service provider is CleverReach GmbH & Co. KG, Mühlenstr. 43, 26180 Rastede. This service enables us to organise and analyse the sending of newsletters. The data you enter to receive the newsletter, such as your email address, is stored on CleverReach's servers. The servers are located in Germany and Ireland.

a) Description and scope of data processing

Sending the newsletter with CleverReach allows us to analyse the behaviour of the newsletter recipient. The analysis shows, among other things, how many recipients opened the newsletter and how often links in the newsletter were clicked on.

CleverReach supports conversion tracking to analyse whether a pre-defined action, such

as a product purchase, has taken place after a link has been clicked. Details on data analysis by CleverReach can be found at:

<https://www.cleverreach.com/de/funktionen/reporting-und-tracking/>.

Data processing is based on your consent (Art. 6 para. 1 lit. a DSGVO). You may revoke your consent at any time. To revoke your consent, simply send us an informal message by e-mail or unsubscribe from the newsletter by clicking on the "unsubscribe" link in the newsletter. The lawfulness of data processing already carried out shall not be affected by the revocation.

If you do not want CleverReach to analyse your data, you must unsubscribe from the newsletter. To unsubscribe, simply send us an informal message by e-mail or unsubscribe via the "unsubscribe" link in the newsletter.

The data entered to set up the subscription will be deleted from our servers and from CleverReach's servers when you unsubscribe. If this data has been provided to us for other purposes and elsewhere, it will remain with us.

Details of CleverReach's privacy policy can be found at:

<https://www.cleverreach.com/de/datenschutz/>.

b) Order processing

In order to fully comply with the legal data protection requirements, we have entered into an order processing agreement with CleverReach.

IX. GOOGLE

1. Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website, such as

- Browser type/version,
- Operating system used,
- Referrer URL (the previously visited page)
- Host name of the accessing computer (IP address),
- the time of the server request

This information is usually transferred to a Google server in the USA and stored there. However, if you activate IP anonymisation on this website, your IP address will be truncated by Google within the member states of the European Union or in other states that are party to the Agreement on the European Economic Area.

Only in exceptional cases will the full IP address be transferred to a Google server in the USA where it will be abbreviated.

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 activity and to provide the operator of the website with further services relating to website activity and internet usage. Google will not associate the IP address transmitted by your browser with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that you may not be able to use the full functionality of this website if cookies are disabled. You may also refuse the use of cookies by selecting the appropriate settings on your browser, such as the use of cookies by default, or by selecting the appropriate settings on your browser, which will allow you to block the use of the full functionality of this website.

As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent the data collection by Google Analytics by clicking on the following link:

- Opt out of Google Analytics

An opt-out cookie will be set to prevent your data from being collected in the future when you visit this website. The opt-out cookie is only valid in this browser, only for our website, and is stored on your device. If you delete the cookies in this browser, you will need to re-set the opt-out cookie.

For more information about privacy in relation to Google Analytics, please see the Google Analytics help page (<https://support.google.com/analytics/answer/6004245?hl=de>).

2. Google Maps

Google Maps is a mapping service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, United States ("Google"). When you click the "Load Content" button, a direct connection is established between your browser and Google's servers via the plug-in. We therefore have no control over the amount of data that Google collects using this plugin, and we are providing you with this information based on our current knowledge: By clicking on the "Load content" button, Google receives the information that you are visiting our website with your visited IP address.

You can view Google's terms of use at <http://www.google.de/intl/de/policies/terms/regional.html>, and the additional terms of use for Google Maps at https://www.google.com/intl/de_US/help/terms_maps.html.

For more information about Google's privacy practices in connection with the use of Google Maps, please visit the Google website ("Google Privacy Policy"): <http://www.google.de/intl/de/policies/privacy/>.

3. Google Web Fonts

Our website uses Google web fonts. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, hereinafter referred to as "Google".

By certification under the EU-US Privacy Shield ("EU-US Privacy Shield")

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google has committed to adhering to the EU's data protection rules when processing data in the US.

In order to enable the display of certain fonts on our website, a connection to the Google server in the USA is established when our website is accessed.

The legal basis is Article 6(1)(f) of the GDPR. Our legitimate interest is the optimisation and economic operation of our website.

By connecting to Google when you visit our website, Google can identify the website from which your request was sent and the IP address to which the font should be sent.

Google offers at

<https://adssettings.google.com/authenticated>

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

for more information, including information on how to prevent the use of this data

4. Google AdWords and Google Conversion Tracking

Our website uses Google AdWords. The service provider is Google Inc, 1600 Amphitheater Parkway, Mountain View, CA 94043, United States of America, hereinafter referred to as "Google".

By certification under the EU-US Privacy Shield ("EU-US Privacy Shield")

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google has committed to adhering to the EU data protection rules when processing data in the US.

We use conversion tracking for targeted advertising of our services. The legal basis is Article 6(1)(f) GDPR. Our legitimate interest lies in the analysis, optimisation and economic operation of our website.

When you click on an ad served by Google, the conversion tracking we use will place a cookie on your device.

These so-called conversion cookies expire after 30 days and are not used to identify you personally.

If the cookie is still valid and you visit a particular page on our site, both we and Google may be able to determine that you clicked on one of our ads served by Google and were then directed to our site.

Google uses this information to compile statistics about visits to our website. This includes information about the number of users who clicked on our ad(s) and the pages of our site that were subsequently visited. However, neither we nor any third parties that also use Google AdWords are able to identify you in this way.

You can also prevent or limit the installation of cookies by changing the settings on your internet browser. You can also delete cookies that have already been stored at any time. However, the steps and actions required to do so will depend on the specific internet browser you are using. If you have any questions, please consult your browser's help or documentation, or contact its manufacturer or support.

Google also provides information at

<https://services.google.com/sitestats/de.html>

<http://www.google.com/policies/technologies/ads/>

<http://www.google.de/policies/privacy/>

for more information about this practice, including information about your choices about not having this information used.

5. Google Remarketing

Our website uses Google Remarketing. The service provider is Google Inc, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA, hereinafter referred to as "Google".

Through certification under the EU-US Privacy Shield ("EU-US Privacy Shield")

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google has committed to adhering to the EU data protection rules when processing data in the US.

We use this function to show interest-based personalised advertising on third-party websites that also participate in the Google advertising network.

The legal basis is Article 6(1)(f) GDPR. Our legitimate interest is the analysis, optimisation and economic operation of our website.

In order to enable this advertising service, Google stores a cookie containing a sequence of numbers on your device via your internet browser during your visit to our website. This cookie records your visit to and use of our website in an anonymous form. No personal information is shared. If you then visit a third party website that also uses the Google ad network, you may see ads that relate to our website or the services we offer there.

To opt out of these ads, you can visit the Google opt-out page for most popular browsers at

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

a browser plugin.

You may also opt out of the use of cookies by certain advertisers, e.g. via

www.youonlinechoices.com

or

<http://www.networkadvertising.org/choices/>

can be disabled by opting out.

Through cross-device marketing, Google may be able to track your usage across devices and show you interest-based personalised ads even if you switch devices. However, this requires that you have opted in to have your browsing history associated with your existing Google account.

For more information about Google remarketing, please visit

<http://www.google.com/privacy/ads/an.>

6. Google AdSense

Our website uses Google AdSense. The service provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

Through certification under the EU-US Privacy Shield ("EU-US Privacy Shield")

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google has committed to adhering to the EU's data protection rules when processing data in the US.

Google AdSense uses cookies and web beacons on your device through your web browser. This enables Google to analyse how you use our website. In addition to your IP address and the advertising formats you have seen, the information collected in this way is transferred to and stored by Google in the USA. Google may also transfer this information to third parties on behalf of Google. Google will not associate your IP address with any other data held by Google.

The legal basis is Article 6(1)(f) of the GDPR. Our legitimate interest lies in the analysis, optimisation and economic operation of our website.

If you do not agree to this processing, you can prevent the installation of cookies by making the appropriate settings in your internet browser. For details, please see "Cookies" above.

In addition, Google offers

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

<https://adssettings.google.com/authenticated>

for more information, including the ability to opt out of the use of the data.

Modern web browsers allow you to monitor, restrict and prevent the setting of cookies. Disabling cookies may limit the functionality of our website. By using our website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

X. Matomo (formerly PIWIK)

Our website uses the web analytics service Matomo. Matomo is an open source solution.

Matomo uses "cookies". Cookies are small text files that are stored on your computer by your web browser and that allow us to analyse your use of the website. Information generated by cookies about the use of our website is stored on our server. Your IP address is anonymised before it is stored.

Matomo cookies remain on your device until you delete them.

Matomo cookies are set on the basis of Article 6(1)(f) GDPR. As the operator of this website, we have a legitimate interest in analysing user behaviour anonymously in order to optimise our website and, if necessary, our advertising.

The information stored in the Matomo cookie about your use of this website is not shared. You can prevent your web browser from setting cookies. However, this may limit some features of our website.

You can disable the storage and use of your information here. Your browser sets an opt-out cookie, which prevents Matomo from storing usage data. If you delete your cookies, the Matomo opt-out cookie will also be deleted. If you visit our website again, you will need to set the opt-out cookie again to prevent the storage and use of your data.

XI. USE OF SOCIAL PLUGINS IN THE AREA OF SOCIAL MEDIA

You will find so-called social plugins from selected platforms (e.g. "Twitter, Xing, YouTube") on our website, e.g. in our "Social Media Newsroom". These plugins are usually identified by a logo and a written label.

When you call up a page from our site with such a plugin in your browser, a direct, short connection is established with their servers. This is primarily used to display the content of the plugin. In this case, the partner will know your IP address. In practice, this IP address cannot be linked to you by name.

However, if you are also registered with one of the cooperation partners, they may create a surfing profile for you. The platform provider may place a cookie on your computer. You decide whether to allow these cookies by adjusting the settings of your internet browser.

1. Facebook

Our website integrates plugins from the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. You can recognise the Facebook plugins by the Facebook logo or the "Like" button on our website. You can find an overview of the Facebook plugins here: <https://developers.facebook.com/docs/plugins/> When you visit our website, the plugin establishes a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our website with your IP address. If you click the Facebook "Like" button while logged into your Facebook account, you can link the content of our pages to your Facebook profile. This allows Facebook to associate your visit to our site with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the data transmitted or how it is used by Facebook. You can find more information about this in Facebook's privacy policy at

<https://facebook.com/policy.php>

If you do not want Facebook to be able to associate your visit to our site with your Facebook user account, please log out of your Facebook user account

2. Twitter

Features of the Twitter service are integrated into our sites. These features are provided by Twitter Inc, 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. By using Twitter and the "Re-Tweet" feature, the websites you visit will be linked to your Twitter account and made available to other users. This information is also sent to Twitter.

We would like to point out that we, as the provider of the pages, have no knowledge of the content of the data transmitted or how it is used by Twitter. When the button is clicked, only the user's IP address and the URL of the respective website are transmitted, but are not used for any purpose other than displaying the button. For more information, please see Twitter's privacy policy at <https://twitter.com/privacy>.

You can change your privacy settings on Twitter in your account settings at <https://twitter.com/account/settings>.

If you do not want Twitter to associate your visit to our website with your Twitter account, please log out of your Twitter account.

3. Youtube

This website uses the YouTube embedding function to display and play videos from the provider "Youtube", which belongs to Google LLC., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google").

The extended privacy mode is used here, which, according to the provider, only triggers the storage of user information when the video(s) are played. When embedded YouTube videos are played, the provider "Youtube" uses cookies to collect information about user

behaviour. According to Youtube, these are used, among other things, to compile video statistics, improve the user experience and prevent abuse. If you are signed in to Google, your information will be associated with your account when you click on a video. If you do not want this to be associated with your YouTube profile, you will need to log out before activating the button. Google stores and analyzes your information (even for users who are not logged in) as a usage profile. Such evaluation is carried out in accordance with Article 6(1)(f) of the GDPR on the basis of Google's legitimate interests in the display of personalised advertising, market research and/or the improvement of its services. You have the right to object to the creation of these user profiles, and you must contact YouTube to exercise this right.

Irrespective of whether the embedded videos are played, each time this website is accessed, a connection is made to the Google network "DoubleClick", which may trigger further data processing operations over which we have no control.

Google LLC, which is based in the United States, has signed the US-EU Privacy Shield program, which ensures compliance with the EU data protection principles.

For more information about YouTube's privacy practices, please see the YouTube privacy policy at <https://www.google.de/intl/de/policies/privacy>.

4. XING

Our websites also use the "share function" of the XING network. The provider is XING AG, Dammtorstrasse 29-32, 20354 Hamburg, Germany. If you click on the XING "Share Button" (plug-in), you will be redirected to your user account in a separate browser window - provided you are logged in to your XING user account - and you can view the electronic publication stored on our website with the addition of a comment section. The plug-in establishes a direct connection between your browser and the XING server. XING receives the information that you have visited our website with your IP address. We would like to point out that we have no knowledge of the content of the transmitted (personal) data or how it is used by XING. Further information can be found in the XING data protection statement at: https://www.xing.com/app/share?op=data_protection.

5. LinkedIn

Our website also uses the "share function" of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. When you click on the LinkedIn "share button" (plug-in), you will be taken to your user account in a separate browser window - provided you are logged into your LinkedIn user account - and you will be able to view the electronic publication stored on our website with the addition of a comment section. The plugin establishes a direct connection between your browser and the LinkedIn server. LinkedIn receives information that you have visited our site, including your IP address. In addition, LinkedIn will be able to associate your visit to our site with you and your user account. Please note that we have no knowledge of the content of the transmitted (personal) data and its use by LinkedIn. For more

information, please see LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy>.

6. Instagram

This website uses social plugins ("Plugins") from the social network Instagram, which is owned and operated by the Facebook group Facebook Inc, Palo Alto, USA. The plugins are marked with an Instagram logo.

When you visit a page on our site that contains such plugins, they are initially disabled. The plugins are only activated when you click on the button provided by Instagram. By activating the plugin, you are connecting to Instagram and consenting to the transfer of data to Instagram. If you are logged in to Instagram, Instagram will be able to associate your visit with your Instagram account. If you click on the corresponding Instagram button, the corresponding information is transmitted directly from your browser to Instagram and stored there.

The purpose and scope of the data collection, the further processing and use of the data by Instagram, as well as your rights in this regard and the settings options to protect your privacy can be found in Instagram's data protection information (<https://help.instagram.com/155833707900388>).

XII. DATA SUBJECT RIGHTS

If your personal data is processed, you are the data subject under the GDPR and you have the following rights vis-à-vis the data controller:

1. Right of access

You may request confirmation from the data controller as to whether we are processing personal data relating to you. If such processing is being carried out, you may request from the data controller the following information

- (1) the purposes for which the personal data is processed;
- (2) the categories of personal data being processed;
- (3) the recipients or categories of recipients to whom your personal data have been or will be disclosed;
- (4) the intended retention period of the personal data relating to you or, if this is not possible, the criteria for determining the retention period;
- (5) the existence of a right to rectify or erase personal data concerning you, a right to restrict processing by the controller or a right to object to such processing;
- (6) the existence of a right of appeal to a supervisory authority;

(7) any available information about the origin of the data, if the personal data have not been obtained from the data subject;

(8) the existence of automated decision making, including profiling, in accordance with Art. 22 (1) and (4) GDPR and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject.

You have the right to be informed if your personal data are transferred to a third country or an international organisation. In this context, you may request to be informed of the appropriate safeguards pursuant to Art. 46 GDPR in relation to the transfer.

2. Right of rectification

You have a right to rectification and/or completion from the data controller if the personal data processed concerning you is inaccurate or incomplete.

The data controller must rectify the data immediately.

3. Right to restrict processing

You may request the restriction of the processing of your personal data under the following conditions

(1) if you dispute the accuracy of the personal data concerning you, for a period of time to enable the controller to verify the accuracy of the personal data;

(2) the processing is unlawful and you refuse to delete the personal data and instead request that the use of the personal data be restricted;

(3) the controller no longer needs the personal data for the purposes of the processing, but you need it in order to establish, exercise or defend legal claims; or

(4) if you have objected to the processing in accordance with Art. 21 (1) GDPR and it has not yet been determined whether the legitimate reasons of the data controller outweigh your reasons.

If the processing of personal data concerning you has been restricted, such data - apart from their storage - may only be used with your consent or to establish, exercise or defend legal claims or to protect the rights of another natural or legal person or for reasons of important public interest of the Union or a Member State. If the processing has been restricted in accordance with the above conditions, you will be informed by the data controller before the restriction is lifted.

4. Right of erasure

4.a. Obligation to delete

You may request the data controller to delete the personal data concerning you without undue delay and the data controller shall be obliged to delete such data without undue delay if one of the following reasons applies

- (1) the personal data concerning you is no longer necessary for the purposes for which it was collected or otherwise processed; or
- (2) You revoke your consent on which the processing was based pursuant to Article 6(1)(a) or Article 9(2)(a) of the GDPR and there is no other legal basis for the processing.
- (3) You object to the processing pursuant to Article 21 (1) GDPR and there are no overriding legitimate reasons for the processing, or you object to the processing pursuant to Article 21 (2) GDPR.
- (4) The personal data relating to you has been processed unlawfully.
- (5) The deletion of personal data concerning you is necessary to comply with a legal obligation under Union law or the law of the Member State to which the controller is subject.
- (6) The personal data concerning you was collected in connection with information society services provided pursuant to Article 8(1) of the GDPR.

4.b. Communication to third parties

If the data controller has made your personal data public and is obliged to do so pursuant to Art. 17 (1) GDPR, it shall take appropriate measures, including technical measures, taking into account the available technology and implementation costs, to inform the data controller that you, as the data subject, have requested it to delete all links to this personal data or copies or replicas of this personal data.

4.c. Exceptions

The right to erasure does not exist if the processing is necessary to.

- (1) to exercise the right to freedom of expression and information;
- (2) to fulfil a legal obligation that requires processing under Union or Member State law to which the controller is subject or to perform a task that is in the public interest or in the exercise of official authority vested in the controller;
- (3) for reasons of public interest in the field of public health in accordance with Article 9(2)(h) and (i) and Article 9(3) of the GDPR;
- (4) for archiving purposes in the public interest, for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 (1) GDPR, provided that the law

referred to in letter a) is likely to make the achievement of the purposes of such processing impossible or seriously impair it; or

(5) the establishment, exercise or defence of legal claims.

5. Right of access

If you have exercised your right to rectification, erasure or restriction of processing against the data controller, the data controller is obliged to inform all recipients to whom the personal data concerning you has been disclosed of the rectification, erasure or restriction of processing, unless this proves impossible or involves a disproportionate effort.

You have the right to be informed by the data controller of these recipients.

6. Right to data portability

You have the right to obtain the personal data relating to you which you have provided to the data controller in a structured, commonly used and machine-readable format. In addition, you have the right to transmit this data to another data controller without hindrance from the data controller, provided that

(1) the processing is based on consent pursuant to Article 6(1)(a) or Article 9(2)(a) of the GDPR or on a contract pursuant to Article 6(1)(b) of the GDPR; and

(2) the processing is carried out by automated means. In exercising this right, you also have the right to have the personal data concerning you transferred directly from one data controller to another data controller, insofar as this is technically feasible. The freedoms and rights of other persons must not be affected.

The right to data portability does not apply to the processing of personal data that is necessary for the performance of a task that is in the public interest or in the exercise of official authority that has been assigned to the controller.

7. Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data which is based on Article 6(1)(e) or (f) of the GDPR; this also applies to profiling based on these provisions.

The data controller will no longer process the personal data concerning you unless it can demonstrate compelling legitimate grounds for the processing which outweigh your interests, rights and freedoms, or if the processing is necessary for the establishment, exercise or defence of legal claims.

If the personal data relating to you is processed for the purposes of direct marketing, you have the right to object at any time to the processing of your personal data for the

purposes of such marketing, as well as to the creation of a profile insofar as it is linked to such direct marketing.

If you object to the processing of your personal data for direct marketing purposes, your personal data will no longer be processed for these purposes.

In the context of the use of information society services, and without prejudice to Directive 2002/58/EC, you may exercise your right to object by means of automated procedures using technical specifications.

8. Right to revoke your data protection consent

You have the right to revoke your data protection consent at any time. Withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of the consent up to the time of withdrawal.

9. Right to complain to a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State where you reside or work or where the alleged breach occurred, if you consider that the processing of your personal data is in breach of the GDPR.

The supervisory authority to which the complaint is made will inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy under Art. 78 GDPR.

The supervisory authority responsible for us is

Bayerische Landesamt für Datenschutzaufsicht

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91522 Ansbach

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