

Privacy Policy

Insofar as we gather or use your personal data, this takes place solely within the framework of the provisions of the German Data Protection Act and any other legal provisions relating to data protection in Germany. The following is an explanation of the methods used in gathering and using personal data, as well as the scope of data involved and the purpose of such activities. You can access this information at any time via our website.

System-related data transfer and logging

When you access our website, the system settings on your Internet browser mean that it will automatically send data to our web server:

- the date and time of your access
- the address of the linking website
- the website file you have called
- the amount of data transmitted
- your browser type and version
- the name of your computer's operating system
- your current IP address

This data will be stored in a dedicated area and kept separate from other data. In particular, this data will not be linked to existing data or usage data so that it is not possible to link this data to a specific person. As well as being used for system updates, this information is also used for statistical evaluations and, when no longer required, is regularly deleted.

Existing data

If a contractual relationship between us is to be established, developed or amended, we shall gather and use your personal data to the extent required for this purpose. This information will not be shared with or passed to a third party except on the specific instruction of legitimate statutory authorities or insofar as this is expressly required by law or a legally enforceable regulation.

Usage data

If necessary in order to facilitate the use of our Internet service, we shall gather, process and use your personal data. This data includes

- identifying features
- the beginning and end of use
- the scope of use

For the purposes of advertising, market research and the needs-based organisation of our Internet service, we are permitted to produce usage profiles based on pseudonyms. You are entitled to deny permission for your data to be used in this way at any time. We are not permitted to combine usage profiles with data relating to the owner of the

pseudonym. This information will not be shared with or passed to a third party except on the specific instruction of legitimate statutory authorities or insofar as this is expressly required by law or a legally enforceable

Cookies

We use so-called "cookies" to expand the scope of functions of our Internet service and to make them easier for you to use. These "cookies" enable data to be stored on your computer when you call up our website. You can set your browser so that cookies will not be saved on your computer, however, this could limit the functions available to you on our website.

An analysis of your use of the website will be enabled through cookies. The information generated through the cookie concerning your use of this website, including your IP address, will as a rule be transmitted and saved to a Google server in the USA. Use of this website occurs under the application of the IP anonymization. You can prevent the storage of cookies with the appropriate setting of your Browser software; however it should be noted that this could limit the functions available to you on this website. Furthermore, you can prevent the compilation of data generated through cookies and through your use of the website (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 through the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

IP-Anonymization

The IP address originating from member states of the European Union or from other contract states of the Agreement on the European Economic Region that is transmitted to Google servers is shortened by the last block of digits by Google and as such, a clear matching of the IP address to your person is no longer possible.

Google Remarketing

This website uses Google Remarketing, an advertising service of Google Inc. ("Google"). We use these technologies in order to make the internet service more interesting for you. This technology makes it possible to reach internet users with advertising on the websites of our partners, users who have already shown an interest in our products. The superimposition of this advertising material on the pages of our partners takes place on the basis of a cookie technology and an analysis of prior user behaviour ("Cookies", see above). This type of advertising takes places completely anonymously. No personal data is stored and no user profiles with personal profiles with personal data are gathered. Third-party providers, including Google, run advertisements on websites in the internet. Third-party providers, including Google, use stored cookies to apply advertisements on the basis of prior visits of a user to this website.

You can deactivate the use of cookies by Google by calling up the page to deactivate Google Advertisement. Alternatively, users can deactivate the use of cookies by third-party providers, by calling up the deactivation page of the network advertising initiative. By using this website you are stating your agreement with the processing of data gathered about you by Google in the previously described manner and for the previously named purpose.

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies" (see above) with IP anonymization. On

behalf of the website provider 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 to the website provider. Google will not associate your IP address 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. Furthermore you can prevent Google's collection and use of data (cookies and IP address) by downloading and installing the browser plug-in available under tools.google.com/dlpage/gaoptout.

You can refuse the use of Google Analytics by clicking on the following link. An opt-out cookie will be set on the computer, which prevents the future collection of your data when visiting this website: tools.google.com/dlpage/gaoptout

Further information concerning the terms and conditions of use and data privacy can be found at www.google.com/analytics/terms/gb.html or

at www.google.com/intl/en_uk/analytics/privacyoverview.html. Please note that on this website, Google Analytics code is supplemented by "gat._anonymizelp();" to ensure an anonymized collection of IP addresses (so called IP-masking).

We are using Google Analytics also to use data from AdWords and the Double-Click-Cookie for statistical reasons. If you refuse this you can deactivate it with the Ad Manager (<http://www.google.com/settings/ads/onweb/?hl=de>).

Freedom of Information

As a user of our Internet service you are entitled to require us to provide information about the data stored relating to you. This information can also be sent to you in electronic form if you so wish. Entitlement to the provision of information must be credible.