

Privacy policy

We greatly appreciate your interest in our company. Data protection is a particularly high priority for the management of Airport Hotel Basel AG. In general, it is possible to use the websites of Airport Hotel Basel AG without providing any personal data. However, if a data subject wishes to use special services provided by our company via our website, the processing of personal data may become necessary. If the processing of personal data is necessary and if there is no legal basis for such processing, we will generally obtain the consent of the data subject.

The processing of personal data, such as the name, address, email address or telephone number of a data subject, will always be carried out in compliance with the country-specific data protection regulations (FADP and DPO), and in accordance with the General Data Protection Regulation (GDPR) where applicable. Our company has prepared this privacy policy to inform the public about the type, scope and purpose of the personal data collected, used and processed by us. The privacy policy also serves to inform data subjects of their rights.

As the controller, Airport Hotel Basel AG has implemented numerous technical and organisational measures to ensure the most complete protection possible of personal data processed through this website. Nevertheless, internet-based data transfers can always be subject to security vulnerabilities, meaning that absolute protection cannot be guaranteed. For this reason, every data subject is free to transfer personal data to us by alternative means, for example by telephone.

1. Definitions

The privacy policy of Airport Hotel Basel AG is based on the terminology used in the General Data Protection Regulation (GDPR); however, the terminology used in the Swiss Federal Data Protection Act (FDPA) applies analogously. Our privacy policy is intended to be easy to read and understand for the public as well as for our customers and business partners. To ensure this, we would first like to explain the terms used.

Terms we use in this privacy policy include the following:

a) Personal data

Personal data means any information relating to an identified or identifiable natural person (hereinafter 'data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

b) Data subject

Data subject means any identified or identifiable natural person whose personal data is processed by the controller.

c) Processing

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

d) Restriction of processing

Restriction of processing means the marking of stored personal data with the aim of limiting its processing in the future.

e) Profiling

Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

f) Pseudonymisation

Pseudonymisation means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.

g) Controller or data controller

Controller or data controller means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

h) Processor

Processor means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

i) Recipient

Recipient means a natural or legal person, public authority, agency or another body, to which the personal data is disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with

Union or Member State law shall not be regarded as recipients.

j) Third party

Third party means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

k) Consent

Consent of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which they, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to them.

2. Name and address of the controller

The controller is:

Airport Hotel Basel AG

Flughafenstrasse 215

4056 Basel,

Switzerland

Tel.: +41 (0) 61 327 30 30

Email: info@airporthotelbasel.com

Website: www.airporthotelbasel.com

3. Name and address of the data protection officer

The controller's data protection officer is: Andrej Dudnik, Front Office Team

Airport Hotel Basel AG

Flughafenstrasse 215

4056 Basel,

Switzerland

Tel.: +41 (0) 61 327 30 30

Email: info@airporthotelbasel.com

Website: www.airporthotelbasel.com

Any data subject may contact our data protection officer directly at any time with any questions or suggestions regarding data protection.

4. Cookies

The websites of Airport Hotel Basel AG use cookies. Cookies are text files which are stored on a computer system via an internet browser.

Numerous websites and servers use cookies. Many cookies contain a cookie ID. A cookie ID is a unique identifier for the cookie. It consists of a string of characters by which websites and servers can be assigned to the specific internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the data subject from other internet browsers that contain other cookies. A specific internet browser can be recognised and identified via the unique cookie ID.

Through the use of cookies, Airport Hotel Basel AG can provide the users of this website with more user-friendly services, which would not be possible without the cookie setting (legitimate interest). Cookies are therefore stored on the basis of Art. 6(1)(f) GDPR or Art. 31(1) FDPA.

By means of a cookie, the information and offerings on our website can be optimised in the interests of the user. As mentioned above, cookies enable use to recognise the users of our website. The purpose of recognising users is to make it easier for them to use our website. For example, the user of a website that employs cookies does not have to re-enter their login data each time they visit the website, because this task is carried out by the website and the cookie stored on the user's computer system. Another example is the cookie used for the shopping cart in an online shop. The online shop uses a cookie to remember the items that a customer has placed in the virtual shopping cart.

The data subject can prevent our website from setting cookies at any time by using an appropriate setting in their internet browser. By doing so, they can permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an internet browser or other software. This is possible in all common internet browsers. If the data subject deactivates the setting of cookies in the internet browser used, some features of our website may cease to be fully usable.

5. Collection of general data and information

The website of Airport Hotel Basel AG collects a range of general data and information every time a data subject or automated system accesses the website. This general data and information is stored in the log files on the server. The following data may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system accesses our website (referrer), (4) the sub-pages that are accessed on our website via an accessing system, (5) the date and time of access to the website, (6) an internet protocol address (IP address), (7) the internet service provider of the accessing system, (7) the internet

service provider of the accessing system and (8) other similar data and information that serve security purposes in the event of attacks on our information technology systems.

When using this general data and information, Airport Hotel Basel AG does not draw any conclusions about the data subject. This information is required in order to (1) correctly deliver the content of our website, (2) optimise the content of our website and advertising for it, (3) ensure the long-term functionality of our information technology systems and the technology of our website and (4) provide law enforcement authorities with the information necessary for prosecution in the event of a cyberattack. The basis for data processing is therefore the legitimate interests just mentioned (Art. 6(1)(f) GDPR or Art. 31(1) FDPA). Therefore, Airport Hotel Basel AG analyses this anonymously collected data and information both for statistical purposes and for the purpose of increasing the data protection and data security of our company, and ultimately ensuring an optimal level of protection for the personal data we process. The anonymous data of the server log files is stored separately from any personal data provided by data subjects.

6. Registration on our website

The data subject has the option to register on the controller's website by providing personal data. The personal data transferred to the controller is specified in the respective form used for registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the controller and for the latter's own purposes. This is done on the basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA. The controller may arrange for the data to be transferred onward to one or more processors, such as a parcel service provider, who will also use the personal data exclusively for an internal use attributable to the controller.

Registering on the controller's website also causes the IP address assigned by the data subject's internet service provider (ISP) and the date and time of registration to be stored. This data is stored because this is the only way the misuse of our services can be prevented, and this data makes it possible to investigate, if necessary, any criminal offences that have been committed. In this case, the storage of this data is necessary for the protection of the controller and is based on its legitimate interest (investigation of criminal offences; Art. 6(1)(f) GDPR or Art. 31(1) FDPA). In general, this data is not transferred onward to third parties unless there is a legal obligation to do so or such onward transfer serves the purpose of criminal prosecution.

The registration of the data subject by voluntarily providing personal data serves the purpose of enabling the controller to offer the data subject content or services which, due to their nature, can only be offered to registered users. Registered persons are free to modify the personal data provided during registration at any time or to have it completely erased from the controller's database.

The controller shall provide any data subject at any time, upon request, with information on what personal data is stored about the data subject. Furthermore, the controller shall correct or erase personal data at the request or indication of the data subject, insofar as this does not

conflict with any statutory retention obligations.

7. Subscription to our newsletter

On the website of Airport Hotel Basel AG, users are given the opportunity to subscribe to our company's newsletter. The personal data transferred to the controller when the newsletter is subscribed to is specified in the form used for this purpose.

Airport Hotel Basel AG informs its customers and business partners about company offerings at regular intervals by means of a newsletter. In general, the data subject can only receive our company's newsletter if (1) the data subject has a valid email address and (2) the data subject registers for the newsletter. For legal reasons, once the data subject has entered an email address for the newsletter dispatch, a confirmation email will be sent to that address using the double opt-in procedure. This confirmation email serves to check whether the owner of the email address, as the data subject, has authorised receipt of the newsletter. The legal basis is therefore consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

When users register for the newsletter, we also store the IP address of the computer system used by the data subject at the time of registration, which is assigned by the internet service provider (ISP), as well as the date and time of registration. The collection of this data is necessary in order to trace the (possible) misuse of the email address of a data subject at a later date and therefore serves to ensure the legal protection of the controller. The basis for data processing is therefore the legitimate interest just mentioned (Art. 6(1)(f) GDPR or Art. 31(1) FDPA).

The personal data collected in the context of a subscription to the newsletter is used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter may be informed by email if this is necessary for the operation of the newsletter service or a related registration. This could be the case in the event of changes to the newsletter service or changes to technical circumstances. No personal data collected as part of the newsletter service will be passed on to third parties. The subscription to our newsletter can be cancelled by the data subject at any time. The consent to the storage of personal data given to us by the data subject for the purpose of newsletter dispatch can be withdrawn at any time. A link to withdraw consent can be found in each newsletter. Furthermore, it is also possible to unsubscribe from the newsletter at any time directly on the controller's website or to inform the controller of this by other means.

The newsletters of Airport Hotel Basel AG contain tracking pixels. A tracking pixel is a miniature graphic that is embedded in such emails, which are sent in HTML format to enable the recording and analysis of log files. This allows for statistical evaluation of the success or failure of online marketing campaigns. Using the embedded tracking pixel, Airport Hotel Basel AG may see whether and when an email has been opened by a data subject, and which links in the email the data subject has accessed.

Such personal data collected via the tracking pixel contained in the newsletters is stored and analysed by the controller in order to optimise newsletter dispatch and to better tailor the content of future newsletters to the data subject's interests. The basis for data processing is therefore the legitimate interest just mentioned (Art. 6(1)(f) GDPR or Art. 31(1) FDPA). This personal data will not be passed on to third parties. Data subjects are entitled at any time to withdraw the separate declaration of consent given for that purpose via the double opt-in procedure. After consent is withdrawn, this personal data will be deleted by the controller. Airport Hotel Basel AG automatically deems the act of unsubscribing from the newsletter to constitute withdrawal of consent.

8. Contact via the website

On the basis of statutory provisions, the website of Airport Hotel Basel AG contains information that enables users to make quick electronic contact with our company and enter into direct communication with us. This includes a general electronic mail (email) address. If a data subject contacts the controller by email or by using a contact form, the personal data transferred by the data subject will be stored automatically. Such personal data transferred by a data subject to the controller on a voluntary basis will be stored for the purposes of processing or for establishing contact with the data subject. This is done on the basis of a legitimate interest (answering enquiries; Art. 6(1)(f) GDPR or Art. 31(1) FDPA) and consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA. This personal data is not passed on to third parties.

9. Routine deletion and blocking of personal data

The controller processes and stores personal data of the data subject only for the period of time necessary to achieve the purpose of storage or where provided for by the European Union legislative bodies or other legislative bodies in laws or regulations to which the controller is subject.

If the storage purpose ceases to apply or if a storage period prescribed by the European Union legislative bodies or another competent legislative body expires, the personal data will be routinely blocked or erased in accordance with the legal provisions.

10. Rights of the data subject

a) Right of access

Any person affected by the processing of personal data has the right to obtain from the controller, at any time and free of charge, access to the personal data stored about them and a copy of that information.

If a data subject wishes to exercise this right of access, they may contact the data protection officer at any time using the contact details specified in Section 3.

b) Right to rectification

Any person affected by the processing of personal data has the right to request the immediate rectification of any inaccurate personal data concerning them. Furthermore, the data subject has the right to request that incomplete personal data be completed, including by means of a supplementary declaration, taking into account the purposes of the processing.

If a data subject wishes to exercise this right to rectification, they may contact the data protection officer at any time using the contact details specified in Section 3.

c) Right to erasure

Any person affected by the processing of personal data has the right to request the controller to erase the personal data concerning them, provided that there are no retention obligations or overriding interests to the contrary.

If Airport Hotel Basel AG has made the personal data public and our company as the controller is obliged to erase the personal data, Airport Hotel Basel AG shall implement suitable measures, including technical measures, taking into account the technology available and the cost of implementation, in order to inform other controllers that process the published personal data that the data subject has requested those other controllers to erase all links to, or copies or replications of, that personal data, unless the processing is necessary.

If a data subject wishes to exercise this right, they may contact the data protection officer at any time using the contact details specified in Section 3.

d) Right to restriction of processing

Any person affected by the processing of personal data has the right to request the controller to restrict the processing, provided that there are no retention obligations or overriding interests to the contrary.

If a data subject wishes to exercise this right, they may contact the data protection officer at any time using the contact details specified in Section 3.

e) Right to data portability

Any person affected by the processing of personal data has the right to data portability, provided that the necessary conditions are met.

If a data subject wishes to exercise this right, they may contact the data protection officer at any time using the contact details specified in Section 3.

f) Right to object

Any person affected by the processing of personal data has the right to object at any time, on grounds relating to their particular situation, to the processing of their personal data carried out on the basis of a public or legitimate interest. This also applies to profiling based on these provisions.

Airport Hotel Basel AG will no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for processing

that override the interests, rights and freedoms of the data subject, or the processing is for the assertion, exercise or defence of legal claims.

If Airport Hotel Basel AG processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to the processing of personal data processed for such marketing. This also applies to profiling insofar as it is related to such direct marketing. If the data subject objects to processing for direct marketing purposes by Airport Hotel Basel AG, Airport Hotel Basel AG will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to their particular situation, to object to the processing of their personal data by Airport Hotel Basel AG for scientific or historical research purposes, or for statistical purposes, unless such processing is necessary for the performance of a task carried out in the public interest.

If a data subject wishes to exercise this right, they may contact the data protection officer at any time using the contact details specified in Section 3.

g) Right to withdraw data protection consent

Any person affected by the processing of personal data has the right to withdraw consent to the processing of personal data at any time.

If a data subject wishes to exercise this right, they may contact the data protection officer at any time using the contact details specified in Section 3.

11. Data protection during applications and in the application process

The controller collects and processes the personal data of applicants for the purpose of handling the application process. This processing may also be carried out electronically. This is particularly the case if an applicant transfers the relevant application documents to the controller electronically, such as by email or via a web form on the website. If the controller concludes an employment contract with an applicant, the data transferred will be stored for the purpose of processing the employment relationship in compliance with the legal provisions. This processing is based on our legitimate interest in finding suitable candidates for vacancies (Art. 31(1) FDPA or Art. 6(1)(f) GDPR) and on consent (Art. 31(1) FDPA or Art. 6(1)(a) GDPR).

If the controller does not conclude an employment contract with the applicant, the application documents will automatically be erased three months after notification of the rejection decision, provided that there are no other legitimate interests of the controller to the contrary.

12. Data protection provisions concerning the use and application of Facebook

The controller has integrated components from Facebook into this website. Facebook is a social network.

A social network is a social meeting place operated on the internet, an online community that usually allows users to communicate and interact with each other in a virtual space. A social network can serve as a platform for exchanging opinions and experiences or enable the internet community to provide personal or company-related information. Facebook allows users of the social network, among other things, to create private profiles, upload photos and network via friend requests.

The company operating Facebook is Meta Platforms Inc., USA. If a data subject lives outside the United States or Canada, the controller is Meta Platforms Technologies Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland.

Each time a data subject accesses one of the individual pages of this website operated by the controller and into which a Facebook component (Facebook plug-in) has been integrated, that Facebook component automatically prompts the internet browser on the data subject's information technology system to download an image of the relevant Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at https://developers.facebook.com/docs/plugins/?locale=en_EN. As part of this technical process, Facebook obtains knowledge about which specific sub-page of our website is visited by the data subject. In this case, we operate on the legal basis of consent pursuant to Art.6(1)(a) GDPR or Art. 31(1) FDPA.

If the data subject is simultaneously logged in to Facebook, Facebook recognises which specific sub-page of our website the data subject is visiting each time they access our website and for the entire duration of their

respective visit to our website. This information is collected by the Facebook component and associated by Facebook with the data subject's Facebook account. If the data subject activates one of the Facebook buttons integrated into our website, such as the 'Like' button, or if the data subject makes a comment, Facebook will associate this information with the data subject's personal Facebook user account and store this personal data.

Facebook always receives information via the Facebook component that the data subject has visited our website if the data subject is simultaneously logged in to Facebook when they access our website; this takes place regardless of whether the data subject clicks on the Facebook component. If the data subject does not wish this information to be transferred to Facebook, they can prevent this transfer by logging out of their Facebook account before accessing our website.

The privacy policy published by Facebook, which can be accessed at <https://www.facebook.com/about/privacy/>, provides information on the collection, processing and use of personal data by Facebook. It also explains which settings Facebook offers to protect the privacy of data subjects. In addition, various applications are available that make it possible to block data transfer to Facebook. Such applications can be used by the data subject to block data transfer to Facebook.

13. Data protection provisions concerning the use and application of Google Analytics (with anonymisation function)

The controller has integrated the Google Analytics component (with anonymisation function) into this website. Google Analytics is a web analytics service. Web analytics refers to the collection and evaluation of data about the behaviour of website visitors. Web analytics services collect, among other things, data about the website previously visited by the data subject (referrer), which sub-pages of the website were accessed, and how often and for how long a sub-page was viewed. Web analytics is mainly used to optimise a website and to analyse the costs and benefits of internet advertising.

The company operating the Google Analytics component is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The controller uses the add-on '`_gat._anonymizeIp`' for web analytics via Google Analytics. By means of this add-on, the IP address of the data subject's internet connection is shortened and anonymised by Google if access to our website is from a Member State of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyse the flow of visitors to our website. Google uses the data and information collected for the purpose of evaluating the use of our website, compiling reports about activity on our website for us and providing other services relating to the use of our website.

Google Analytics sets a cookie on the data subject's information technology system. What cookies are has already been explained above. By setting the cookie, Google is able to analyse the use of our website. Each time a data subject accesses one of the individual pages of this website operated by the controller and into which a Google Analytics component has been integrated, that Google Analytics component automatically prompts the internet browser on the data subject's information technology system to transfer data to Google for the purpose of online analytics. As part of this technical process, Google obtains knowledge of personal data, such as the data subject's IP address, which Google uses, among other things, to track the origin of visitors and clicks and subsequently to enable the settlement of commissions.

Cookies are used to store personal information, such as the time of access, the location from which the access originated and the frequency of visits to our website by the data subject. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

As described above, the data subject can prevent our website from setting cookies at any time by using the appropriate settings in their internet browser. By doing so, they can permanently object to the setting of cookies. Activating these settings in the internet browser used also prevents Google from setting a cookie on the data subject's information technology system. In addition, cookies already set by Google Analytics can be deleted at any time via the internet browser or other software.

Furthermore, the data subject has the option to object to the collection of data generated by Google Analytics and related to the use of this website as well as to the processing of this data by Google, and to prevent such processing. For this purpose, the data subject must download and install a browser add-on from <https://tools.google.com/dlpage/gaoptout>. This browser uses JavaScript to inform Google Analytics that no data or information pertaining to website visits may be transferred to Google Analytics. Installation of the browser add-on is deemed by Google to constitute an objection. If the data subject's information technology system is erased, formatted or reinstalled at a later date, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within their control, it can be reinstalled or reactivated.

More information as well as Google's privacy policy can be found at <https://policies.google.com/privacy/> and at <https://marketingplatform.google.com/about/analytics/terms/gb/>. Google Analytics is explained in greater detail at <https://marketingplatform.google.com/about/>.

14. Data protection provisions concerning the use and application of Google Remarketing

The controller has integrated Google Remarketing services into this website. Google Remarketing is a feature of Google AdWords that enables companies to display advertisements to internet users who have previously visited the company's website. The integration of Google Remarketing thus allows companies to create user-related advertising and consequently to display interest-based ads to internet users.

The company operating Google Remarketing services is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google Remarketing is the display of interest-based advertising. Google Remarketing enables us to display ads via the Google advertising network or on other websites that are tailored to internet users' individual needs and interests.

Google Remarketing sets a cookie on the data subject's information technology system. What cookies are has already been explained above. The cookie enables Google to recognise the visitor to our website if they subsequently visit other websites that are members of the Google advertising network. Each time a data subject accesses a website into which the Google Remarketing service has been integrated, the data subject's internet browser will automatically identify itself to Google. As part of this technical process, Google obtains knowledge of personal data, such as the user's IP address or surfing behaviour, which Google uses, among other things, to display interest-based advertising.

Cookies are used to store personal information, such as the websites visited by the data subject. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

As described above, the data subject can prevent our website from setting cookies at any time by using an appropriate setting in their internet browser. By doing so, they can permanently object to the setting of cookies. Activating these settings in the internet browser used also prevents Google from setting a cookie on the data subject's information technology system. In addition, cookies already set by Google Analytics can be deleted at any time via the internet browser or other software.

Furthermore, the data subject has the option to object to interest-based advertising by Google. For this purpose, the data subject must visit the link www.google.com/settings/ads from any of the internet browsers used by them and change the desired settings there.

More information as well as Google's privacy policy can be found at <https://policies.google.com/privacy/>.

15. Data protection provisions concerning the use and application of Google AdWords

The controller has integrated Google AdWords into this website. Google AdWords is an internet advertising service that allows advertisers to place ads in Google's search engine results and the Google advertising network. Google AdWords enables advertisers to define certain keywords in advance, by means of which an ad is displayed in Google's search engine results exclusively when the user visits a keyword-relevant search result via the search engine. Within the Google advertising network, ads are distributed on relevant websites by means of an automatic algorithm and using the previously defined keywords.

The company operating Google AdWords services is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

The purpose of Google AdWords is to advertise our website by displaying interest-based advertising on the websites of third-party companies and in Google search engine results and to display third-party advertising on our website.

If a data subject accesses our website via a Google ad, a conversion cookie will be stored by Google on the data subject's information technology system. What cookies are has already been explained above. Conversion cookies expire after thirty days and do not serve to identify the data subject. If the conversion cookie has not yet expired, it is used to track whether certain sub-pages, such as the shopping cart of an online shop system, have been accessed on our website. The conversion cookie enables both us and Google to track whether a data subject who has accessed our website via an AdWords ad has generated a sale, i.e. completed or cancelled a purchase.

The data and information collected through the use of the conversion cookie is used by Google to compile visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimise our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive any information from Google by means of which the data subject could be identified.

The conversion cookie is used to store personal information, such as the websites visited by the data subject. Each time the data subject visits our website, this personal data, including the IP address of the internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

As described above, the data subject can prevent our website from setting cookies at any time by using the appropriate settings in their internet browser. By doing so, they can permanently object to the setting of cookies. Activating these settings in the internet browser used also prevents Google from setting a conversion cookie on the data subject's information technology system. In addition, cookies already set by Google AdWords can be deleted at any time via the internet browser or other software.

Furthermore, the data subject has the option to object to interest-based advertising by Google. For this purpose, the data subject must visit the link www.google.com/settings/ads from any of the internet browsers used by them and change the desired settings there.

More information as well as Google's privacy policy can be found at <https://policies.google.com/privacy/>.

16. Data protection provisions concerning the use and application of Instagram

The controller has integrated components from Instagram into this website. Instagram is a service that qualifies as an audiovisual platform and allows users to share photos and videos and also to redistribute such data on other social networks.

The company operating Instagram services is Meta Platforms Technologies Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. Each time a data subject accesses one of the individual pages of this website operated by the controller and into which an Instagram component (Insta button) has been integrated, that Instagram component automatically prompts the internet browser on the data subject's information technology system to download an image of the relevant Instagram component. As part of this technical process, Instagram obtains knowledge about which specific sub-page of our website is visited by the data subject. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

If the data subject is simultaneously logged in to Instagram, Instagram recognises which specific sub-page the data subject is visiting each time they access our website and for the entire duration of their respective visit to our website. This information is collected by the Instagram component and associated by Instagram with the data subject's respective Instagram account. If the data subject activates one of the Instagram buttons integrated into our website, the data and information thus transferred will be associated with the data subject's personal Instagram user account and stored and processed by Instagram.

Instagram always receives information via the Instagram component that the data subject has visited our website if the data subject is simultaneously logged in to Instagram when they access our website; this takes place regardless of whether the data subject clicks on the Instagram component. If the data subject does not wish this information to be transferred to Instagram, they can prevent this transfer by logging out of their Instagram account before accessing our website.

More information as well as Instagram's privacy policy can be found at <https://help.instagram.com/155833707900388> and at <https://www.instagram.com/about/legal/privacy/>.

17. Data protection provisions concerning the use and application of LinkedIn

The controller has integrated components from the LinkedIn Corporation into this website. LinkedIn is an internet-based social network that allows users to connect with existing business contacts and make new business contacts. Over 400 million registered users use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

The company operating LinkedIn is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible for data protection matters outside the United States.

With each individual visit to our website, which is equipped with a LinkedIn component (LinkedIn plug-in), this component prompts the browser used by the data subject to download an image of the component from LinkedIn. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA. More information about LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn obtains knowledge about which specific sub-page of our website is visited by the data subject.

If the data subject is simultaneously logged in to LinkedIn, LinkedIn recognises which specific sub-page of our website the data subject is visiting each time they access our website and for the entire duration of their respective visit to our website. This information is collected by the LinkedIn component and associated by LinkedIn with the data subject's LinkedIn account. If the data subject activates a LinkedIn button integrated into our website, LinkedIn will associate this information with the data subject's personal LinkedIn user account and store this personal data.

LinkedIn always receives information via the LinkedIn component that the data subject has visited our website if the data subject is simultaneously logged in to LinkedIn when they access our website; this takes place regardless of whether the data subject clicks on the LinkedIn component. If the data subject does not wish this information to be transferred to LinkedIn, they can prevent this transfer by logging out of their LinkedIn account before accessing our website.

LinkedIn offers the ability to unsubscribe from email messages, SMS messages and targeted ads, and to manage ad settings, at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, which may set cookies. These cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's privacy policy can be found at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy can be found at <https://www.linkedin.com/legal/cookie-policy>.

18. Data protection provisions concerning the use and application of (Twitter) X

The controller has integrated components from (Twitter) X into this website. (Twitter) X is a multilingual publicly accessible microblogging service which allows users to publish and distribute tweets, i.e. short messages limited to 280 characters. These short messages can be accessed by anyone, including people

not registered with (Twitter) X. However, tweets are also displayed to each user's followers. Followers are other Twitter users who follow a user's tweets. Furthermore, (Twitter) X makes it possible to address a broad audience via hashtags, links and retweets.

The operating company is X Corp. USA.

Each time a data subject accesses one of the individual pages of this website operated by the controller and into which a Twitter component (Twitter button) has been integrated, that Twitter component automatically prompts the internet browser on the data subject's information technology system to download an image of the relevant Twitter component from Twitter. More information about Twitter buttons can be found at <https://about.twitter.com/en/resources/buttons>. As part of this technical process, (Twitter) X obtains knowledge about which specific sub-page of our website is visited by the data subject. The purpose of integrating the Twitter component is to enable our users to disseminate the content of this website, to make this website known in the digital world and to increase our visitor numbers.

If the data subject is simultaneously logged in to Twitter, Twitter recognises which specific sub-page of our website the data subject is visiting each time they access our website and for the entire duration of their respective visit to our website. This information is collected by the Twitter component and associated by (Twitter) X with the data subject's Twitter account. If the data subject activates one of the Twitter buttons integrated into our website, the data and information thus transferred will be associated with the data subject's personal Twitter user account and stored and processed by Twitter. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a)GDPR or Art. 31(1) FDPA.

(Twitter) X always receives information via the Twitter component that the data subject has visited our website if the data subject is simultaneously logged in to (Twitter) X when they access our website; this takes place regardless of whether the data subject clicks on the Twitter component. If the data subject does not wish this information to be transferred to Twitter, they can prevent this transfer by logging out of their Twitter account before accessing our website.

(Twitter) X's privacy policy can be found at <https://twitter.com/privacy?lang=en>.

19. Data protection provisions concerning the use and application of YouTube

The controller has integrated components from YouTube into this website. YouTube is an internet video platform that allows video publishers to post video clips free of charge and allows other users to view, rate and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why both complete film and television programmes and also music videos, trailers and videos made by users themselves can be accessed via this internet platform.

The company operating YouTube is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

Each time a data subject accesses one of the individual pages of this website operated by the controller and into which a YouTube component (YouTube video) has been integrated, that YouTube component automatically prompts the internet browser on the data subject's information technology system to download an image of the YouTube component from YouTube. More information about YouTube can be found at <https://www.youtube.com/yt/about/en/>. As part of this technical process, YouTube and Google obtain knowledge about which specific sub-page of our website is visited by the data subject.

If the data subject is simultaneously logged in to YouTube, YouTube recognises which specific sub-page of our website the data subject is visiting each time they access a sub-page that contains a YouTube video. This information is collected by YouTube and Google and associated with the data subject's YouTube account.

YouTube and Google always receive information via the YouTube component that the data subject has visited our website if the data subject is simultaneously logged in to YouTube when they access our website; this takes place regardless of whether the data subject clicks on the YouTube component. If the data subject does not wish this information to be transferred to YouTube and Google, they can prevent this transfer by logging out of their YouTube account before accessing our website.

In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

The privacy policy published by YouTube, which can be found at <https://policies.google.com/privacy/>, provides information on the collection, processing and use of personal data by YouTube and Google.

20. Data protection provisions concerning the use and application of DoubleClick

The controller has integrated components from DoubleClick by Google into this website. DoubleClick is a Google brand used to market specialised online marketing solutions, primarily to advertising agencies and publishers.

The operating company is Google Ireland Limited, Gordon House, Barrow Street, Dublin, D04 E5W5, Ireland.

DoubleClick by Google transfers data to the DoubleClick server, both with each impression and with clicks and other activities. Each of these data transfers triggers a cookie request to the data subject's browser. If the browser accepts this request, DoubleClick sets a cookie on the data subject's information technology system. What cookies are has already been explained above. The purpose of the cookie is to optimise and display advertising. The cookie is used, among other things, to serve and display user-relevant advertising and to create reports on advertising campaigns and to improve them. Furthermore, the cookie is used to avoid multiple displays of the same ad.

DoubleClick uses a cookie ID, which is required in order to carry out this technical process. The cookie ID is needed, for example, to display an ad in a browser. DoubleClick can also use the cookie ID to record which ads have already been displayed in a browser in order to avoid duplicate placements. Furthermore, the cookie ID enables DoubleClick to record conversions. Conversions are recorded, for example, when a DoubleClick ad has previously been displayed to a user and the user subsequently makes a purchase on the advertiser's website using the same internet browser. In this case, we operate on the legal basis of consent pursuant to Art. 6(1)(a) GDPR or Art. 31(1) FDPA.

DoubleClick cookies do not contain any personal data. However, DoubleClick cookies may contain additional campaign identifiers. Campaign identifiers serve to identify the campaigns with which the user has previously been in contact.

Each time a data subject accesses one of the individual pages of this website operated by the controller and into which a DoubleClick component has been integrated, that DoubleClick component automatically prompts the internet browser on the data subject's information technology system to transfer data to Google for the purpose of online advertising and the settlement of commissions. As part of this technical process, Google obtains knowledge about data that Google also uses for the settlement of commissions. Among other things, Google can track whether the data subject has clicked on certain links on our website.

As described above, the data subject can prevent our website from setting cookies at any time by using an appropriate setting in their internet browser. By doing so, they can permanently object to the setting of cookies. Activating these settings in the internet browser used also prevents Google from setting a cookie on the data subject's information technology system. In addition, cookies already set by Google can be deleted at any time via the internet browser or other software.

More information as well as DoubleClick by Google's privacy policy can be found at <https://policies.google.com/?hl=en>.

21. Legal basis for processing

Art. 6(1)(a) GDPR serves as our company's legal basis for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party, as is the case, for example, with processing operations that are necessary for a delivery of goods or the provision of another service or consideration, this processing is based on Art. 6(1)(b) GDPR. The same applies to processing operations that are necessary for the implementation of pre-contractual measures, for example in the case of enquiries about our products or services. If our company is subject to a legal obligation that necessitates the processing of personal data, such as for the fulfilment of tax obligations, this processing is based on Art. 6(1)(c) GDPR. In rare cases, the processing of personal data may become necessary in order to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were to be injured on our premises and as a result their name, age, health insurance data or other vital information had to be passed on to a doctor, hospital or other third party. In this case, the processing would be based on Art. 6(1)(d) GDPR. Finally, processing operations could be based on Art. 6(1)(f) GDPR. Processing operations that are not covered by any of the aforementioned legal bases are based on this legal basis if the processing is necessary to protect a legitimate interest of our company or a third party, provided that the interests, fundamental rights and freedoms of the data subject do not override those interests. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European Union legislative bodies. In this respect, they have taken the view that a legitimate interest may be assumed if the data subject is a customer of the controller (recital 47(2) GDPR).

22. Legitimate interests in processing pursued by the controller or a third party

If the processing is necessary to protect a legitimate interest of ours, Art. 31(1) FDPA or Art. 6(1)(f) GDPR serves as the legal basis for processing. This applies, for example, to marketing (personalised offers about our products and services), unless you have objected to the use of your data for marketing purposes.

Other legitimate interests may include, in particular:

- Responding to enquiries;
- Operating and administering the website;
- Providing user-friendly services;
- Optimising the content of the website as well as advertising for it;
- Ensuring the ongoing functionality of the information technology systems and the technology of the website;
- Optimising newsletter dispatch;
- Preventing and detecting fraud and criminal offences;
- Processing personal data for administrative purposes;
- Checking the suitability of an applicant;
- Asserting, exercising or defending legal claims.

23. Duration for which personal data is stored

The criterion for the duration of the storage of personal data is the respective legal retention period. After expiry of the period, the corresponding data is routinely erased, provided that it is no longer required for the performance or initiation of the contract.

24. Legal or contractual regulations for the provision of personal data; necessity for the conclusion of the contract; obligation of the data subject to provide the personal data; possible consequences of not providing the data

We would like to inform you that the provision of personal data is sometimes required by law (e.g. tax regulations) or may also result from provisions of the contract (e.g. information about the contracting party). Sometimes, in order to conclude a contract, it may be necessary for a data subject to provide us with personal data that must subsequently be processed by us. For example, the data subject is obliged to provide us with personal data if our company concludes a contract with them. Failure to provide the personal data would mean that the contract with the data subject could not be concluded. Before the data subject provides any personal data, they must contact one of our employees. Our employee will inform the data subject on a case-by-case basis whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and what the consequences of not providing the personal data would be.

25. Existence of automated decision-making

As a responsible company, we do not employ automated decision-making or profiling.

This privacy policy was created by the privacy policy generator of [DGD Deutsche Gesellschaft für Datenschutz GmbH](#), which acts as an external data protection officer in Dresden, in cooperation with data protection lawyer Christian Solmecke.

26. Data security

We take appropriate technical and organisational measures to protect your data.

This site uses SSL or TLS encryption for security reasons and to protect the transfer of confidential content, such as enquiries that you send to us. You can recognise an encrypted connection by the fact that the address line in your browser changes from 'http://' to 'https://' and by the lock symbol in your browser bar.

If SSL or TLS encryption is activated, the data you transfer to ACB cannot be read by third parties.

27. Changes

This Privacy Policy may be amended at any time; the particular version published on the website shall apply.

Version: 1 September 2023