

# Privacy policy

## 1. Data protection at a glance

### General information

So that you don't have to read 20 pages of data protection declaration, the most important information about what happens with your personal data is summarised briefly and concisely here. But if you want to read all the details, you just need to scroll further.

### Who is responsible for data processing?

The data processing is carried out by the person responsible or the natural or legal person who provides the offer. In this case, the responsible person is:

The International British Theatre School LTD

### How do we collect your data?

On the one hand, your data is collected when you provide it to us. This can be, for example, data that you enter in a contact form.

Other data is collected automatically or after your consent when you visit the website or use our services through the IT systems. This is mainly technical data (e.g. internet browser or operating system) or data that is necessary to provide the service (e.g. your email address).

### What do we use your data for?

Part of the data is collected to ensure error-free provision of the website or service. Other data may, with your consent, be used to analyze your user behavior.

### What rights do you have regarding your data?

The General Data Protection Regulation grants you extensive rights when your personal data is processed. You have the right to receive information free of charge at any time about the origin, recipient and purpose of your stored personal data. You also have a right to request the correction or, under certain conditions, the deletion of this data. If you have given your consent to data processing, you can revoke this consent at any time for the future. You also have the right, under certain circumstances, to request the restriction of the processing of your personal data. Furthermore, you have the right to lodge a complaint with the competent supervisory authority.

## 2 General notes and mandatory information

## **Note on the responsible body**

The data controller is:

The International British Theatre School LTD  
International House, 61 Mosley Street, Manchester,  
England, United Kingdom. M2 3HZ

represented by: Ben Whiteside

Phone: +44 0161 399 0192

E-mail: [info@britishtheatreschool.com](mailto:info@britishtheatreschool.com)

The controller is the natural or legal person who alone or jointly with others determines the purposes and means of the processing of personal data (e.g. names, e-mail addresses, etc.).

## **Purpose of the processing**

Your personal data is mainly processed to provide or improve our services. This may be based on a contract with you (Art. 6 para. 1 lit. b DSGVO), a legal obligation (Art. 6 para. 1 lit c), your consent (Art. 6 para. 1 lit a DSGVO) or our legitimate interest (Art. 6 para. 1 lit f DSGVO).

In the context of the performance of a contract, we disclose customer data to host schools / venues in which our services take place only for administrative, legal or health and safety purposes.

## **Storage period**

Unless a more specific storage period has been specified within this data protection declaration, your personal data will remain with us until the purpose for the data processing no longer applies. If you assert a legitimate request for deletion or revoke your consent to data processing, your data will be deleted unless we have other legally permissible reasons for storing your personal data (e.g. retention periods under tax or commercial law); in the latter case, the data will be deleted after these reasons cease to apply.

## **Data subject rights**

You can use the above contact details to request information from the data controller in accordance with Article 15 of the GDPR about the data stored about you and, under certain circumstances, request the correction of your data in accordance with Article 16 of the GDPR or the deletion of your data in accordance with Article 17 of the GDPR. You may also have the right to restrict the processing of your data in accordance with Article 18 of the GDPR.

If the data processing is based on Art. 6 (1) f DSGVO, you also have the right to object to lawful and legally based data processing for reasons arising from your particular situation (Art. 21 DSGVO). The right to object does not exist insofar as there is a compelling public interest in the processing which outweighs your interests or a legal provision obliges the processing.

If the data processing is based on Art. 6 para. 1 lit. a DSGVO, you also have the right to revoke your consent at any time with effect for the future. The previous data processing remains unaffected by the revocation. Furthermore, you may have the right to have the data provided by you returned to you in a structured, common and machine-readable format in accordance with Art. 20 DSGVO.

### **Right of appeal to the competent supervisory authority**

In the event of breaches of the GDPR, data subjects shall have a right of appeal to a supervisory authority, in particular in the Member State of their habitual residence, their place of work or the place of the alleged breach. The right of appeal is without prejudice to any other administrative or judicial remedy.

## **3. Hosting**

### **External hosting**

This website is hosted by an external service provider (hoster). The personal data collected on this website is stored on the hoster's servers. This may include IP addresses, contact requests, meta and communication data, contract data, contact data, names, website accesses and other data generated via a website.

The hoster is used for the purpose of fulfilling the contract with our potential and existing customers (Art. 6 para. 1 lit. b DSGVO) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. f DSGVO).

Our hoster will only process your data to the extent that this is necessary for the fulfilment of its service obligations and will follow our instructions with regard to this data.

We use the following hoster:

Wix.com Ltd.  
Nemal St. 40  
6350671 Tel Aviv  
Israel

You can find more information about the data processing here:

<https://www.wix.com/manage/privacy-security-hub>

## **Conclusion of a contract on order processing**

In order to ensure data protection-compliant processing, we have concluded an order processing contract with our hoster.

## **Server log files**

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- operating system used
- referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

The collection of this data is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the technically error-free presentation and optimisation of its website - for this purpose, the server log files must be collected.

## **SSL or TLS encryption**

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

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

## **Encrypted payment transactions on this website**

If, after the conclusion of a contract with costs, there is an obligation to transmit your payment data to us (e.g. account number in the case of direct debit authorisation), this data is required for the processing of payments.

Payment transactions via the common means of payment (Visa/MasterCard, direct debit) are made exclusively via an encrypted SSL or TLS connection. You can recognise an encrypted

connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, your payment data that you transmit to us cannot be read by third parties.

## **Note on data transfer to the USA**

Programs from companies based in the USA are used on the website. When actively using these programs, your personal data may be transmitted to the servers of the respective companies. The USA is not a safe third country in the sense of the GDPR. This may be due, among other things, to the fact that US companies are obliged to hand over personal data to security authorities without you as a data subject being informed or being able to take legal action against this. This also allows, for example, intelligence agencies to use this data for surveillance purposes. We have no influence on these processing activities.

## **4. Data collection on this website**

### **Cookies**

Our internet pages use so-called "cookies". Cookies are small text files and do not cause any damage to your terminal device. They are stored either temporarily for the duration of a session (session cookies) or permanently (permanent cookies) on your end device. Session cookies are automatically deleted at the end of your visit. Permanent cookies remain stored on your end device until you delete them yourself or until they are automatically deleted by your web browser.

In some cases, cookies from third-party companies may also be stored on your terminal device when you enter our site (third-party cookies). These enable us or you to use certain services of the third-party company (e.g. cookies for processing payment services).

Cookies have various functions. Many cookies are technically necessary, as certain website functions would not work without them (e.g. the shopping cart function or the display of videos). Other cookies are used to evaluate user behaviour or to display advertising.

Cookies that are required to carry out the electronic communication process (necessary cookies) or to provide certain functions that you have requested (functional cookies, e.g. for the shopping cart function) or to optimise the website (e.g. cookies to measure the web audience) are stored on the basis of Art. 6 (1) lit. f DSGVO, unless another legal basis is specified. The website operator has a legitimate interest in storing cookies for the technically error-free and optimized provision of its services. Insofar as consent to the storage of cookies has been requested, the storage of the cookies in question is based exclusively on this consent (Art. 6 para. 1 lit. a DSGVO); consent can be revoked at any time.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or

generally and activate the automatic deletion of cookies when closing the browser. If you deactivate cookies, the functionality of this website may be limited.

If cookies are used by third parties or for analysis purposes, we will inform you separately within the framework of this data protection declaration and, if necessary, request your consent.

## **Contact form & Chat Box**

If you send us enquiries via the contact form, your details from the enquiry form, including the contact details you provide there, will be stored by us for the purpose of processing the enquiry and in the event of follow-up questions. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 (1) lit. b DSGVO if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6 (1) (f) DSGVO) or on your consent (Art. 6 (1) (a) DSGVO) if this has been requested.

The data you enter in the contact form will remain with us until you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies (e.g. after we have completed processing your request). Mandatory legal provisions - in particular retention periods - remain unaffected.

## **Inquiry by e-mail, telephone or fax**

If you contact us by e-mail, telephone or fax, your enquiry including all personal data arising from it (name, enquiry) will be stored and processed by us for the purpose of processing your request. We will not pass on this data without your consent.

The processing of this data is based on Art. 6 (1) lit. b DSGVO if your request is related to the performance of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, the processing is based on our legitimate interest in the effective processing of the requests addressed to us (Art. 6 (1) (f) DSGVO) or on your consent (Art. 6 (1) (a) DSGVO) if this has been requested.

The data you send to us via contact requests will remain with us until you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies (e.g. after processing your request has been completed). Mandatory statutory provisions - in particular statutory retention periods - remain unaffected.

## **Registration on this website**

You can register on this website to use additional functions on the site. We use the data entered for this purpose only for the purpose of using the respective offer or service for

which you have registered. The mandatory information requested during registration must be provided in full. Otherwise we will reject the registration.

For important changes, for example in the scope of the offer or in the case of technically necessary changes, we use the e-mail address provided during registration to inform you in this way.

The processing of the data entered during registration is carried out for the purpose of implementing the user relationship established by the registration and, if necessary, for initiating further contracts (Art. 6 para. 1 lit. b DSGVO).

The data collected during registration will be stored by us for as long as you are registered on this website and will then be deleted. Legal retention periods remain unaffected.

## **5. Social media**

### **Data processing by social networks**

We maintain publicly accessible profiles on social networks. The social networks used by us in detail can be found below.

Social networks such as Facebook, Twitter, etc. can generally analyse your user behaviour comprehensively when you visit their website or a website with integrated social media content (e.g. like buttons or advertising banners). Visiting our social media presences triggers numerous processing operations relevant to data protection. In detail:

If you are logged into your social media account and visit our social media presence, the operator of the social media portal can assign this visit to your user account. However, your personal data may also be collected under certain circumstances if you are not logged in or do not have an account with the respective social media portal. In this case, this data collection takes place, for example, via cookies that are stored on your terminal device or by recording your IP address.

With the help of the data collected in this way, the operators of the social media portals can create user profiles in which your preferences and interests are stored. In this way, you can be shown interest-based advertising inside and outside the respective social media presence. If you have an account with the respective social network, the interest-based advertising can be displayed on all devices on which you are or were logged in.

Please also note that we cannot track all processing operations on the social media portals. Depending on the provider, further processing operations may therefore be carried out by the operators of the social media portals. For details, please refer to the terms of use and data protection provisions of the respective social media portals.

### **Legal basis**

Our social media presences are intended to ensure the most comprehensive presence possible on the Internet. This is a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO. The analysis processes initiated by the social networks may be based on different legal bases, which are to be specified by the operators of the social networks (e.g. consent within the meaning of Art. 6 para. 1 lit. a DSGVO).

### **Responsible person and assertion of rights**

If you visit one of our social media sites (e.g. Facebook), we are jointly responsible with the operator of the social media platform for the data processing operations triggered during this visit. In principle, you can assert your rights (information, correction, deletion, restriction of processing, data portability and complaint) both vis-à-vis us and vis-à-vis the operator of the respective social media portal (e.g. vis-à-vis Facebook).

Please note that despite the joint responsibility with the social media portal operators, we do not have full influence on the data processing operations of the social media portals. Our options are largely determined by the corporate policy of the respective provider.

### **Storage period**

The data collected directly by us via the social media presence will be deleted from our systems as soon as the purpose for storing it no longer applies, you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies. Stored cookies remain on your terminal device until you delete them. Mandatory legal provisions - in particular retention periods - remain unaffected.

We have no influence on the storage period of your data, which is stored by the operators of the social networks for their own purposes. For details, please contact the operators of the social networks directly (e.g. in their privacy policy, see below).

### **Social networks in detail**

#### **Facebook**

We have a profile on Facebook. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. According to Facebook, the data collected is also transferred to the USA and other third countries.

We have entered into a Joint Processing Agreement (Controller Addendum) with Facebook. This agreement specifies which data processing operations we or Facebook are responsible for when you visit our Facebook page. You can view this agreement at the following link: [https://www.facebook.com/legal/terms/page\\_controller\\_addendum](https://www.facebook.com/legal/terms/page_controller_addendum).

**You can adjust your advertising settings independently in your user account. To do so, click on the following link and log in: <https://www.facebook.com/settings?tab=ads>**

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:



[https://www.facebook.com/legal/EU\\_data\\_transfer\\_addendum](https://www.facebook.com/legal/EU_data_transfer_addendum) and <https://facebook.com/help/566994660333381>.

### **LinkedIn**

We have a profile on LinkedIn. The provider is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. LinkedIn uses advertising cookies.

**If you would like to disable LinkedIn advertising cookies, please use the following link:** <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.linkedin.com/legal/l/dpa> and <https://www.linkedin.com/legal/l/eu-sccs>.

For details on how they handle your personal data, please see LinkedIn's privacy policy: <https://www.linkedin.com/legal/privacy-policy>.

### **Vimeo**

We have a profile on Vimeo. The provider is Vimeo, Inc., 555 West 18th Street, New York 10011, USA.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission and, according to Vimeo, on "legitimate business interests". Details can be found here: <https://vimeo.com/privacy>.

For details on their handling of your personal data, please refer to Vimeo's privacy policy: <https://vimeo.com/privacy>.

### **TikTok**

We have a profile on TikTok. The provider is TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland. For details on their handling of your personal data, please refer to TikTok's privacy policy: <https://www.tiktok.com/legal/privacy-policy?lang=en>.

Data transfer to non-secure third countries is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.tiktok.com/legal/privacy-policy?lang=en>.

## **6. Analysis tools and advertising**

### **Google Analytics**

This website uses functions of the web analysis service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Analytics enables the website operator to analyse the behaviour of website visitors. In doing so, the website operator receives various usage data, such as page views, duration of visit, operating systems used and origin of the user. This data may be summarised by Google in a profile that is assigned to the respective user or their end device.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analysing user behaviour (e.g. cookies or device fingerprinting). The information collected by Google about the use of this website is usually transferred to a Google server in the USA and stored there.

The use of this analysis tool is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising. If a corresponding consent has been requested (e.g. consent to store cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://privacy.google.com/businesses/controllerterms/mccs/>.

### **IP anonymization**

We have activated the IP anonymization function on this website. This means that your IP address is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

### **browser plugin**

You can prevent the collection and processing of your data by Google by downloading and installing the browser plugin available at the following link:

<https://tools.google.com/dlpage/gaoptout?hl=en>.

For more information on how Google Analytics handles user data, please see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>.

### **Order processing**

We have concluded an order processing contract with Google and fully implement the strict requirements of the data protection authorities when using Google Analytics.

### **Demographic characteristics in Google Analytics**

This website uses the "demographic characteristics" function of Google Analytics in order to be able to display suitable advertisements to website visitors within the Google advertising network. This allows reports to be generated that include statements about the age, gender and interests of site visitors. This data comes from interest-based advertising from Google as well as visitor data from third-party providers. This data cannot be attributed to any specific person. You can deactivate this function at any time via the ad settings in your Google account or generally prohibit the collection of your data by Google Analytics as shown in the item "Objection to data collection".

### **Storage period**

Data stored by Google at user and event level that is linked to cookies, user identifiers (e.g. User ID) or advertising IDs (e.g. DoubleClick cookies, Android advertising ID) is anonymised or deleted after 2 months. For details, please see the following link:

<https://support.google.com/analytics/answer/7667196?hl=en>.

### **Wix Analytics**

This website uses the Wix Analytics tool to statistically evaluate visitor traffic. Provider is Wix.com Ltd., Nemaal St. 40, 6350671 Tel Aviv, Israel (<https://wix.com>).

Wix Analytics allows us to analyze the use of our website. It collects log files (IP address, referrer, browser used, origin of the user, search engine used) and actions that website visitors have taken on the page (e.g. clicks and views).

The use of this analysis tool is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in analysing user behaviour in order to optimise both its website and its advertising. If a corresponding consent has been requested (e.g. consent to store cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

### **Order processing**

We have concluded an order processing contract with Wix and fully implement the strict requirements of the data protection authorities when using Wix.

### **Google Ads**

The website operator uses Google Ads. Google Ads is an online advertising program of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads enables us to display advertisements in the Google search engine or on third-party websites when the user enters certain search terms on Google (keyword targeting). Furthermore, targeted advertisements can be played on the basis of user data available at Google (e.g. location data and interests) (target group targeting). As the website operator, we can evaluate this data quantitatively by analysing, for example, which search

terms have led to the display of our advertisements and how many advertisements have led to corresponding clicks.

The use of Google Ads is based on Art. 6 (1) lit. f DSGVO. The website operator has a legitimate interest in marketing his service products as effectively as possible.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://privacy.google.com/businesses/controllerterms/mccs/>.

## **Google DoubleClick**

This website uses functions of Google DoubleClick. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland, (hereinafter "DoubleClick").

DoubleClick is used to show you interest-based ads across the Google advertising network. The ads can be targeted to each viewer's interests using DoubleClick. For example, our ads may be displayed in Google search results or in banner ads associated with DoubleClick.

In order to be able to display interest-based advertising to users, DoubleClick must be able to recognise the respective viewer and associate the web pages visited, clicks and other information on user behaviour with them. For this purpose, DoubleClick uses cookies or comparable recognition technologies (e.g. device fingerprinting). The information collected is combined into a pseudonymous user profile in order to display interest-based advertising to the relevant user.

Google DoubleClick is used in the interest of targeted advertising measures. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO. If a corresponding consent has been requested (e.g. consent to store cookies), the processing is carried out exclusively on the basis of Art. 6 (1) lit. a DSGVO; the consent can be revoked at any time.

For further information on how to object to the advertisements displayed by Google, please refer to the following links: <https://policies.google.com/technologies/ads> and <https://adssettings.google.com/authenticated>.

## **7. Newsletter and postal advertising**

### **Newsletter data**

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

The processing of the data entered in the newsletter registration form is based exclusively on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke your consent to the storage of

the data, the e-mail address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

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

After you have unsubscribed from the newsletter distribution list, your e-mail address will be stored by us or the newsletter service provider in a blacklist, if necessary, in order to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with the legal requirements for sending newsletters (legitimate interest within the meaning of Art. 6 (1) f DSGVO). The storage in the blacklist is not limited in time. **You can object to the storage if your interests outweigh our legitimate interest.**

## **MailChimp with deactivated performance measurement**

This website uses the services of MailChimp for sending newsletters. The provider is Rocket Science Group LLC, 675 Ponce De Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA.

MailChimp is a service with which, among other things, the sending of newsletters can be organized. If you enter data for the purpose of receiving newsletters (e.g. email address), this data is stored on MailChimp's servers in the USA. We have deactivated the performance measurement at Mailchimp, so that Mailchimp will not evaluate your behavior when opening our newsletter.

If you do not want your data to be transferred to Mailchimp, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. Furthermore, you can also unsubscribe directly on the website.

The data processing is based on your consent (Art. 6 para. 1 lit. a DSGVO). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

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

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://mailchimp.com/legal/data-processing-addendum/#9. Jurisdiction-Specific Terms>.

After you have unsubscribed from the newsletter distribution list, your e-mail address will be stored by us or the newsletter service provider in a blacklist, if necessary, in order to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be

merged with other data. This serves both your interest and our interest in complying with the legal requirements for sending newsletters (legitimate interest within the meaning of Art. 6 (1) f DSGVO). The storage in the blacklist is not limited in time. **You can object to the storage if your interests outweigh our legitimate interest.**

For more details, please see MailChimp's privacy policy at:

<https://mailchimp.com/legal/terms/>.

### **Conclusion of a data processing agreement**

We have concluded a so-called "Data-Processing-Agreement" with MailChimp, in which we oblige MailChimp to protect the data of our customers and not to pass them on to third parties.

## **8. plugins and tools**

### **Vimeo without tracking (Do-Not-Track)**

This website uses plugins of the video portal Vimeo. The provider is Vimeo Inc, 555 West 18th Street, New York, New York 10011, USA.

When you visit one of our pages equipped with Vimeo videos, a connection to the Vimeo servers is established. This tells the Vimeo server which of our pages you have visited. In addition, Vimeo obtains your IP address. However, we have set Vimeo in such a way that Vimeo will not track your user activities and will not set any cookies.

The use of Vimeo is in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 Para. 1 lit. a DSGVO; the consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission and, according to Vimeo, on "legitimate business interests". Details can be found here: <https://vimeo.com/privacy>.

For more information on how Vimeo handles user data, please see Vimeo's privacy policy at: <https://vimeo.com/privacy>.

### **Google Maps**

This site uses the map service Google Maps. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

To use the functions of Google Maps, it is necessary to store your IP address. This information is usually transferred to a Google server in the USA and stored there. The provider of this site has no influence on this data transmission.

The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy location of the places indicated by us on the website. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f DSGVO. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here:

<https://privacy.google.com/businesses/gdprcontrollerterms/> and  
<https://privacy.google.com/businesses/gdprcontrollerterms/sccs/>.

More information on the handling of user data can be found in Google's privacy policy:

<https://policies.google.com/privacy?hl=en>.

## **Google Web Fonts**

This site uses so-called web fonts provided by Google for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly.

For this purpose, the browser you use must connect to Google's servers. Through this, Google obtains knowledge that this website was accessed via your IP address. The use of Google WebFonts is based on Art. 6 para. 1 lit. f DSGVO. The website operator has a legitimate interest in the uniform presentation of the typeface on his website. If a corresponding consent has been requested (e.g. consent to the storage of cookies), the processing is carried out exclusively on the basis of Art. 6 para. 1 lit. a DSGVO; the consent can be revoked at any time.

If your browser does not support web fonts, a default font will be used by your computer.

For more information about Google Web Fonts, please visit

<https://developers.google.com/fonts/faq> and read Google's privacy policy:  
<https://policies.google.com/privacy?hl=en>.

## **9. Audio and video conferencing**

### **Data processing**

Among other tools, we use online conferencing tools to communicate with our clients. The individual tools we use are listed below. If you communicate with us via video or audio conference via the Internet, your personal data will be collected and processed by us and the provider of the respective conference tool.

The conferencing tools collect all data that you provide/enter in order to use the tools (e-mail address and/or your telephone number). Furthermore, the conferencing tools process the duration of the conference, start and end (time) of participation in the conference, number of

participants and other "contextual information" related to the communication process (metadata).

Furthermore, the provider of the tool processes all technical data that are necessary for the handling of the online communication. This includes, in particular, IP addresses, MAC addresses, device IDs, device type, operating system type and version, client version, camera type, microphone or speaker and the type of connection.

If content is exchanged, uploaded or otherwise made available within the tool, this is also stored on the servers of the tool providers. Such content includes, but is not limited to, cloud recordings, chat/instant messages, voicemails, uploaded photos and videos, files, whiteboards and other information shared while using the service.

Please note that we do not have full influence on the data processing procedures of the tools used. Our options are largely determined by the corporate policy of the respective provider. For further information on data processing by the conference tools, please refer to the data protection statements of the respective tools used, which we have listed below this text.

### **Purpose and legal basis**

The conference tools are used to communicate with prospective or existing contractual partners or to offer certain services to our customers (Art. 6 para. 1 p. 1 lit. b DSGVO). Furthermore, the use of the tools serves the general simplification and acceleration of communication with us or our company (legitimate interest within the meaning of Art. 6 para. 1 lit. f DSGVO). Insofar as consent has been requested, the tools in question are used on the basis of this consent; consent can be revoked at any time with effect for the future.

### **Storage period**

The data collected directly by us via the video and conference tools will be deleted from our systems as soon as you request us to delete it, revoke your consent to store it or the purpose for storing the data no longer applies. Stored cookies remain on your terminal device until you delete them. Mandatory legal retention periods remain unaffected.

We have no influence on the storage period of your data, which is stored by the operators of the conference tools for their own purposes. For details, please contact the operators of the conference tools directly.

### **Conference tools used**

We use the following conferencing tools:

#### **Zoom**

We use Zoom. The provider of this service is Zoom Communications Inc, San Jose, 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, USA. For details on data processing, please refer to Zoom's privacy policy: <https://zoom.us/en/privacy.html>.



The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://zoom.us/en/privacy.html>.

### **Conclusion of a contract on order processing**

We have concluded an order processing contract with the provider of Zoom and fully implement the strict requirements of the data protection authorities when using Zoom.