

Privacy Policy V01.3-2021/06

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Preamble

Thank you for your interest in our cooperative Society6.0 – Bewegung für Menschen und Umwelt eG i.G. We are currently in progress of registering, and we are working very hard to meet all legal requirements. The protection of our data, whether personal or business data, is one of the most important prerequisites for good business conduct and respectful interaction with each other. We attach the highest importance to this protection of our data.

Our internet pages can be used without any indication of personal data, however, the person using the sites has to agree to Cookies. If someone wants to use special services of our cooperative via our website, processing of personal data may be necessary, for example when filling out the online contact form or the online membership and participation declaration as well as when registering for an event. The previous list is an open list, not a closed list. We generally obtain the consent of those who have provided personal data for the processing of personal data. When filling out the online forms, you must actively confirm that you agree to this processing and, with a separate confirmation, have also acknowledged that you can withdraw this consent at any time. This also applies to the newsletter if you would like to subscribe to it.

The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR) and in accordance with the country-specific data protection regulations applicable to the Society6.0 – Bewegung für Menschen und Umwelt eG i.G. By means of this data protection declaration, you will be informed about your rights and we will inform the public very transparently about the type, scope, and purpose of the personal data collected, used and processed by us.

As a business enterprise responsible for the processing of data, our cooperative has implemented numerous technical and organizational measures to ensure the most complete protection of personal data processed via our website. Nevertheless, internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, each person is free to transmit personal data to us by alternative means, for example by telephone.

1 Privacy policy at a glance

1.1 General notes

The following notes give a simple overview of what happens to your personal data when you visit this website. Personal data is all data with which you could be personally identified. For detailed information on the subject of data protection, please refer to our privacy policy listed in this document.

1.2 Data collection on this website

Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator and to some extent by its sub-contractors. Its contact details can be found in the section "Notice of the Responsible Body" in this privacy policy.

How do we collect your data?

On the one hand, your data is collected by you informing us of it. This can be e.g. data that you enter in a contact form. Other data is collected automatically or after your consent when you visit the website by our IT systems. These are mainly technical data (e.g., Internet browser, operating system, or time of the page call). This data is collected automatically as soon as you enter this website.

What do we use your data for?

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

What rights do you have with regard to your data?

You have the right at any time to receive information free of charge about the origin, recipient and purpose of your stored personal data. You also have a right to request the correction or deletion of this data. If you have

given your consent to data processing, you can revoke this consent at any time for the future. In addition, you have the right to request the restriction of the processing of your personal data under certain circumstances.

Furthermore, you have the right to lodge a complaint with the competent supervisory authority.

For this and other questions about data protection, you can contact us at any time.

Analysis tools and third-party tools

When visiting this website, your surfing behavior can be statistically evaluated. This is mainly done with so-called analysis programs. Detailed information on these analysis programs can be found in the following privacy policy sections.

2 Definitions

The data protection declaration of Society6.0 – Bewegung für Menschen und Umwelt eG i.G. is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). Our privacy policy should be easy to read and understand for the public as well as for our members, partners, and business partners. To ensure this, the terms used in the document are explained below.

In this privacy policy, the following terms are used:

Personal data. Personal data is any information relating to an identified or identifiable natural person (hereinafter referred to as "data subject"). A natural person who can be identified directly or indirectly, in particular by reference to an identifier such as a name, to an identification number, to location data, to an online identifier or to one or more special characteristics that are an expression of the physical, physiological, genetic, psychological, economic, cultural, or social identity of that natural person, is considered identifiable.

Affected person. The data subject is any identified or identifiable natural person whose personal data are processed by the controller.

Processing. Processing is any operation carried out with or without the aid of automated procedures or any such series of operations in connection with personal data, such as the collection, collection, organization, ordering, storage, adaptation or modification, reading, consultation, use, disclosure by transmission, dissemination or any other form of provision, comparison or linking, restriction, deletion, or destruction.

Restriction of processing. Restriction of processing is the marking of stored personal data with the aim of restricting their future processing.

Profiling. Profiling is any type of automated processing of personal data that consists in the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects relating to work performance, economic situation, health, personal preferences, interests, reliability, behavior, whereabouts or relocation of that natural person.

Pseudonymization. Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, provided that this additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not assigned to an identified or identifiable natural person.

Controller. The controller is the natural or legal person, public authority, agency or other body that alone or jointly with others decides on the purposes and means of processing personal data. If the purposes and means of such processing are specified by Union law or the law of the Member States, the controller or the specific criteria of his nomination may be provided for in accordance with Union law or the law of the Member States.

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

Receiver. The recipient is a natural or legal person, public authority, agency or other body to which personal data is disclosed, regardless of whether it is a third party or not. However, authorities that may receive personal data in the context of a specific investigation mandate under Union law or the law of the Member States are not considered to be recipients.

Third party. A third party is a natural or legal person, public authority, agency or other body other than the data subject, the controller, the processor and the persons authorized under the direct responsibility of the controller or processor to process the personal data.

Consent. Consent is any expression of intent voluntarily given by the data subject for the particular case in an informed and unambiguous manner in the form of a declaration or other unambiguous confirming act by which the data subject indicates that he or she agrees to the processing of personal data concerning him or her.

3 Hosting und Content Delivery Networks (CDN)

3.1 Externes Hosting

This website is hosted by an external service provider (hoster). The personal data collected on this website are stored on the hoster's servers. These 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 vis-à-vis our potential and existing customers or members (Art. 6 para. 1 lit.b GDPR) 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 GDPR). Our hoster will only process your data to the extent necessary to fulfil its performance obligations and to comply with our instructions in relation to this data.

We use the following hoster:

1&1 IONOS SE, Elgendorfer Str. 57, 56410 Montabaur, Germany

3.2 Conclusion of a contract for order processing

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

4 General notes and mandatory information

4.1 Privacy Policy

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, various personal data is collected. Personal data is data with which you can be personally identified. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission on the Internet (e.g., when communicating by e-mail) may have security gaps. A complete protection of the data against access by third parties is not possible.

4.2. Reference to the responsible body

The data controller for data processing on this website is:

Society6.0 Movement for People and the Environment eG i.G.
c/o Salvatorstrasse 17B
97074 Würzburg
Germany
Phone: +49 151 1061 0770
E-Mail: info@society-6.de

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

4.3 Storage period

Insofar as no more specific storage period has been mentioned within this data protection declaration, your personal data will remain with us until the purpose for data processing ceases to apply. 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 the storage of your personal data (e.g., tax or commercial retention periods); in the latter case, the deletion takes place after the omission of these reasons.

4.4. Notice on data transfer to the USA and other third countries

Among other things, we use tools from companies based in the USA or other third countries that are not secure under data protection law. If these tools are active, your personal data may be transferred to and processed in these third countries. We would like to point out that no level of data protection comparable to that of the EU can be guaranteed in these countries. For example, US companies are obliged to hand over personal data to security authorities without you as the person concerned being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. secret services) process, evaluate and permanently store your data on US servers for surveillance purposes. We have no influence on these processing activities.

4.5 Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can revoke an already given consent at any time. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

4.6 Right of objection against data collection in special cases as well as against direct advertising (Art. 21 GDPR)

IF THE DATA PROCESSING IS BASED ON ART. 6 PARA. 1 LIT. E OR F GDPR, YOU HAVE THE RIGHT AT ANY TIME TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. THE RESPECTIVE LEGAL BASIS ON WHICH A PROCESSING IS BASED IS TAKEN FROM THIS PRIVACY POLICY. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR PERSONAL DATA SUBJECT, UNLESS WE CAN PROVE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OUTWEIGH YOUR INTERESTS, RIGHTS AND FREEDOMS OR THE PROCESSING SERVES TO ASSERT, EXERCISE OR DEFEND LEGAL CLAIMS (OBJECTION PURSUANT TO ART. 21 PARA. 1 GDPR).

IF YOUR PERSONAL DATA IS PROCESSED FOR DIRECT MARKETING PURPOSES, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING FOR THE PURPOSE OF SUCH ADVERTISING; THIS ALSO APPLIES TO PROFILING INsofar AS IT IS RELATED TO SUCH DIRECT ADVERTISING. IF YOU OBJECT, YOUR PERSONAL DATA WILL THEN NO LONGER BE USED FOR THE PURPOSE OF DIRECT ADVERTISING (OBJECTION PURSUANT TO ART. 21 PARA. 2 GDPR).

4.7 Right of appeal to the competent supervisory authority

In the event of violations of the GDPR, the persons concerned have the right to lodge a complaint with a supervisory authority, in particular in the Member State of their habitual residence, their place of work or the place of the alleged infringement. The right of appeal is without prejudice to other administrative or judicial remedies.

4.8 Right to data portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another controller, this will only be done to the extent that it is technically feasible.

4.9 SSL or TLS encryption

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

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

4.10. Information, deletion, and correction

Within the framework of the applicable legal provisions, you have the right at any time to free information about your stored personal data, their origin and recipient and the purpose of data processing and, if necessary, a right to correction or deletion of this data. For this and other questions about personal data, you can contact us at any time.

4.11 Right to restriction of processing

You have the right to request the restriction of the processing of your personal data. You can contact us at any time. The right to restriction of processing exists in the following cases:

- If you dispute the accuracy of your personal data stored by us, we usually need time to verify this. For the duration of the examination, you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data happened/happens unlawfully, you can request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you need it to exercise, defend or assert legal claims, you have the right to request the restriction of the processing of your personal data instead of deletion.
- If you have filed an objection pursuant to Article 21 (1) GDPR, a balance must be struck between your interests and ours. As long as it is not yet clear whose interests prevail, you have the right to request the restriction of the processing of your personal data.
- If you have restricted the processing of your personal data, this data may only be processed with your consent or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of an important public interest of the European Union or a Member State— apart from its storage.

4.12. Contradiction against advertising e-mails

The use of contact data published within the scope of the imprint obligation for sending unsolicited advertising and information materials is hereby objected to. The operators of the pages expressly reserve the right to take legal action in the event of the unsolicited sending of advertising information, such as spam e-mails.

5 Data collection on this website

5.1 Cookies

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

In some cases, cookies from third-party companies can also be stored on your 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 the processing of payment services).

Cookies have different functions. Numerous cookies are technically necessary because 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 behavior or to display advertising.

Cookies that are necessary to carry out the electronic communication process (necessary cookies) or to provide certain functions desired by you (functional cookies, e.g., for the shopping cart function) or to optimize the website (e.g., cookies for measuring the web audience) are stored on the basis of Article 6 (1) (f) GDPR, unless another legal basis is given. The website operator has a legitimate interest in the storage of cookies for the technically error-free and optimized provision of its services. If consent to the storage of cookies has been requested, the storage of the cookies in question takes place exclusively on the basis of this consent (Art. 6 para. 1 lit. a GDPR); the consent can be revoked at any time.

You can set your browser so that you are informed about the setting of cookies and allow cookies only in individual cases, exclude the acceptance of cookies for certain cases or in general and activate the automatic deletion of cookies when closing the browser. When disabling cookies, the functionality of this website may be limited.

Insofar as cookies are used by third-party companies or for analysis purposes, we will inform you separately about this within the framework of this data protection declaration and, if necessary, request consent.

5.2 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 will not be merged with other data sources. This data is collected on the basis of Article 6 (1) (f) GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of its website – for this purpose, the server log files must be recorded.

5.3 Contact form

If you send us inquiries via the contact form, your details from the inquiry form including the contact details you provided there will be stored with us for the purpose of processing the request and in case of follow-up questions. We do not pass on your data without your consent. If you enter your data in the contact form, it will be further processed with our current service (see section 9.8). This means that your contact data can also be stored in other countries using the supplier's software. We strive to obtain the same service from a company based in Germany or the EU and to change suppliers.

The processing of this data takes place on the basis of Art. 6 para. 1 lit.b GDPR, if your request is related to the fulfillment 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 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR), if this has been queried.

The data you enter in the contact form will remain with us and our supplier (see section 9.8) until you request us to delete it, revoke your consent to storage or the purpose for data storage ceases to apply (e.g., after your request has been processed). Mandatory statutory provisions – in particular retention periods – remain unaffected.

5.4 Request by e-mail or telephone

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

The processing of this data takes place on the basis of Art. 6 para. 1 lit.b GDPR, if your request is related to the fulfillment 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 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR), if this has been queried.

The data sent by you to us via contact requests will remain with us until you request us to delete it, revoke your consent to storage or the purpose for data storage ceases to apply (e.g., after your request has been processed). Mandatory statutory provisions – in particular statutory retention periods – remain unaffected.

5.5 Comment function on this website

For the comment function on this page, in addition to your comment, information on the time of creation of the comment, your e-mail address and, if you do not post anonymously, the user name you have chosen will be stored.

5.6 Storage of the IP address

Our comment function stores the IP addresses of the users who write comments. Since we do not check comments on this website before activation, we need this data in order to be able to take action against the author in the event of violations of rights such as insults or propaganda.

5.7. Subscription comments

As a user of the site, you can subscribe to comments after registering. You will receive a confirmation e-mail to check whether you are the owner of the e-mail address provided. You can unsubscribe from this function at any time via a link in the info mails. The data entered as part of subscribing to comments will be deleted in this case; however, if you have transmitted this data to us for other purposes and elsewhere (e.g., newsletter order), this data will remain with us.

5.8. Storage period of comments

The comments and the associated data are stored and remain on this website until the commented content has been completely deleted or the comments must be deleted for legal reasons (e.g., offensive comments).

5.9. Legal basis

The comments are stored on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke your consent at any time. For this purpose, an informal message by e-mail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

6 Social media

6.1 Facebook Plugins

On this website, plugins of the social network Facebook are integrated. The provider of this service is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, according to Facebook, the data collected will also be transferred to the USA and other third countries. You can recognize the Facebook plugins by the Facebook logo or the "Like Button" on this website. An overview of the Facebook plugins can be found here:

https://developers.facebook.com/docs/plugins/?locale=de_DE.

When you visit this website, the plugin establishes a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited this website with your IP address. If you click on the Facebook "Like Button" while you are logged into your Facebook account, you can link the contents of this website to your Facebook profile. This allows Facebook to assign the visit to this website to your user account. We would like to point out that we as the provider of the pages are not aware of the content of the transmitted data or their use by Facebook. Further information can be found in Facebook's privacy policy at:

<https://de-de.facebook.com/privacy/explanation>.

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

The use of the Facebook plugins is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the widest possible visibility in the social media. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook, we and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). Joint responsibility is limited exclusively to the collection of data and its disclosure to Facebook. The processing carried out by Facebook after the forwarding is not part of the joint responsibility. The obligations incumbent on us jointly were set out in an agreement on joint processing. The text of the agreement can be found at:

https://www.facebook.com/legal/controller_addendum.

According to this agreement, we are responsible for providing the privacy information when using the Facebook tool and for the privacy-compliant implementation of the tool on our website. Facebook is responsible for the data security of Facebook products. You can assert data subject rights (e.g., requests for information) with regard to the data processed by Facebook directly on Facebook. If you assert the rights of the data subject with us, we are obliged to forward them to Facebook.

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://de-de.facebook.com/help/566994660333381> and <https://www.facebook.com/policy.php/>.

6.2 Twitter Plugin

Functions of the Twitter service are integrated on this website. These features are offered by Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and made known to other users. Data is also transferred to Twitter. We would like to point out that we as the provider of the pages are not aware of the content of the transmitted data or their use by Twitter. Further information can be found in the privacy policy of Twitter at:

<https://twitter.com/de/privacy>.

The use of the Twitter plugin is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the widest possible visibility in the social media. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; 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://gdpr.twitter.com/en/controller-to-controller-transfers.html>

You can set your privacy settings on Twitter in the account settings at

<https://twitter.com/account/settings> change.

6.3 Instagram Plugin

Functions of the Instagram service are integrated on this website. These features are offered by Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. If you are logged into your Instagram account, you can link the contents of this website to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to this website with your user account. We would like to point out that we as the provider of the pages are not aware of the content of the transmitted data or their use by Instagram.

The storage and analysis of the data is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the widest possible visibility in the social media. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook or Instagram, we and Facebook Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). Joint responsibility is limited exclusively to the collection of data and its transfer to Facebook or Instagram. The processing carried out by Facebook or Instagram after the forwarding is not part of the joint responsibility. The obligations incumbent on us jointly were set out in an agreement on joint processing. The text of the agreement can be found at:

https://www.facebook.com/legal/controller_addendum.

According to this agreement, we are responsible for the provision of data protection information when using the Facebook or Instagram tool and for the data protection-compliant implementation of the tool on our website. Facebook is responsible for the data security of Facebook or Instagram products. You can assert data subject rights (e.g., requests for information) with regard to the data processed on Facebook or Instagram directly on Facebook. If you assert the rights of the data subject with us, we are obliged to forward them to Facebook.

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://help.instagram.com/519522125107875> and

<https://de-de.facebook.com/help/566994660333381>.

Further information can be found in the privacy policy of Instagram:

<https://instagram.com/about/legal/privacy/>

6.4 LinkedIn

On this website, the controller has integrated components of LinkedIn Corporation. LinkedIn is an Internet-based social network that enables users to network with existing business contacts as well as to make new business contacts. Over 400 million registered people 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 operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. For data protection matters outside the USA, LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

For each individual retrieval of our website, which is equipped with a LinkedIn component (LinkedIn plugin), this component causes the browser used by the data subject to download a corresponding representation of the LinkedIn component. For more information about the LinkedIn plug-ins, see

<https://developer.linkedin.com/plugins>

As part of this technical procedure, LinkedIn receives information about which specific subpage of our website is visited by the data subject.

If the data subject is logged in to LinkedIn at the same time, LinkedIn recognizes with each call-up to our website by the data subject and during the entire duration of the respective stay on our website, which specific subpage of our website the data subject visits. This information is collected by the LinkedIn component and assigned by LinkedIn to the respective LinkedIn account of the data subject. If the data subject activates a LinkedIn button integrated on our website, LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores 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 at the time of accessing our website; this takes place regardless of whether the data subject clicks on the LinkedIn component or not. If such a transmission of this information to LinkedIn is not desired by the data subject, the data subject can prevent the transmission by logging out of his or her LinkedIn account before accessing our website.

LinkedIn offers at

<https://www.linkedin.com/psettings/guest-controls>

the ability to unsubscribe from e-mail messages, SMS messages and targeted ads, as well as to manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua and Lotame, who can set cookies. Such cookies can be found at

<https://www.linkedin.com/legal/cookie-policy>

and be rejected. The applicable data protection provisions of LinkedIn are available at

<https://www.linkedin.com/legal/privacy-policy>. LinkedIn's Cookie Policy is set at

<https://www.linkedin.com/legal/cookie-policy>.

7 Analysis tools and advertising

7.1 IONOS WebAnalytics

This website uses the analysis services of IONOS WebAnalytics (hereinafter: IONOS). The provider is 1&1 IONOS SE, Elgendorfer Straße 57, D – 56410 Montabaur, Germany. As part of the analyses with IONOS, visitor numbers and behavior (e.g., number of page views, duration of a website visit, bounce rates), visitor sources (i.e., from which page the visitor comes), visitor locations and technical data (browser and operating system versions) can be analyzed. For this purpose, IONOS stores in particular the following data:

- Referrer (previously visited website).
- Requested web page or file.
- Browser type and browser version.
- Operating system used.

- Device type used.
- Time of access.
- IP address in anonymized form (used only to determine the location of access).

According to IONOS, data collection is completely anonymized, so that it cannot be traced back to individual persons. Cookies are not stored by IONOS WebAnalytics.

The storage and analysis of the data is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the statistical analysis of user behavior in order to optimize both its website and its advertising. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

For further information on data collection and processing by IONOS WebAnalytics, please refer to Ionos' privacy policy at the following link:

<https://www.ionos.de/terms-gtc/index.php?id=6>

Through hosting, we have concluded a contract with IONOS for order processing. This contract is intended to ensure the data protection-compliant handling of your personal data by IONOS.

7.2 WordPress Stats

This website uses "WordPress Statistics" to statistically evaluate visitor access. The provider is Automattic Inc., 60 29th Street #343, San Francisco, CA 94110-4929, USA. WordPress Statistics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g., cookies or device fingerprinting). WordPress statistics record log files (referrer, IP address, browser, etc.), the origin of the website visitors (country, city) and which actions they have taken on the page (e.g., clicks, views, downloads). The information collected in this way about the use of this website is stored on servers in the USA. Your IP address will be anonymized after processing and before storage.

The use of this analysis tool is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the anonymous analysis of user behavior in order to optimize both its website and its advertising. If a corresponding consent has been requested (e.g., consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

8 Newsletter

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

The processing of the data entered in the newsletter registration form (check box) takes place exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). 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 "opt out" link in the newsletter or in the e-mail we sent you. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data stored by you for the purpose of receiving the newsletter with us until you discharge from the newsletter or the newsletter service provider (sub-contractor) and deleted from the newsletter distribution list after unseating the newsletter or after the purpose has been used. We reserve the right to delete or block e-mail addresses from our newsletter distribution list at our own discretion within the scope of our legitimate interest pursuant to Article 6 (1) (f) GDPR.

After you have discharged from the newsletter distribution list, your e-mail address will be stored in a blacklist with us or with the newsletter service provider (sub-contractor) 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 when sending newsletters (legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR). The storage in the blacklist is not limited in time. You can object to the storage if your interests outweigh our legitimate interest.

9.1 YouTube with extended data protection

This website integrates videos from YouTube. The operator of the pages is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. We use YouTube in extended privacy mode. According to YouTube, this mode means that YouTube does not store any information about visitors to this website before they watch the video. However, the transfer of data to YouTube partners is not necessarily excluded by the extended data protection mode. This is how YouTube – regardless of whether you watch a video – establishes a connection to the Google DoubleClick network.

As soon as you start a YouTube video on this website, a connection to YouTube's servers will be established. The YouTube server will be informed which of our pages you have visited. If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

Furthermore, YouTube can store various cookies on your device after starting a video or use comparable recognition technologies (e.g., device fingerprinting). In this way, YouTube can receive information about visitors to this website. This information is used, among other things, to collect video statistics, improve user-friendliness and prevent fraud attempts.

If necessary, after the start of a YouTube video, further data processing operations can be triggered over of which we have no influence. The use of YouTube is in the interest of an appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Article 6 (1) (f) GDPR. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR; the consent can be revoked at any time.

Further information about data protection on YouTube can be found in their privacy policy at:

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

9.2 Vimeo

We can also use videos of the company Vimeo on our website. The video portal is operated by Vimeo LLC, 555 West 18th Street, New York, New York 10011, USA. With the help of a plugin, we can show you interesting video material directly on our website. Certain data can be transferred from you to Vimeo. In this privacy policy, we will show you which data it is, why we use Vimeo and how you can manage or prevent your data or data transmission.

Vimeo is a video platform that was founded in 2004 and has enabled streaming of videos in HD quality since 2007. Since 2015, it has also been possible to stream in 4k Ultra HD. The use of the portal is free of charge, but paid content can also be published. Compared to the market leader YouTube, Vimeo attaches great importance to high-quality content in good quality. On the one hand, the portal offers a lot of artistic content, such as music videos and short films, but on the other hand, it also offers documentaries worth knowing on a wide variety of topics.

The aim of our website is to provide you with the best possible content and to make it as easily accessible as possible. Vimeo offers us the opportunity to present you with high-quality content directly on our website. Instead of just giving you a link to an interesting video, you can watch the video right here. This expands our service and makes it easier for you to access interesting content. Thus, in addition to our texts and images, we also offer video content.

When you visit a site on our website that has embedded a Vimeo video, your browser connects to Vimeo's servers. This leads to a data transfer. This data is collected, stored and processed on the Vimeo servers. Regardless of whether you have a Vimeo account or not, Vimeo collects data about you. This includes your IP address and technical information about your browser type, your operating system or very basic device information. Furthermore, Vimeo stores information about which website you use the Vimeo service and which actions (web activities) you perform on our website. These web activities include, for example, session duration, bounce rate or which button you clicked on our website with built-in Vimeo function. Vimeo can track and store these actions with the help of cookies and similar technologies. If you are logged in to Vimeo as a registered member, more data can usually be collected, as more cookies may already have been set in your browser. In addition, your actions on our website will be linked directly to your Vimeo account. To prevent this, you must log out of Vimeo during surfing on our website.

Below we show you cookies that are set by Vimeo when you are on a website with integrated Vimeo function. This list does not claim to be complete and assumes that you do not have a Vimeo account.

- Name: player
- Value: ""
- Purpose of use: This cookie stores your settings before you play an embedded Vimeo video. This will give you your preferred settings the next time you watch a Vimeo video.
- Expiration date: after one year.
- Name: void
- Value: pl1046149876.614422590331608627189-4
- Purpose of use: This cookie collects information about your actions on websites that have embedded a Vimeo video.
- Expiration date: after 2 years.
- Note: These two cookies are always set as soon as you are on a website with an embedded Vimeo video. If you watch the video and click on the button to "share" or "like" the video, for example, more cookies will be set. These are also third-party cookies, such as `_ga` or `_gat_UA-76641-8` from Google Analytics or `_fbp` from Facebook. Exactly which cookies are set here depends on your interaction with the video.

The following list shows a section of possible cookies that are set when you interact with the Vimeo video:

- Name: `_abexps`
- Value: `%5B%5D`
- use. This Vimeo cookie helps Vimeo to remember the settings you made. This can be, for example, a preset language, a region or a user name. In general, the cookie stores data about how you use Vimeo.
- Expiration date: after one year.
- Name: `continuous_play_v3`
- Value: 1
- Purpose of use: This cookie is a first-party cookie from Vimeo. The cookie collects information about how you use the Vimeo service. For example, the cookie stores when you pause or play a video again.
- Expiration date: after one year.
- Name: `_ga`
- Value: `GA1.2.1522249635.1578401280331608627189-7`
- Purpose of use: This cookie is a third-party cookie from Google. By default, analytics.js uses the cookie `_ga` to store the user ID. Basically, it serves to distinguish the website visitors.
- Expiration date: after 2 years.
- Name: `_gcl_au`
- Value: `1.1.770887836.1578401279331608627189-3`
- Purpose of use: This third-party cookie from Google AdSense is used to improve the efficiency of advertisements on websites.
- Expiration date: after 3 months.
- Name: `_fbp`
- Value: `fb.1.1578401280585.310434968`
- Purpose of use: This is a Facebook cookie. This cookie is used to display advertisements or advertising products from Facebook or other advertisers.
- Expiration date: after 3 months.

Vimeo uses this data, among other things, to improve its own service, to communicate with you and to set its own targeted advertising measures. Vimeo emphasizes on its website that embedded videos only use first-party cookies (i.e. cookies from Vimeo itself) as long as you do not interact with the video.

In the following, we will inform you about the duration of the data storage. Vimeo is headquartered in White Plains, New York (USA). However, the services are offered worldwide. The company uses computer systems, databases and servers in the USA and other countries. Your data can thus also be stored and processed on servers in USA or other third countries. The data will remain stored by Vimeo until the company no longer has any

economic reason for the storage. Then the data is deleted or anonymized. Vimeo complies with the EU-U.S. Privacy Shield Framework and may therefore collect, use, and transfer data from users from the EU to the USA.

You always have the option of managing cookies in your browser according to your wishes. For example, if you do not want Vimeo to set cookies and thus collect information about you, you can delete or deactivate cookies at any time in your browser settings. Depending on the browser, this works a bit differently. Please note that after deactivating/deleting cookies, various functions may no longer be available to the full extent.

9.3 Google Web Sources

This site uses so-called web fonts, which are provided by Google, for the uniform presentation of fonts. When you visit a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly. For this purpose, the browser you are using must connect to Google's servers. As a result, Google becomes aware that this website has been accessed via your IP address. The use of Google WebFonts is based on Art. 6 para. 1 lit. f GDPR.

The website operator has a legitimate interest in the uniform presentation of the typeface on its website. If a corresponding consent has been requested (e.g., consent to the storage of cookies), the processing takes place exclusively on the basis of Art. 6 para. 1 lit. A GDPR; the consent can be revoked at any time.

If your browser does not support web fonts, a standard font will be used by your computer. Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy at <https://policies.google.com/privacy?hl=de>.

9.4 Privacy provisions about the application and use of Google Fonts

On our website we use Google Fonts. These are the "Google fonts" of the company Google Inc. For the European area, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. To use Google fonts, you do not have to log in or enter a password. Furthermore, no cookies are stored in your browser. The files (CSS, fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, the requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you do not need to worry that your Google account details will be transmitted to Google while using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely.

When you visit our website, the fonts are reloaded via a Google server. Through this external call, data is transmitted to the Google servers. In this way, Google also recognizes that you or your IP address are visiting our website. The Google Fonts API ("Application Programming Interface") was developed to reduce the use, storage, and collection of end-user data to what is necessary for a proper provision of fonts. API serves, among other things, as a data transmitter in the software area. Google Fonts securely stores CSS and font requests on Google and is therefore protected. Through the collected usage figures, Google can determine how well the individual fonts are received. Google publishes the results on internal analysis pages, such as Google Analytics. In addition, Google also uses data from its own web crawler to determine which websites use Google fonts. This data is published in google fonts' BigQuery database. Entrepreneurs and developers use Google's BigQuery web service to examine and move large amounts of data. It should be noted that through each Google Font request, information such as language settings, IP address, version of the browser, screen resolution of the browser and name of the browser are also automatically transmitted to the Google servers. The depth of data storage of this data at Google is not clearly communicated by Google.

With Google Fonts, we can use fonts on our own website without having to upload them to our own server. Google Fonts is an important building block to keep the quality of our website at a high level. All Google fonts are automatically optimized for the web and this saves data volume and is a great advantage especially for use with mobile devices. When you visit our site, the low file size ensures a fast loading time. Furthermore, Google Fonts are considered secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can sometimes visually distort texts or entire websites. Thanks to the fast Content Delivery Network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all major browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android and iOS.

Google stores requests for CSS assets for a day on its servers, which are mainly located outside the EU. This allows us to use the fonts using a Google style sheet. A style sheet is a sheet that can be used to easily and quickly change the design or font of a web page, e.g. the font files are stored on Google for one year. Google is thus

pursuing the goal of fundamentally improving the loading time of websites. When millions of web pages refer to the same fonts, they are cached after the first visit and immediately appear on all other websites visited later. Sometimes Google updates font files to reduce file size, increase language coverage, and improve design.

The data that Google stores for a day or a year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. In order to delete this data prematurely, you must contact Google support on <https://support.google.com/?hl=de&tid=331608276095>. In this case, you only prevent data storage if you do not visit our site. Unlike other web fonts, Google allows us unrestricted access to all fonts. So we can access unlimited fonts and get the best out of our website. You can find out more about Google Fonts and other questions on <https://developers.google.com/fonts/faq?tid=331608276095>.

Which data is generally collected by Google and what this data is used for, you can also access at <https://www.google.com/intl/de/policies/privacy/>.

9.5 Google Maps

This site can use 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 save your IP address. This information is usually transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

If Google Maps is activated, Google can use Google Web Fonts for the purpose of uniform presentation of the fonts. When calling Google Maps, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

The use of Google Maps is in the interest of an appealing presentation of our online offers and an easy findability of the places indicated by us on the website. This constitutes a legitimate interest within the meaning of Article 6 (1) (f) GDPR. If a corresponding consent has been requested, the processing takes place exclusively on the basis of Art. 6 para. 1 lit. A GDPR; 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=de>.

9.6 Jetpack for WordPress

Jetpack is a WordPress plugin that offers additional features to the operator of a website based on WordPress. Jetpack allows the website operator, among other things, an overview of the visitors to the site. By displaying related contributions and publications or the possibility of sharing content on the site, it is also possible to increase the number of visitors. In addition, security functions are integrated into Jetpack, so that a website using a jetpack is better protected against brute force attacks. Jetpack also optimizes and accelerates the loading of the images integrated on the website.

The service of the JetPack plugin for WordPress is Aut O'Mattic A&C Ireland Ltd., Business Centre, No.1 Lower Mayor Street, International Financial Services Centre, Dublin 1, Ireland.

Jetpack sets a cookie on the information technology system of the website visitor. Each time one of the individual pages of this website is accessed, the Internet browser on the information technology system of the site visitor is automatically prompted by the respective Jetpack component to transmit data to Aut O'Mattic for analysis purposes. As part of this technical procedure, Aut O'Mattic gains knowledge of data that is subsequently used to create an overview of website visits. The data obtained in this way is used to analyze visitor behavior with the aim of optimizing the website. The data collected via the Jetpack component will not be used to identify the data subject without prior obtaining the separate express consent of the data subject. The data are also notified to Quantcast. Quantcast uses the data for the same purposes as AutO'Mattic.

The site visitor can prevent the setting of cookies by our website at any time by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. This would also prevent Aut

O'Mattic/Quantcast from setting a cookie on the visitor's IT system. In addition, cookies already set by Aut O'Mattic can be deleted at any time via the Internet browser or other software programs.

Furthermore, visitors to the internet pages have the opportunity to object to the collection of the data generated by the Jetpack cookie relating to the use of this website as well as to the processing of this data by Aut O'Mattic/Quantcast and to prevent such. To do this, the visitor must use the opt-out button under the link

<https://www.quantcast.com/opt-out/>

that sets an opt-out cookie. The opt-out cookie set with the objection is stored on the IT system used by the site visitor. If the cookies on the system of the data subject are deleted after an objection, the data subject must call up the link again and set a new opt-out cookie. With the setting of the opt-out cookie, however, there is the possibility that the internet pages of the operator are no longer fully usable.

The applicable data protection provisions of Aut O'Mattic are available under <https://automattic.com/privacy/>. The applicable data protection provisions of Quantcast are available at <https://www.quantcast.com/privacy/>.

9.7 HubSpot

The operator of the website can integrate components of Hubspot on this page. Hubspot is a marketing tool that allows website operators to embed a live chat, with employees or chat bots. Hubspot's operating company is HubSpot Inc., Ground Floor, Two Dockland Central Guild Street, Dublin 1, Ireland.

Furthermore, to improve the user experience on our website, we can use hubspot's live chat service "Messages" for sending and receiving messages on some subpages (round chat icon at the bottom right of the screen). Upon approval and use of this feature, the following data will be transmitted to HubSpot's servers:

1. Content of all sent and received chat messages.
2. Context information (e.g., page where the chat was used).
3. Optional: E-mail address of the user (if provided by the user via chat function).

The legal basis for the use of Hubspot's services is Art. 6 I f GDPR – legitimate interest. Our legitimate interest in using this service is to optimize our marketing measures and improve our service quality on the website. HubSpot is certified under the terms of the "EU – U.S. Privacy Shield Framework" and is subject to the TRUSTe's Privacy Seal and the "U.S. – Swiss Safe Harbor" Framework.

More information on hotspot's EU data protection regulations can be found at the following link:

<https://www.hubspot.de/data-privacy/gdpr>

More information about the cookies used by HubSpot can be found at

<https://knowledge.hubspot.com/de/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser>.

If you generally do not want HubSpot to collect cookies, you can prevent the storage of cookies at any time by your browser settings.

9.8 Mailchimp

The forms on the main page "Contact" used on this website were generated with Mailchimp and are processed by The Rocket Science Group, LLC, 675 Ponce de Leon Ave NE Suite 5000 Atlanta, GA 30308, USA (Mailchimp address). This means that your data will be processed with the software interface provided by Mailchimp, for example, to send you an automated mail thanking you for your interest in us. With this mail you also have the possibility to make an "opt out". If you use the contact form, your data will be stored in the Mailchimp data room for us. You can also contact us by sending an email to [info\(at\)society-6.de](mailto:info(at)society-6.de). Then your data will be processed by our host service 1&1 IONOS (for information on web hosting, see Section 3).

Mailchimp uses authorized subcontractors; by using our contact or other sign in forms, you agree to the processing of your data. Information can be found at the following link

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

Mailchimp will, according to its own information, enter into a written agreement with each of its subcontractors to ensure that the same level of data protection is guaranteed with it as in Mailchimp's data processing agreement (DPA) addendum, adapted to the need for the supplier service, and that Mailchimp continues to be responsible for compliance with the obligations and for any actions or omissions by that subcontractor that would result in Mailchimp breaching any of its obligations under this data protection authority. Mailchimp

ensures that any person authorized by Mailchimp to process Customer Data (including their employees, agents and subcontractors) is subject to a reasonable duty of confidentiality (whether it is a contractual or legal obligation).

The DPA of Mailchimp can be found at the following link:

<https://mailchimp.com/legal/data-processing-addendum/>.

Mailchimp uses appropriate technical and organizational security measures to protect customer data from security incidents and to maintain the security and confidentiality of customer data in accordance with Mailchimp's security standards described in security measures. The information provided by Mailchimp in relation to data security and an independent determination of whether the service complies with the customer's requirements and legal obligations under the data protection laws will be reviewed from time to time. We acknowledge that the security measures are subject to technical progress and development and that, consequently, they may be updated or changed by Mailchimp from time to time, provided that such updates and changes do not lead to a deterioration in the general security of the service provided by Mailchimp.

In the event that a security incident becomes known, Mailchimp must notify us immediately, no later than 48 hours after the security incident becomes known, to provide information about the security incident immediately and to immediately take appropriate measures to contain and investigate security incidents.

Mailchimp processes and transfers customer data in and into the United States and elsewhere in the world where Mailchimp, its affiliates or its subcontractors maintain data processing operations. Mailchimp ensures at all times that such transfers are made in accordance with the requirements of the data protection laws and their privacy policy.

To the extent that Mailchimp is the recipient of customer data that is protected by EU data protection laws ("EU data") in a country outside Europe and is not recognized as a sufficiently protected level of protection for personal data (as described in the applicable EU Data Protection Act), the parties agree to the following conditions: (a) **SCC**: Mailchimp undertakes to provide EU data in accordance with the SCC

([https://mailchimp.com/legal/data-processing-addendum/#Annex C - Standard Contractual Clauses](https://mailchimp.com/legal/data-processing-addendum/#Annex_C_-_Standard_Contractual_Clauses))

to comply with and process the form mentioned. For the purposes of the descriptions in the SCC, Mailchimp agrees that it is the "data importer" and the customer is the "data exporter" (notwithstanding that the customer himself may be an entity outside Europe); (b) although Mailchimp does not rely on the EU-US Privacy Shield as the legal basis for the transfer of customer data in the light of the judgment of the Court of Justice of the European Union in Case C-311/18, as long as Mailchimp itself is certified to protect the Privacy Shield, Mailchimp undertakes to process EU data in accordance with the principles of the Privacy Shield and, if Mailchimp is unable to comply with this requirement, Mailchimp will inform us.

To the extent that Mailchimp uses an alternative data export mechanism (including a new version or a successor to the SCC or the Privacy Shield) for the transfer of EU data not described in this Data Protection Authority ("Alternative Transfer Mechanism"), the Alternative Transfer Mechanism shall apply instead of the transfer mechanisms described in the Privacy Policy (but only to the extent that such an alternative transfer mechanism focuses on current EU data protection law and covers the countries to which EU data is transferred). If and to the extent that a competent court or supervisory authority (for whatever reason) orders that the measures described in this Data Protection Authority cannot be used for the lawful transfer of EU data (within the meaning of the applicable EU Data Protection Act), Mailchimp may take additional measures or guarantees that may reasonably be necessary to enable the lawful transfer of EU data.

If we terminate our service with Mailchimp, Mailchimp will delete or return to us all of our data (as stated by Mailchimp, including copies the copies then) in its possession or under its control, unless this requirement does not apply to the extent that Mailchimp is required by applicable law to retain some or all of our data, or our data that Mailchimp has archived on security systems to securely isolate them to protect them from any further processing and finally delete them in accordance with Mailchimp's deletion policies.

When using Mailchimp's service, we may upload, transmit or otherwise transmit certain personal data to the service, the scope of which is typically determined and controlled by us in our sole discretion. The following personal data may be eligible for this: contact details as provided by you in the contact or other forms; IT information (IP addresses, usage data, cookies data, online navigation data, location data, browser data).

Mailchimp does not want and process sensitive data in connection with the provision of the service. The security measures for Mailchimp can be found at the following link:

<https://mailchimp.com/about/security/>.

Mailchimp uses cookies so that the customer can receive a better service. A compilation of all cookies used by Mailchimp when using the Mailchimp platform is available under

https://mailchimp.com/legal/cookies/#Cookies_served_through_the_Service.

in the detailed compilation. The FullStory cookie is used to enable Mailchimp to better understand our needs as customers and to optimize our end-user experience, which ultimately benefits us and you. FullStory uses first-party cookies to record our activities on the Mailchimp platform. We can disable FullStory-supported analytics by disabling data analytics in our Mailchimp account. We have currently decided to accept FullStory.

Mailchimp automatically places individual pixel gifs (so-called web beacons) in every e-mail sent by us. Web beacons are tiny graphic files that contain unique identifiers that allow Mailchimp and us to recognize when their contacts opened an email or clicked on specific links. These technologies capture the email address, IP address, date and time of each contact associated with each opening, and click for a campaign, if one has been created. We use this data to create reports for our members about how an email campaign was conducted and what actions contacts have taken to learn from it to provide you with a better service.

If we use certain Mailchimp add-ons or features, the use of these elements may allow or require additional cookies or tracking technologies. For example, if we were to connect our website or an e-commerce store (each a "Connected Website") to a Mailchimp account, Mailchimp would install a JavaScript tracking snippet ("snippet") on the connected website. This section allows cookies, pixels and other technologies to be set on the connected website to facilitate the use of certain automations, functions and functions that Mailchimp offers us through its service. The specific cookies, pixels or other technologies set on a member's connected website depend on the respective add-ons or features that the member uses as part of the service. Mailchimp's privacy notice and cookie disclosures provide more information about the specific types of cookies and other tracking technologies. These optional add-ons and features include:

Google Remarketing Ads (also known as Web Retargeting Ads) allow us to create and manage ads on the Google Display network. When we use this feature, Mailchimp installs a Google tracking pixel on our connected website via the section. These technologies facilitate the placement of advertising campaigns on the Google Display network and allow Mailchimp to report to us on the performance of advertising campaigns. To reject these cookies, please click on the corresponding opt-out link at <https://www.google.com/settings/ads/plugin>.

Facebook ads (including Facebook remarketing ads) allow us to display ads to their end users and others within the Facebook platform. If we were to use this feature, Mailchimp installs a Facebook tracking pixel on the connected website via the section. These tracking technologies facilitate the placement of advertising campaigns on the Facebook platform and allow Mailchimp to report to us on the performance of these advertising campaigns. Facebook does not provide an opt-out link for its cookies. For more information about Facebook cookies, please click here: <https://www.facebook.com/policies/cookies/>. To reject these cookies, please check the instructions with Mailchimp under the heading "How can I control cookies?" More information about Facebook can be found in Section 6.1 and the links contained therein.

Product Retargeting Emails: Mailchimp's product retargeting emails feature allows us to advertise new articles or bestsellers to end users, if we want to implement this feature. When you click on a link within a product retargeting email, the connected website deletes a mail chimp cookie on your device that is placed over the snippet. This cookie allows Mailchimp to track attribution rates and browsing activity and to give the member an overview of the success of their product retargeting emails. To reject this cookie, please follow the instructions below under the heading "How can I control cookies?":

Pop-up Forms: The snippet allows the connected website to provide a Mailchimp cookie that detects whether you have previously displayed a pop-up form on our connected website, and it ensures that the same end user does not see the form again for a period of up to one year. To reject this cookie, please follow the instructions below under the heading "How can I control cookies?"

Link to "How can I control cookies?": https://mailchimp.com/legal/cookies/#How_can_I_control_cookies%3F

9.9 Hotjar

Hotjar is a tool for analyzing user behavior on our website. With Hotjar you can record mouse and scroll movements and clicks. Hotjar can also determine how long the user has remained on a certain spot with the

mouse pointer. From this information, Hotjar creates so-called heat maps, with which it is possible to determine which website areas are preferred by the website visitor.

Hotjar uses cookies to make our content more user-friendly, effective and secure. In particular, these cookies can be used to determine whether our website has been visited with a specific device or whether the functions of Hotjar have been deactivated for the browser in question. Hotjar cookies remain on your device until you delete them.

The provider is Hotjar Ltd., Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta, Europe (Website: <https://www.hotjar.com>).

Disabling Hotjar: If you want to disable hotjar data collection, click on the following link and follow the instructions there: <https://www.hotjar.com/opt-out>. Please note that the deactivation of Hotjar must be done separately for each browser or for each device. For more information about Hotjar and the data collected, please refer to Hotjar's privacy policy at the following link: <https://www.hotjar.com/privacy>.

9.10 Typeform

We use the Typeform survey service (TYPEFORM S.L., Carrer Bac de Roda, 163, 08018 Barcelona, 1–2, Spain) to improve the experience of our users with attractively designed surveys and to request contact information via the business analysis or the contact form. The legal basis for the use of Typeform is your consent in accordance with Article 6 (1) (a) GDPR for the collection of input data and your consent pursuant to Article 6 (1) (f). Typeform collects access data (IP address) and input data. We collect the data you enter in the form and technical data that we need for the technical functioning and maintenance of our service.

The personal data will be processed by Typeform. You can find out more about Typeform's privacy policy here: <https://admin.typeform.com/to/dwk6gt>. The stored data will be stored on the servers of TYPEFORM S.L. until the purpose for the processing is omitted or the consent to the processing has been revoked. You can request information about the personal data in question. In addition, you have the right to rectification, deletion, restriction of processing, objection, and data portability. Your consent to the processing can be revoked at any time with effect for the future. Please send us an e-mail to datenschutz@society-6.de.

9.11 Google Analytics

The controller has integrated the Google Analytics component (with anonymization function) on this website. Google Analytics is a web analytics service. Web analysis is the collection, collection and evaluation of data on the behavior of visitors to websites. A web analysis service collects, among other things, data about which website a data subject came to a website from (so-called referrer), which subpages of the website were accessed or how often and for what length of stay a subpage was viewed. A web analysis is mainly used to optimize a website and to analyze the cost-benefit of Internet advertising.

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

The controller uses the suffix "_gat._anonymizeIp" for web analysis via Google Analytics. By means of this addition, the IP address of the Internet connection of the data subject is shortened and anonymized by Google if access to our internet pages 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 analyze the flow of visitors to our website. Google uses the data and information obtained, among other things, to evaluate the use of our website, to compile online reports for us that show the activities on our website, and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the data subject. By setting the cookie, Google is enabled to analyze the use of our website. Each time you visit one of the individual pages of this website, which is operated by the controller and on which a Google Analytics component has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical procedure, Google receives knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to trace the origin of visitors and clicks and subsequently to enable commission settlements.

The cookie is used to store personal information, such as the access time, the place from which access originated and the frequency of visits to our website by the data subject. Each time you visit our website, this personal data,

including the IP address of the Internet connection used by the data subject, is transmitted 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 procedure to third parties.

The data subject can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the data subject. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to the collection of data generated by Google Analytics relating to the use of this website as well as to the processing of this data by Google and to prevent such. For this purpose, the data subject must download and install a browser add-on under the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information about visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is considered a contradiction by Google. If the information technology system of the data subject is deleted, formatted or reinstalled at a later time, 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 attributable to their sphere of power, there is the possibility of reinstalling or reactivating the browser add-on.

Further information and the applicable data protection provisions of Google can be accessed under <https://www.google.de/intl/de/policies/privacy/> and under <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail https://www.google.com/intl/de_de/analytics/ under this link.

9.12 Google AdWords

The controller has integrated Google AdWords on this website. Google AdWords is an Internet advertising service that allows advertisers to place ads in both Google's search engine results and the Google advertising network. Google AdWords allows an advertiser to predetermine certain keywords by means of which an ad in Google's search engine results is displayed only when the user retrieves a keyword-relevant search result with the search engine. In the Google advertising network, the ads are distributed on topic-relevant websites by means of an automatic algorithm and in compliance with the previously defined keywords.

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

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

If a data subject reaches our website via a Google ad, a so-called conversion cookie is stored on the information technology system of the data subject by Google. A conversion cookie loses its validity after thirty days and is not used to identify the data subject. If the cookie has not yet expired, the conversion cookie is used to track whether certain subpages, such as the shopping cart of an online shop system, have been accessed on our website. Through the conversion cookie, both we and Google can understand whether a data subject who has reached our website via an AdWords ad generated sales, i.e. has completed or canceled a purchase of goods.

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 have been conveyed to us via AdWords ads, i.e. to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other advertisers of Google AdWords receive information from Google by means of which the data subject could be identified.

By means of the conversion cookie, personal information, such as the internet pages visited by the data subject, are stored. Each time you visit our website, personal data, including the IP address of the Internet connection used by the data subject, is therefore transmitted 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 procedure to third parties.

The data subject can prevent the setting of cookies by our website at any time, as already shown above, by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a conversion cookie on the

information technology system of the data subject. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the opportunity to object to interest-based advertising by Google. For this purpose, the data subject must call up www.google.de/settings/ads from the link from each of the Internet browsers used by him or her and make the desired settings there.

Further information and the applicable data protection provisions of Google can be found at <https://www.google.de/intl/de/policies/privacy/>.

As of June 13, 2021

Various bodies contributed to this privacy policy: Based on the privacy policy of our cooperative member Extr Marketing, the declaration of which was created by the GDPR [privacy policy generator](#) of the German Society for Data Protection, in cooperation with the media lawyers WILDE BEUGER SOLMECKE (Köln, Germany), this privacy policy was created by means of the data protection generator of eRecht24 GmbH & Co. KG, Lietzenburger Str. 94, 10719 Berlin, Germany (Sören Siebert, <https://www.e-recht24.de>) while supplementing the necessary innovations and plugins used.