

## **ADVISORY IN ACCORDANCE WITH ARTICLE 13 OF THE EU REGULATION NO. 679/2016 CONCERNING THE PROTECTION OF PHYSICAL PERSONS WITH REGARD TO THE PROCESSING OF PERSONAL DATA**

We are very pleased that you have downloaded the application of APCOA Parking Italia S.p.A., with registered office in Mantua, Via Renzo Zanellini n. 15 ("APCOA"), registered in the business register at the Chamber of Commerce, Industry, Handicraft and Agriculture of Mantua under No. 01176050217, and thank you for your interest in our company and services.

Data protection is particularly important to APCOA. The processing of personal data, such as the name, address, e-mail address or telephone number of a data subject, is always carried out in accordance with the General Data Protection Regulation (EU Regulation n. 679/2016 - GDPR), and in compliance with APCOA's Privacy Policy. By means of this data protection declaration we would like to inform the public, and especially you about the type, scope and purpose of the personal data collected, used and processed by us. Furthermore, you will be informed about your rights by means of this data protection declaration.

As the data controller defines the purposes and methods of their processing, APCOA has implemented numerous technical and organisational measures to ensure that the personal data processed is protected as fully as possible. Nonetheless, Internet-based data transmissions can always have security gaps, so that an absolute protection cannot be guaranteed.

### **A GENERAL INFORMATION**

#### **I Definition of terms**

APCOA's data protection declaration is based on the terms used by the European guideline and regulatory body when issuing the General Data Protection Regulation (EU Regulation n. 679/2016 - GDPR). Our data protection declaration should be easy to read and understand for the public, as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance.

We use the following terms, among others, in this data protection declaration:

#### **a) Personal data**

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

#### **b) Data subject**

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

#### **c) Processing**

Processing is any operation or series of operations involving personal data, whether or not carried out by automated means, such as the collection, organisation, storage, adaptation or alteration, retrieval, use, disclosure by transmission, dissemination or any other form of provision, comparison or linkage, restriction, deletion or destruction.

**d) Restriction of the processing**

Restriction of the processing is the marking of stored personal data in order to limit the future processing.

**e) Profiling**

Profiling is any kind of automated processing of personal data which includes the use of this personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects of the natural person's work performance, economic situation, health, personal preferences, interests, reliability, behaviour, place of residence or relocation.

**f) Pseudonymisation**

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

**g) Data controller of the data processing**

The data controller is the natural or legal person, public authority, body or other institution which, alone or in conjunction with others, will decide on the purposes and means of the personal data processing.

**h) External processors**

An external processor is a natural or legal person, authority, body or other body which processes personal data on behalf of the data controller.

**i) Recipient**

The recipient is a natural or legal person, public authority, body or other body to whom personal data is disclosed, regardless of whether it is a third party or not. However, authorities which may receive personal data in the context of a specific task under Union law or Member State law shall not be considered to be recipients.

**j) Third party**

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

**k) Consent**

Consent is any declaration or other unambiguous and informed expression of intent given voluntarily by the data subject in the form of a declaration or other unambiguous attestation that he or she agrees to the processing of personal data concerning him or her.

**II Name and address of the responsible data controller**

Data controller within the meaning of the General Data Protection Regulation (EU Regulation n. 679/2016 - GDPR), other data protection laws in force in the Member States of the European Union and other provisions of a data protection nature is:

APCOA Parking Italia S.p.A.  
Via Renzo Zanellini n. 15

46100 Mantua (Italy)  
Tel.: +39 0376 34500  
Internet: [www.apcoa.it](http://www.apcoa.it)

For more information you can send a message to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

### **III Collection of general data and information**

In principle, you are able to utilize the services of APCOA Flow without telling us who you are. In this case, a range of general data and information will be collected. This general data and information is stored in the log files of the server. It is possible to acquire:

- **the browser types and versions used,**
- **the operating system used by the accessing system,**
- **the website from which an accessing system reaches our website (so-called referrer),**
- **the sub-websites which are accessed via an accessible system on our website,**
- **type and time of the action, e.g. login, logout and the selected login method,**
- **an Internet Protocol (IP address),**
- **the Internet service provider of the accessing system,**
- **the type of device and browser used, e.g. "iPhone 7 & Safari",**
- **the services you visit us from,**
- **place from which the login is made as part of our security strategy and other similar data and information that is used for the prevention of threats in the event of attacks on our information technology systems.**

APCOA will not draw any conclusions regarding the data subject from the use of this general data and information. This information is needed to:

- **deliver the contents of our website correctly,**
- **optimize the content of our website and the associated advertising,**
- **ensure the long-term functionality of our information technology systems and the technology of our website, and**
- **to provide law enforcement agencies with the information necessary for prosecution in the event of a cyber attack.**

APCOA will therefore evaluate this anonymously collected data and information both statistically, and with the aim of increasing data protection and data security in our company in order to ultimately ensure an optimum level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

### **IV Legal foundation of the processing**

The processing of personal data is based on consent (for the download and use of the mobile app) or to execute the parking contract. Some personal data are necessary to fulfill accounting and administrative tax obligations.

### **V Duration for which personal data is stored**

The retention period for personal data is ten years, unless otherwise indicated. After expiry of this period, the personal data will be deleted as a matter of routine, provided that it is no longer necessary for the fulfilment of the contract or the initiation of a contract.

## **VI Legal or contractual provisions governing the provision of personal data; necessity for the conclusion of a contract; obligation of the data subject to provide personal data; possible consequences of non-delivery**

We will inform you that the provision of personal data is partly required by law (e.g. tax regulations) or may also result from contractual regulations (e.g. information on the contractual partner). For a contract conclusion, it may be necessary for a data subject to provide us with personal data, which we must subsequently process. For example, the data subject is obliged to provide us with personal data when our company concludes a contract with the data subject himself/herself. Failure to provide personal data means that the contract with the data subject cannot be concluded.

## **VII Passing an automated decision making process**

As a responsible company, we refrain from the automatic decision-making or profiling.

### **B. Collection, processing and use of your personal data**

Your personal data includes information such as your name, address, telephone number or e-mail address. Personal data will only be collected, processed and/or used if you provide us with such data on your own initiative, e.g. for a justification, to formulate the content or change a contractual relationship between you and us, or to register for personalised services. In addition, your personal data will only be used if you have given your prior consent.

### **I Registration for the APCOA Flow user account**

To use APCOA Flow Services (e.g. APCOA Flow App) you will need an APCOA Flow user account. To register, you will need your first and last name, your e-mail address and a password you have personally selected. The registration can be conducted via APCOA Flow's website or via the mobile APCOA Flow App. APCOA uses the so-called double opt-in procedure to complete the registration and confirm your consent. An e-mail will be sent to the provided e-mail address with the request for confirmation.

With the APCOA Flow user account, you can register for APCOA Flow Services (e.g. APCOA Flow App, purchase and use of an RFID tag). You do not have to register again, but can use the data entered during the initial registration to use the services. If you opt to do so, the services will be linked to the central user account. If you add an additional service to the central user account, you must consent to the use of the personal data already stored in the central user account. Personal data will only be passed on to a service if it is absolutely necessary for the performance of the service.

Your registration with the voluntary provision of personal data enables us to offer you content or services which, due to the nature of the matter, can only be offered to registered users. Registered persons may at any time modify the personal data provided during registration, or have it deleted completely from the database of the data controller.

APCOA will inform each data subject at any time, upon request, which personal data is stored about the data subject. In addition, APCOA will correct or delete personal data at the request or notice of the data subject, insofar as this does not contradict the storage legal obligations. For more information you can send a message to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

## **II Mobile App**

### **a) Downloading the mobile App**

When downloading the mobile app, the required information is transferred to the App Store, in particular your user name, e-mail address and customer number of your account, time of download, payment information and the individual device code number. We have no influence on this data collection and are not responsible for it. We only process the data if it is necessary for downloading the mobile App to your mobile device.

### **b) Use of the mobile App**

When using the mobile App, we collect the following personal data in order to facilitate the convenient use of the functions. If you would like to use our mobile App, we will collect the following data, which is technically necessary for us to offer you the functions of our mobile App, and to guarantee the stability and security (legal basis is Art. 6 para. 1 sec. 1 lit. f GDPR):

- **IP address**
- **Date and time of the request**
- **Time zone difference to Greenwich Mean Time (GMT)**
- **Content of the request (concrete page)**
- **Access status/HTTP status code**
- **the amount of data transferred**
- **Website from which the request is made**
- **Browser**
- **Operating system and its interface**
- **Language and version of the browser software.**

Furthermore, we require your device identification, unique number of the end device (IMEI = International Mobile Equipment Identity), unique number of the network subscriber (IMSI = International Mobile Subscriber Identity), mobile phone number (MSISDN), MAC address for WLAN use, name of your mobile device, e-mail address.

## **III The individual APCOA Flow Services**

If you wish to use the fee-based services we offer, we may need to collect additional data from you for billing purposes and security reasons. Regularly, this will include your name, a valid e-mail address and, if applicable, your address and telephone number as well as further information depending on the individual case. This may also involve content that allows us to check the data provided, such as your ownership of the e-mail address you provide. For legal reasons, we must ensure that you actually wish to receive the services offered, and that we are able to charge you for them properly.

### **a) Parking with RFID tag**

In order to be able to use APCOA Flow Service "Parking with RFID Tag", an RFID card must be used which enables a contactless entry and exit into and out of APCOA Flow parking systems. The RFID tag can be purchased from APCOA for a fee. For sending the RFID tag via ground mail, we need your postal address.

With the RFID tag, we collect and process the following personal data in order to process and settle the parking transactions carried out by the data subject: the start of the parking process (date, time), the end of the parking process (date, time), the car park or the location of the mobile terminal, the parking charge incurred, the license plate number of your vehicle. The data is stored in compliance with the legal retention periods and Privacy Policy.

To be able to use the App to automatically locate which parking facility you are located in, the transmission of geodata for the App must be activated in the settings of your mobile device.

Of course, you also have the option of selecting a parking facility without activating geolocation.

## **b) Parking without an RFID Tag**

In order to use the "Parking without an RFID Tag" function of APCOA Flow, the vehicle registration number must be provided. Through the vehicle registration number, we collect and process the following personal data for the purpose of processing and regulating the parking transactions conducted by the user: the start and end of the parking operations (date, time), the position of the parked car or the mobile terminal, the parking fee, the vehicle registration number. The data is stored in compliance with the legal retention periods and in accordance with the privacy advisory.

In order to use the App for the purpose of automatically locating the parking area, the transmission of geographical data must be enabled for the App in the settings of the user's mobile.

It is, of course, possible to select a parking area without activating geolocalisation.

## **c) Parking history**

With the menu item "Parking history" you can view your previous parking operations. The entire parking history is stored on our data server (up to 10 years) taking into account the legal retention periods and Privacy Policy. Information on the individual data can be found under point "II. Parking".

## **d) Transmission of geodata**

In order to use different services (e.g. recognition of the used car park, storage of the location where you parked your vehicle) within the App, a transmission of the geodata is required. Geodata is the position data of the mobile device. Geodata is only transferred if you have activated this function in the App.

## **e) Reception of messages (push notifications)**

The App offers the possibility of being notified by push notification for individual areas (push technology or server push describes a type of communication in which data is transmitted even though the receiving app is running in the background), for example, as a reminder for current parking tickets when the end of a chargeable period has been reached or in case of a failed payment transaction. You can configure this function using the menu settings of your mobile device, and activate/deactivate the notifications. For delivery of the messages, we need to store a push token from your mobile device.

## **f) APCOA Flow Newsletter**

You can subscribe to our company's newsletter on our website or via our mobile App. The input mask used for this purpose determines which personal data is transmitted to the data controller when the newsletter is requested.

APCOA regularly informs its customers and business partners about the company's offers through a newsletter. Our company's newsletter can only be received by the data subject if (1) the data subject has a valid e-mail address and (2) the data subject has registered to receive the newsletter. As part of the double opt-in procedure and for legal reasons, a confirmation e-mail will be sent to the e-mail address entered by a data subject, prior to the first newsletter dispatch. This confirmation mail serves to verify whether the owner of the e-mail address has authorised the receipt of the newsletter as the data subject.

The personal data collected during the registration for the newsletter will only be used to send our newsletter. Subscribers to the newsletter may also be informed by e-mail if this is necessary for the operation or registration of the newsletter service, as may be the case in the event of changes to the newsletter offer or technical circumstances. The personal data collected in the context of the

newsletter service will not be passed on to third parties. The subscription to our newsletter can be cancelled by the data subject at any time. The consent to the storage of personal data that the data subject has given us for the sending of newsletters can be revoked at any time. There is a corresponding link in every newsletter, with which you are able to revoke your consent. It is also possible to unsubscribe from the newsletter at any time directly on the website of the data controller or to inform the data controller in any other way.

The APCOA newsletters contain so-called tracking pixels. A tracking pixel is a miniature graphic embedded in e-mails that are sent in HTML format to allow a logging and log file analysis. This enables a statistical evaluation of the success or failure of online marketing campaigns. Using the embedded tracking pixel, APCOA can recognize whether and when an e-mail was opened by an data subject, and which links in the e-mail were accessed by the data subject. Such personal data collected via the counting pixels in the newsletters will be stored and evaluated by the data controller in order to optimise the sending of the newsletter, and to adapt the content of future newsletters even better to the interests of the data subject. This personal data will not be passed on to third parties. Data subjects are entitled at any time to revoke the respective separate declaration of consent given via the double opt-in procedure. After a revocation, these personal data will be deleted by the data controller. If you unsubscribe from the newsletter, APCOA will automatically interpret this as a revocation.

#### **g) Contact via the website and the mobile App**

Due to regulations, our website and our mobile App contain information that enables you to contact our company electronically and to communicate with us directly, whereas in this also includes a general address for the so-called electronic mail (e-mail address). If you contact us by e-mail or via a contact form, the personal data transmitted by you will be automatically stored. Any personal data you provide to us on a voluntary basis will be stored for the purpose of processing your matter or contacting you and is kept for the duration of 10 years. This personal data is not passed on to third parties.

### **C. Periodic cancellation and blocking of personal data**

APCOA will process and store your personal data only for the period of time necessary to achieve the storage purpose, or as long as this has been prescribed by laws or regulations. If the purpose of the storage is no longer given, or a retention period prescribed by laws or regulations expires, the personal data is blocked or deleted in a systematic way and according to the regulations in force.

### **D. Your rights**

#### **I Right of confirmation**

Every data subject shall have the right, granted by the European guideline and regulatory body, to request confirmation from the data controller whether or not personal data relating to him/her is being processed. If a data subject wishes to exercise this right of rectification, he/she may send a message to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

#### **II Right to information**

Any data subject affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to receive at any time from the data controller free of

charge information about the personal data relating to his person and a copy of this information. In addition, the European guideline and regulatory body has granted the data subject access to the following information:

- **the processing purposes**
- **the categories of personal data processed**
- **recipients or categories of recipients to whom the personal data has been or will be disclosed, in particular recipients in third countries or international organisations**
- **if possible, the planned duration for which the personal data will be stored or, if this is not possible, the criteria for determining that duration**
- **the existence of a right to rectify or delete personal data concerning him/her or to restrict the processing by the data controller, or to have a right of objection to such a processing**
- **the existence of a right of complaint to a supervisory authority**
- **if the personal data is not collected from the data subject: All available information about the origin of the data**
- **the passing of an automated decision-making, including profiling in accordance with Article 22 para. 1 and para. 4 of the GDPR and - at least in these cases - meaningful information on the logic involved, as well as the scope and intended impact of such processing on the data subject.**

The data subject also has the right to know whether personal data has been transferred to a third country, or to an international organisation. Where this is the case, the data subject shall otherwise be entitled to obtain information on the appropriate guarantees in connection with the transmission. If a data subject wishes to exercise this right of information, he/she may send a message to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

### **III Right of rectification**

Any data subject by the processing of personal data shall have the right granted by the European guideline and regulatory body to demand the immediate correction of any inaccurate personal data concerning him/her. Furthermore, the data subject has the right to request that incomplete personal data be completed - also through a supplementary declaration - taking into account the purposes of the processing.

If a data subject wishes to exercise this right of rectification, he/she send a message to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

### **4th Right to a deletion (right to be forgotten)**

Any data subject affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to demand from the data controller that the data concerning him/her be deleted immediately, provided that one of the following conditions occurs and insofar as the processing is not necessary:

- **The personal data was collected for such purposes, or processed in any other way for which it is no longer necessary.**
- **The data subject revokes his or her consent on which the processing is based pursuant to Article 6 para. 1 lit. a of the GDPR, or Article 9 para. 2 lit. a of the GDPR and there is no other legal basis for the processing.**
- **The data subject submits an objection to the processing in accordance with Article 21 para. 1 of the GDPR and there are no overriding valid grounds for the processing, or the data subject submits an objection to the processing in accordance with Article 21 para. 2 of the GDPR.**
- **The personal data was processed illegally.**



- **Deletion of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the data controller is subject.**
- **The personal data was collected in relation to the information society services offered in accordance with Art. 8 para. 1 GDPR.**

Insofar as one of the above-mentioned conditions applies and a data subject wishes to cause the deletion of personal data stored at APCOA, he/she can contact APCOA at the e-mail address [info@apcoa.it](mailto:info@apcoa.it) at any time. APCOA will arrange for the deletion request to be complied with as soon as possible.

If the personal data has been made public by APCOA and our company is the data controller pursuant to Art. 17 para. 1 GDPR to delete personal data, APCOA shall take appropriate measures, taking into account the available technology and the costs of implementation, including technical measures, to inform other parties responsible for the data processing of the published personal data, that the data subject has requested from these other parties responsible for data processing to delete all links to this personal data, or copies or replications of this personal data, insofar as the processing is not necessary. APCOA will make the necessary arrangements in individual cases.

## **V Right to restrict the processing**

Any data subject affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to require the data controller to restrict the processing if one of the following conditions is fulfilled:

- **The correctness of the personal data is contested by the data subject with a time frame that is sufficient to enable the data controller to verify the correctness of the personal data.**
- **The processing is unlawful, the data subject refuses to delete personal data and instead demand that the use of personal data be restricted.**
- **The data controller no longer needs the personal data for the purposes of processing, but the data subject does need it for asserting, exercising or defending legal claims.**
- **The data subject has lodged an objection to the processing in accordance with Art. 21 para. 1 GDPR, and it is not yet clear whether the justified grounds of the data controller outweigh those of the data subject.**

Insofar as one of the above-mentioned prerequisites is met and a data subject wishes to request the restriction of personal data stored at APCOA, he/she can contact our data protection officer or another employee of the data controller for the processing at any time. The data protection officer of APCOA or another employee will carry out the restriction of processing.

## **VI Right to a transfer of data**

Any data subject affected by the processing of personal data shall have the right, granted by the European guideline and regulation provider, to receive personal data relating to the data subject by the data controller in a structured, established and machine-readable format. This person also has the right to transfer this data to another data controller without hindrance by the data controller to whom the personal data has been made available, provided that the processing is based on a consent in accordance with Art. 6 para. 1 lit. a of the GDPR or Art. 9 para. 2 lit. a of the GDPR or on a contract pursuant to Art. 6 para. 1 lit. a of the GDPR or Art. 9 para. 2 lit. a of the GDPR. 6 para. 1 lit. b GDPR, and the processing is carried out by means of automated procedures, provided that the processing is not necessary for the performance of a task which is in the public interest, or connected to the exercise of official authority for which the Data Controller is invested.

Furthermore, in exercising its right to data portability pursuant to Art. 20 para. 1 of the GDPR, the data subject has the right to have the personal data transmitted directly by a data controller to another data controller, insofar as this is technically feasible and insofar as this does not affect the

rights and freedoms of other persons.

In order to assert the right of data portability, the data subject may at any time contact APCOA at the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

## **VII Right to objection**

According to the stipulations from the European guideline and regulation provider, any data subject affected by the processing of personal data shall have the right to object to the processing of personal data which is conducted pursuant to article 6 para. 1 lit. e or f GDPR at any time, for reasons arising from their particular situation. This also applies to profiling based on these provisions.

In the event of an objection, APCOA will no longer process the personal data unless we can prove compelling protection-worthy reasons for the processing which outweigh the interests, rights and freedoms of the data subject, or the processing is used to assert, exercise or defend legal claims. If APCOA processes personal data in order to carry out direct advertising, the data subject has the right to object at any time to the processing of personal data for the purpose of such advertising. This also applies to profiling insofar as it is associated with such direct advertising. If the data subject objects to the processing of personal data by APCOA for direct advertising purposes, APCOA will no longer process the personal data for these purposes.

In addition, the data subject has the right to object, for reasons arising from his particular situation, to the processing of personal data concerning him, which is carried out at APCOA for scientific or historical research purposes or for statistical purposes in accordance with Article 89 para.1 of the GDPR, unless such processing is necessary for the fulfilment of a task in the public interest.

In order to exercise the right of objection, the data subject may contact APCOA directly by email at the e-mail address [info@apcoa.it](mailto:info@apcoa.it). The data subject is also free to exercise his right of objection in connection with the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

## **VIII Automated decisions in individual cases including profiling**

The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which has a legal effect on him/her or which significantly impairs him/her in a similar manner.

The paragraph above does not apply in the event that the decision:

- 1) is necessary for the conclusion or performance of a contract between the data subject and the data controller,
- 2) is authorised by the law of the European Union or the Member State to which the Data Controller is subject, which also identifies adequate measures for the protection of the rights, freedoms and legitimate interests of those concerned;
- 3) is made with the express consent of the person concerned,

In the cases laid down by the law, the Data Controller implements appropriate measures to protect the rights, freedoms and legitimate interests of those concerned, including at least the right to obtain human intervention by the Data Controller, to express their opinion and to challenge the decision.

The decision is not based on the particular categories of personal data referred to in article 9, paragraph 1, GDPR, unless article 9, paragraph 2, letters a) or g) is applicable, and adequate measures are not in force to protect the rights, freedoms and legitimate interest of those concerned.

If the data subject wishes to exercise his or her rights with regard to automated decisions, he or she may at any time contact APCOA at any time by writing to the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

## **IX Right to revoke consent under the data protection law**

Every data subject affected by the processing of personal data has the right, granted by the European guideline and legislation, to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise his or her right to revoke a consent, he or she may at any time contact APCOA at any time at the e-mail address [info@apcoa.it](mailto:info@apcoa.it).

## **E. Cookies**

We use cookies on our main website and additional services ([www.apcoa.it](http://www.apcoa.it)) and the mobile APCOA Flow App.

Cookies are text files that are stored on your end device through an Internet browser. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the data subject from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified by the unique cookie ID.

Through the use of cookies, we can provide users of our website and the mobile App with more user-friendly services that would not be possible without the use of cookies. Cookies also protect the security of your user account.

By means of a cookie, the information and offers on our website and our mobile App can be optimised for the user's benefit. As already mentioned, cookies enable us to recognize the users of our website and our App. The purpose of this recognition is to make it easier for users to use our website and App. For example, the user of a website or App that uses cookies does not have to re-enter his or her access data each time he or she visits the website or App, because this is done by the website or App and the cookie stored on the user's end device. Another example is the cookie of a shopping cart in the online shop. The online shop uses a cookie to remember the items that a customer has placed in the virtual shopping cart.

The APCOA Flow website and the mobile App use the following cookies:

### **COOKIE POLICY**

This cookie policy supplements and completes the privacy advisory.

This site uses the cookies listed below in order to function.

#### **a) What cookies are**

Cookies are text files containing minimum information sent to the browser or stored on the computer, mobile phone or other device of the user every time a website is visited. On every

connection, the cookies send the information to the website in question.

Cookies can be permanent (persistent cookies), if they remain on the computer until deleted by the user, or temporary (sessions cookies), if they are deactivated on the closure of the browser. Cookies can also be first-party cookies if imposed by the site visited, or third-party cookies if inserted by a site other than the one visited.

#### b) How we use cookies

APCOA PARKING Italia S.p.A uses cookies to improve the functionality of its website, enabling the user to move easily through the pages, remembering their preference and guaranteeing the user always enjoys an optimal navigation experience.

In particular, we use cookies to collect analytical information, such as the number of visitors to our website and the most frequently visited pages (we use this information for marketing purposes and for planning our investments) and to understand whether our clients and visitors are adapting easily to the changes that we occasionally make to our website.

Cookies help us gather information on how our website is used, but not to store information able to identify the users. The cookies only store a univocal session ID that helps recover the user profiles and their preferences the next time they visit our website.

#### c) Preventing the issuing of cookies

The menu of most browsers provides options to manage cookies, adjusting or configuring the settings that concern them. Typically, the browser enables:

cookies to be viewed;

cookies to be accepted:

all cookies or some of them to be disabled;

all cookies to be disabled when the browser is closed;

cookies to be blocked;

notification to be received when a cookie is received.

If you set up your browser in a way that blocks our cookies, be aware that you may not be able to access certain sections of our website and that your navigation experience may be affected.

If you set up your browser in a way that deletes all the cookies, your browser preferences will be deleted when you close the browser.

Remember that our system will produce cookies as soon as you access our website, unless you have set up your browser to reject cookies.

In order to limit, block or delete cookies, simply adjust the settings of your web browser.

The procedure varies slightly depending on the type of browser used. For detailed instructions, click on your browser's link.

Internet Explorer

[support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies](https://support.microsoft.com/it-it/help/17442/windows-internet-explorer-delete-manage-cookies)

Firefox

[mzl.la/1xKtjKz](https://mzl.la/1xKtjKz)

Google Chrome

[support.google.com/chrome/answer/95647](https://support.google.com/chrome/answer/95647)

Opera

[www.opera.com/help/tutorials/security/privacy/](https://www.opera.com/help/tutorials/security/privacy/)

Safari

[support.apple.com/kb/ph21411](https://support.apple.com/kb/ph21411)

Safari IOS (iPhone, iPad, iPod touch)

[support.apple.com/kb/HT1677](https://support.apple.com/kb/HT1677)

If the browser used is not among those above, select the “Help” function on your browser to obtain information on how to proceed.

#### d) Third-party cookies

Through the website [www.apcoa.it](http://www.apcoa.it), certain third-party cookies are installed that are activated by clicking on the banner or following the continuation of navigation or scrolling with the mouse.

The individual third-party cookies are given below, as well as the links through which the user can obtain further information and request the deactivation of cookies.

Cookie Name	Description
App-ID	Function: Contains a randomly generated unique ID, which is needed to authenticate the App. Example value: MCMAPP.INT Storage: Session duration

BIGipServerMME AppProd_pool	<p>Function: The cookie is used to distribute and forward incoming requests.</p> <p>Example value: 302098624.20480.0000</p> <p>Storage: Session duration.</p>
LtpaToken2	<p>Function: Provides access to multiple systems through a single logon process.</p> <p>Example value: WN2Gk4Be/98bn</p> <p>/gWHcsSKR2IX+...</p> <p>Storage: Session duration</p>
BIGipServergen2 _Prod.vhpbasic	<p>Function: The cookie is used to distribute and forward incoming requests.</p> <p>Example value: 738371776.38431.0000</p> <p>Storage: Session duration</p>
App-ID	This cookie contains a randomly generated unique ID that is used to authenticate the App, and associate it with a session.
emb_chat_*	This cookie is used to restore the chat during a reload of the currently opened browser window or when changing pages. For this purpose, the current chat session as well as the position and visibility status (minimized yes/no) of the chat are saved.
JSESSIONID, BIGipServerMMEAppProd_pool, BIGipServergen2_Prod.vhpbasic	This cookie stores the session ID, which bundles several related requests to the server, and assigns them to a session.
LtpaToken2	This cookie identifies the currently logged in user during a session.
MMPSESSION	This cookie stores temporary status information that accelerates the use of the APCOA Flow Portal, e.g. the information that a supported browser is being used.
MYMPREFS	This cookie stores your preferences, e.g. the language and market you have selected, or the order of sorting in table views.
remember-me-valid-until	This cookie stores whether the user wishes to be logged in automatically when visiting the site.
s_cc	This cookie stores whether the user has agreed to the use of cookies for statistical purposes.

s_fid, s_vi, s_sq	These cookies store information about how visitors use our website, and help us to continuously develop our website in line with your interests.
_it, _pr	When logging in to APCOA Flow, this cookie stores the user profile data in encrypted form in order to receive the registration status.
_slt (soft login token)	This cookie stores non-sensitive user profile data for the personalization of the website in an unlogged-in state.
_st(login token)	This cookie stores non-sensitive user profile data for personalization of the website in the logged-in state.
pgid sid	These cookies assign your device an anonymized ID (session ID) for the duration of your visit in order to display personalized content (e.g. recently viewed products).
storedVehicles_	In our new and used vehicle search you have the option to place interesting offers on a watch list. The offer data is stored in this file.
JSESSIONID	This cookie is set by an external server that supplies card data. This cookie stores the session ID, which bundles several related requests to the server, and assigns them to a session.
ARPT	In order to ensure that every user has trouble-free access to the APCOA website, we use several servers for the load balancing. This cookie stores the assignment of a user to one of these servers.
ASPSessionID	This cookie is automatically generated and is not used by APCOA to store or evaluate data from the user.
Cookie policy	This cookie indicates that you agree to the use of cookies on our pages. It is set when you close the Use of Cookies hint layer.
MMPSESSION	This cookie stores temporary status information that accelerates the use of the APCOA Flow Portal, e.g. the information that a supported browser is being used.
PHPSESSID	This cookie is automatically generated and is not used by APCOA to store or evaluate data from the user.
ShopStartLinkOutlet*	This cookie defines the target page that can be reached via the Start link.
Unit	Our website contains information about all APCOA products and services. This cookie

	stores the division you last visited. With the help of this information, we can guide you directly to the product pages that are of interest to you during your next visit.
HighBandwidth, \$ms_externalFlash	These cookies contain information about which version of the Adobe Flash Player is installed on a mobile device and which bandwidth is available. Through this, we can offer multimedia content according to your individual system requirements and avoid long load times.
_lgin, lastUrl, s_*, s_cc, s_cpc, s_evar_34, s_evar_35, s_fid, s_getval_2, s_ria, s_sq, s_sq, s_sv_sid, s_vi, s_invisit, s_nr, s_vnum, amcv_, ADRUM, gapv_c62, s_ppv/s_ppvi	These cookies store information about how visitors use our website, and help us to continuously develop our website in line with your interests.
psyma_participation	In order to improve our website, we regularly conduct online surveys for the quality of our pages and the information offered.  This cookie indicates whether a user has accepted or declined the invitation to the survey.
s_cc	This cookie stores whether the user has agreed to the use of cookies for statistical purposes.
s_fid, s_vi, s_sq	These cookies store information about how visitors use our website, and help us to continuously develop our website in line with your interests.
session	This cookie prevents the repeated display of the welcome sequence on our homepage.
s_campaign, s_var_1	Stores the campaign parameter csref to avoid double counting - for the duration of the website visit
omniture_optout	These cookies store information about whether the visitor's user behaviour is allowed to be evaluated.
bookmark_[MD5]	This cookie is used to record views, in order to be able to reconstruct them when you return to the site.
cmdp_lang	These cookies store the country-language combination selected by the user in order to output website content in the correct language.
FITSID	This cookie identifies a user in an anonymous form. It contains information about your personal settings on the website (language,



	search criteria, configured model, etc.) and stores certain interaction sequences to ensure the flexible navigation forward and backward between individual pages.
cmdp_category, mbp_category, mbt_category	Our website contains information about all APCOA products and services. This cookie stores the division you last visited. With the help of this information, we can guide you directly to the product pages that are of interest to you during your next visit.
ASPSESSIONID	This cookie is automatically generated, and is not used by APCOA to store or evaluate data from the user.  save or evaluate
cookiePolicy	This cookie indicates that you agree to the use of cookies on our pages. It is set when you close the Use of Cookies hint layer.
searchcookie	This cookie stores the last search query in order to display the last search terms when the search mask is called up again.
facdd, facdl, facdo, facdone, facdp, facps	These cookies store information about the properties, and functions of the terminal device used in order to be able to optimally display the APCOA website.
PHPSESSID	This cookie is automatically generated and is not used by APCOA to store or evaluate data from the user.
bandwidth	This cookie stores the bandwidth of your Internet connection in order to optimize the delivery of content.
locale	This cookie stores the country code of the country from which you are visiting the website. Through this, the contents can be displayed in your language.
PHPSESSID	This cookie assigns your device an anonymized ID (session ID) for the duration of your visit in order to bundle several related requests to the server and assign them to a session.
c_disclaimer	This cookie indicates that you agree to the use of cookies on our pages. It is set when you close the "Use of Cookies" hint layer.
search_suggest, search_term, search_nba_ref	In order to improve your search results, these cookies will store data on your search queries (e.g. the last entered search text or the last search suggestion).

show_infobox	This cookie prevents the repeated display of the welcome sequence on our homepage.
s_cc, s_cpc, s_fid, s_fv, s_prop52, s_ria, s_resort, s_tracking_resort, s_sq, s_tracking_belt, s_vi	These cookies store information about how visitors use our website and help us to continuously develop our website in line with their interests.
psyma_participation	In order to improve our website, we regularly conduct online surveys for the quality of our pages and the information offered.  This cookie indicates whether a user has accepted or declined the invitation to the survey.
ACTIVITY, GEUP, PREF, VISITOR_INFO1_LIVE, YSC, HSID, APISID, LOGIN_INFO, SID, SSID	These cookies are set by YouTube and/or Google when you play a video on the site. For more information about the nature, use and purpose of cookies, click on the link below: <a href="http://www.google.com/intl/en/policies/privacy/">http://www.google.com/intl/en/policies/privacy/</a>
gvo_v0, gvo_v1, gvo_v2, gapv_c2, gapv_c1, adobe_dtm_checkFirstPV, AMCV_433D17FE52A6475D0A490D4C, s_cc, s_cpc, s_fid, s_fv, s_ria, s_resort, s_tracking_resort, s_sq, s_tracking_belt, s_vi, gapv_csre	These cookies store information about how visitors use our website and help us to continuously develop our website in line with their interests.

The setting of cookies by our website can be prevented by the data subject at any time by means of a corresponding setting of the Internet browser used, and thus the setting of cookies objected permanently. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all current Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, however, not all functions of our website may be fully usable under certain circumstances.

Personal data can be stored in cookies if you have given your consent, or if this is technically absolutely necessary, e.g. to enable a protected login.

BY USING THE APCOA FLOW APP, YOU CONSENT TO THE USE AND STORAGE OF COOKIES ON YOUR END DEVICE. THE CONSENT TO THE USE AND STORAGE OF COOKIES CAN BE REVOKED AT ANY TIME BY UNINSTALLING THE APP. BY USING THE APCOA FLOW APP'S INTEGRATED OR REFERENCED APCOA FLOW WEB OFFERINGS, YOU CONSENT TO THE USE AND STORAGE OF COOKIES ON YOUR END DEVICE. YOU CAN REVOKE YOUR CONSENT TO THE USE AND STORAGE OF COOKIES AT ANY TIME BY UNINSTALLING THE APP. For these web offers we use the cookies listed above.

Warning: some sections of our sites are only accessible by enabling cookies; by deactivating them, the user may no longer be able to access certain contents and may not be able to fully enjoy the functionality of our website.

## **F. Notes on the use of third-party offers**

The offers on our website and our mobile App may also include content, services from other providers that complement our offer. Examples of such offers are maps from Google-Maps, the payment services of the service provider Ingenico (credit card payment) or graphics of third parties. Calling up these services from third parties regularly requires the transmission of your IP address. This makes it possible for these providers to perceive and store your user IP address. We make every effort to only include those third party providers who use the IP addresses solely to deliver the content. However, we have no influence on which third party provider could possibly store the IP address. This storage can, for example, be used for statistical purposes. Should we become aware of storage processes by third party providers, we will inform our users immediately of this fact. In this context, please also note the information about special data protection on individual third-party suppliers and service providers whose services we use. You will also find them in this privacy policy as notes on the treatment of individual third-party suppliers.

## **I Note on the Privacy Policy for the utilization and use of AddThis**

The data controller has integrated components of AddThis on this website. AddThis is a so-called bookmarking provider. The service allows a simplified bookmarking of web pages via buttons. A list of bookmarking and sharing services is displayed by hovering over the AddThis component with the mouse or by clicking on it. AddThis is used on more than 15 million websites, and the buttons are displayed more than 20 billion times a year according to the information provided by the operating company.

The operating company of AddThis is AddThis, Inc. 1595 Spring Hill Road, Suite 300, Vienna, VA 22182, USA.

Each time you call up one of the individual pages of this website, which is operated by the data controller and on which an AddThis component has been integrated, the Internet browser on the data processing system of the data subject is automatically prompted by the respective AddThis component to download data from the [www.addthis.com](http://www.addthis.com) website. Within the scope of this technical procedure, AddThis is informed about the visit and which specific individual page of this website were used by the information technology system of the data subject. In addition, AddThis is informed of the IP address assigned by the Internet Service Provider (ISP) to the computer system used by the data subject, the type of browser, the browser language, the Internet page accessed before our website, and the date and time of the visit to our website. AddThis uses this data to create anonymous user profiles. The data and information transferred to AddThis in this way enables AddThis itself as well as the AddThis affiliates, the affiliates of AddThis or its partner companies to target visitors to the web pages of the data controller through personalized and interest-based advertising.

AddThis displays personalized and interest-based advertising based on a cookie, which was set by the company. This cookie analyses the individual surfing behaviour of the computer system used by the data subject. The cookie stores the visits to websites which originated from the computer system.

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 AddThis from placing a cookie on the data subject's information technology system. In addition, cookies already set by AddThis can be deleted at any time via an Internet browser or other software programs.

The data subject also has the possibility to object permanently to the processing of personal data through AddThis. For this purpose, the data subject must press the Opt-Out button under the link <http://www.addthis.com/privacy/opt-out> which sets an Opt-Out cookie. The opt-out cookie set with the objection, is stored on the information technology system used by the data subject. If cookies are deleted on the data subject's system after an objection has been raised, the data subject must call up the link again and set a new opt-out cookie.

However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject.

The applicable Privacy Policy of AddThis can be accessed under <http://www.addthis.com/privacy/privacy-policy>.

## **II Note on the Privacy Policy for the utilization and use of Affilinet**

The data controller responsible for the processing has integrated components of affilinet on this website. Affilinet is a German affiliate network which offers affiliate marketing. Affiliate marketing is an Internet-supported form of distribution that enables commercial operators of Internet sites, so-called merchants or advertisers, to display advertising, which is usually remunerated by per-click or sale commissions, on the Internet sites of third parties, i.e. with distribution partners, which are also called affiliates or publishers. The merchant publishes an advertising medium, i.e. an advertising banner or other suitable means of Internet advertising, via the affiliate network which is subsequently integrated by an affiliate on his own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing.

Affilinet is operated by affilinet GmbH, Sapporobogen 6-8, 80637 Munich, Germany.

Affilinet places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. The tracking cookie from Affilinet does not store any personal data. Only the identification number of the affiliate, i.e. the partner mediating the potential customer, as well as the identification number of the visitor of a website and the clicked advertising medium are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which is processed via the affiliate network, which also includes Affilinet.

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 Affilinet from placing a cookie on the data subject's information technology system. In addition, cookies already set by Affilinet can be deleted at any time via an Internet browser or other software programs.

The applicable Privacy Policy of Affilinet can be accessed under <https://www.affili.net/de/footeritem/datenschutz>.

## **III Note on the Privacy Policy for the utilization and use of etracker**

The data controller has integrated components of etracker on this website. Etracker is a web analysis service. Web analysis is the collection, aggregation and evaluation of data regarding the behaviour of visitors to websites. Among other things, a web analysis service collects data about the Internet page from which a data subject has accessed an Internet page (so-called referrer), which sub pages of the Internet page were accessed or how often and for which length of time a sub page was viewed. A web analysis is mainly used for the optimization of a website, and the cost-benefit analysis of internet advertising. The operating company of etracker is etracker GmbH, Erste Brunnenstrasse 1, 20459 Hamburg, Germany.

Etracker places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. Each time you call up one of the individual pages of this website, which is operated by the data controller and on which an etracker component has been integrated, the Internet browser on the data processing system of the data subject is automatically prompted by the respective etracker component to transmit data to etracker for marketing and optimization purposes. Within the scope of this technical procedure, etracker will be informed about data that are subsequently used to create pseudonymous user profiles. The user profiles obtained in this way are used to analyse the behaviour of the data subject who has accessed the website of the data controller and are evaluated with the aim of improving and optimising the website. The data collected via the etracker component will not be used to identify the data subject without first obtaining a separate and explicit consent from the data subject. These data is not combined with personal data or with other data containing the same pseudonym.

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 etracker from placing a cookie on the data subject's information technology system. In addition, cookies already set by etracker can be deleted at any time via the Internet browser or other software programs.

Furthermore, it is possible for the data subject to object to the collection of the data generated by the etracker cookie relating to the use of this website, and to etracker's processing of this data and to prevent it from doing so. For this purpose, the data subject must press the cookie-set button under <http://www.etracker.de/privacy?et=V23Jbb> which sets an opt-out cookie. The opt-out cookie set with the objection, is stored on the information technology system used by the data subject. If cookies are deleted on the data subject's system after an objection has been raised, the data subject must call up the link again and set a new opt-out cookie.

However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject.

The applicable Privacy Policy of etracker can be accessed under <https://www.etracker.com/de/datenschutz.html>.

#### **IV Note on the Privacy Policy for the utilization and use of Facebook**

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

A social network is a social meeting place operated on the Internet, an online community that usually enables users to communicate with each other and interact in a virtual space. A social network can serve as a platform for exchanging opinions and experiences, or enable the Internet community to provide personal or company information. Facebook

enables users of the social network to create private profiles, upload photos and link up with friendship requests.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, is the data controller for the processing of personal data if a data subject lives outside the United States or Canada.

Each time a user accesses one of the individual pages of this website which is operated by the data controller, on which a Facebook component (Facebook plug-in) is integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Facebook component to download a version of the corresponding Facebook component from Facebook. A complete overview of all Facebook plug-ins can be found at [https://developers.facebook.com/docs/plugins/?locale=de\\_DE](https://developers.facebook.com/docs/plugins/?locale=de_DE). As part of this technical process, Facebook is informed about which specific subpage of our website is visited by the data subject.

If the data subject is logged on to Facebook at the same time, Facebook will recognize this with each access to our website by the data subject and during the entire duration of the respective stay on our website record which specific subpage of our website the data subject visits. This information is collected by the Facebook component, and associated with the data subject's Facebook account. If the data subject uses one of the Facebook buttons integrated into our website, such as the "Like" button, or if the data subject makes a comment, Facebook will assign this information to the person's personal Facebook account and store this person's personal data.

Facebook will always receive information via the Facebook component that the data subject has visited our website whenever the data subject is logged on to Facebook at the same time when he or she accesses our website, regardless of whether the person clicks on the Facebook component or not. If such a transmission of this information to Facebook is not intended by the data subject, he or she can prevent this by logging out of their Facebook account before accessing our website.

The data policy published by Facebook, which is available at <https://de-de.facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. It also explains what settings Facebook offers to protect the privacy of the data subject. In addition, various applications are available to suppress the data transmission to Facebook, such as the Facebook blocker from the provider Webgraph, which can, for example, be downloaded from <http://webgraph.com/resources/facebookblocker/>. Such applications can be used by the data subject to suppress data transfer to Facebook.

#### 5th Note on the Privacy Policy for the utilization and use of Getty Images pictures

The data controller has integrated components of Getty Images on this website. Getty Images is an American picture agency. An image agency is a company that offers images, and other image material on the market. Picture agencies usually market photographs, illustrations and film material. Via an image agency, different customers, in particular website operators, editorial offices of print and TV media and advertising agencies license the images they use.

The operating company of the Getty Images components is Getty Images International, 1st Floor, The Herbert Building, The Park, Carrickmines, Dublin 18, Ireland.

Getty Images allows you to embed stock images (possibly free of charge). Embedding is the inclusion or integration of a certain third-party content, such as text, video or image

data, which is provided by a third-party Internet site which then appears on one's own Internet site. A so-called embedding code is used for the embedding. An embedding code is an HTML code that is integrated into a website by a website operator. If an embedding code has been integrated by a website operator, the external contents of the other website are displayed immediately by default as soon as a website is visited. The external content is loaded directly from the other website to display the external content. Getty Images provides further information about embedding content under the link <http://www.gettyimages.de/resources/embed>.

Through the technical implementation of the embedding code, which enables the image display of Getty images, the IP address of the Internet connection through which the data subject accesses our website is transmitted to Getty Images. Getty Images also records our website, the type of browser we use, the language used, the time and length of access. In addition, Getty Images may collect navigation information, which is information about which of our subpages was visited by the data subject and which links were clicked on, as well as other interactions that the data subject performed while visiting our website. This data can be stored and evaluated by Getty Images.

Further information and the Getty Images current privacy policy can be found at <http://www.gettyimages.de/enterprise/privacy-policy>.

## **V Note on the Privacy policy for the utilization and use of Google AdSense**

The data controller has integrated Google AdSense into this website. Google AdSense is an online service that enables you to advertise on third party sites. Google AdSense is based on an algorithm that selects the ads displayed on third party sites according to the content of the third party site. Google AdSense allows an interest-based targeting of the Internet user, which is realized by generating individual user profiles. The Google AdSense component is operated by Alphabet Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of the Google AdSense component is to include ads on our website. Google AdSense places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. By setting the cookie, Alphabet Inc. will be enabled to analyse the use of our website. Through each access to one of the individual pages of this website, which is operated by the data controller and on which a Google AdSense component has been integrated, the Internet browser on the data processing system of the data subject is automatically induced by the respective Google AdSense component to transmit data to Alphabet Inc. for the purpose of online advertising and the settlement of commissions. Within the scope of this technical process, Alphabet Inc. will gain information about personal data, such as the IP address of the data subject, which is used by Alphabet Inc., among other things, to trace the origin of the visitors and clicks, and to enable commission payments.

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 Alphabet Inc. from placing a cookie on the data subject's information technology system. In addition, a cookie already set by Alphabet Inc. can be deleted at any time via the Internet browser or other software programs.

Google AdSense also uses so-called counting pixels. A tracking pixel is a thumbnail graphic embedded in web pages to allow logging and a log file analysis, which enables the statistical evaluation. By means of the embedded pixel, Alphabet Inc. can recognize

whether and when a website was opened by an data subject and which links were clicked on by the data subject. Counter pixels are used, among other things, to evaluate the flow of visitors to a website.

Google AdSense transfers personal data and information, which includes the IP address and is necessary for collecting and billing the ads displayed, to Alphabet Inc. in the United States of America. This personal data is stored and processed in the United States of America. Under certain circumstances, Alphabet Inc. may pass on this personal data collected via the technical procedure to third parties.

Google-AdSense is explained in more detail under this link

<https://www.google.de/intl/de/adsense/start/>.

## **VI Note on the Privacy Policy of Google Maps Plugin**

We use a plugin of the internet service Google Maps on our website. Google Maps is operated by Google Inc. based in the USA, CA 94043, 1600 Amphitheatre Parkway, Mountain View. By using Google Maps on our website, information about the use of this website and your IP address is transmitted to a Google server in the USA and also stored on this server. We have no knowledge about the exact content of the transmitted data, nor about their use by Google. In this context, the company denies the connection of data with information from other Google services and the collection of personal data. However, Google may transfer the information to third parties. If you deactivate Javascript in your browser, you will prevent the execution of Google Maps. However, you will not be able to use a map display on our website. By using our website, you consent to the collection and processing of the information by Google Inc. described above. Learn more about the privacy policy and terms of use for Google Maps

[here:https://www.google.com/intl/de\\_de/help/terms\\_maps.html](https://www.google.com/intl/de_de/help/terms_maps.html).

## **VII Note on the Privacy policy for the use of Google Analytics (with anonymization function)**

The data controller has integrated the Google Analytics component (with anonymisation function) into this website. Google Analytics is a web analytics service. Web analysis is the collection, aggregation and evaluation of data regarding the behaviour of visitors to websites. Among other things, a web analysis service collects data about the Internet page from which a data subject has accessed an Internet page (so-called referrer), which sub pages of the Internet page were accessed or how often and for which length of time a sub page was viewed. A web analysis is mainly used for the optimization of a website, and the cost-benefit analysis of internet advertising.

The Google Analytics component is operated by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

For web analysis via Google Analytics, the data controller uses the addition "\_gat.\_anonymizeIp". By means of this addition, the IP address of the Internet connection of the data subject will be shortened and made anonymous by Google if access to our Internet pages is made from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze visitor flows to our website. Among other things, Google uses the data and information obtained to evaluate the use of our website in order 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 places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. By setting the cookie, Google makes it possible to analyse the use of our website. Each time you access one of the individual pages of this website, which is operated by the data controller and on which a Google Analytics component has been integrated, the Internet browser on the data processing 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. Within the scope of this technical procedure, Google receives information about personal data, such as the IP address of the data subject, which Google uses, among other things, to trace the origin of the visitors, 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 was carried out, and the frequency of visits to our website by the data subject. Whenever you visit our Internet pages, personal data, including the IP address of the Internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical 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 placing a cookie on the data subject's information technology system. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, it is possible for the data subject to object to the collection of data generated by Google Analytics relating to the use of this website, as well as to the processing of such data by Google and to prevent such a collection. To do this, the data subject must download and install a browser add-on under the link

<https://tools.google.com/dlpage/gaoptout>. This browser add-on tells Google Analytics via JavaScript that no data or information about visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is regarded by Google as an objection. If the information technology system of the data subject is deleted, formatted or reinstalled at a later date, the data subject must reinstall the browser add-on in order to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person who is to be assigned to their area of influence, it is possible to reinstall or reactivate the browser add-on.

Further information and the applicable Privacy Policy 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 under the link [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/)

### **VIII Note on the Privacy policy for the utilization and use of Google Remarketing**

The data controller has integrated Google Remarketing services on this website. Google Remarketing is a feature of Google AdWords that enables a company to display advertisements to Internet users who have previously visited the company's website. The integration of Google Remarketing therefore allows a company to create user-related advertising, and thus display interest-relevant advertisements to the Internet user. The operator of Google Remarketing's services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Remarketing is the insertion of interest-relevant advertising. Google Remarketing allows us to display advertisements through the Google advertising network, or on other websites that are tailored to the individual needs and interests of Internet users.

Google Remarketing places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. By setting the cookie, Google makes it possible to recognize visitors to our website, if they subsequently visit websites that are also members of the Google advertising network. With each visit to a website on which the service of Google Remarketing has been integrated, the Internet browser of the data subject automatically identifies him/herself at Google. Within the scope of this technical procedure, Google receives information about personal data, such as the IP address or the surfing behaviour of the user, which Google uses, among other things, for the insertion of interest-relevant advertising.

The cookie is used to store personal information, such as the websites visited by the data subject. Whenever you visit our Internet pages, personal data, including the IP address of the Internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical 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 placing a cookie on the data subject's information technology system. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, there is the option for the data subject to object to the interest-related advertising by Google. To do this, the data subject must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from each of the Internet browsers he or she uses, and then make the desired settings there.

Further information and the applicable Privacy Policy of Google can be accessed under <https://www.google.de/intl/de/policies/privacy/>

## **IX Note on the Privacy policy for the utilization and use of Google+**

The data controller has integrated the Google+ button as a component of this website. Google+ is a so-called social network. A social network is a social meeting place operated on the Internet, an online community that usually enables users to communicate with each other and interact in a virtual space. A social network can serve as a platform for exchanging opinions and experiences, or enable the Internet community to provide personal or company information. Google+ enables users of the social network to create private profiles, upload photos and link up with friendship requests.

Google+ is operated by Google Inc. of 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time you access one of the individual pages of this website, which is operated by the data controller and on which a Google+ button has been integrated, the Internet browser on the data subject's information technology system is automatically prompted by the respective Google+ button to download a version of the corresponding Google+ button from Google. As part of this technical process, Google is informed about which specific subpage of our website is visited by the data subject. More detailed information about

Google+ is available at <https://developers.google.com/+/>

If the data subject is logged on to Google+ at the same time, Google will recognize this with each access to our website by the data subject and during the entire duration of the respective stay on our website record which specific subpage of our website the data subject visits. This information is collected by the Google+ button, and associated with the data subject's Google+ account.

If the data subject activates one of the Google+ buttons integrated into our website and thus makes a Google+1 recommendation, Google will assign this information to the personal Google+ user account of the data subject and stores this personal data. Google stores the Google+1 recommendation of the data subject and makes it publicly available in accordance with the conditions accepted by the data subject. A Google+1 recommendation made by the person concerned on this website will subsequently be stored and processed together with other personal data, such as the name of the Google+1 account used by the data subject and the photo stored in that account in other Google services, such as the search engine results of the Google search engine, the Google account of the data subject or in other places, for example, on websites or in connection with advertisements. Furthermore, Google is able to link the visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimizing Google's various services.

Google will always receive information via the Google+ button that the data subject has visited our website when the data subject is logged in to Google+ at the same time when he or she accesses our website, regardless of whether data subject clicks on the Google+ button or not.

If the data subject is not willing to submit personal data to Google, he or she can prevent such transfer by logging out of his or her Google+ account before accessing our website. Further information and the applicable Privacy Policy of Google can be accessed under <https://www.google.de/intl/de/policies/privacy/> For more information about the Google+1 button, please visit <https://developers.google.com/+/web/buttons-policy>

### **X Note on the Privacy policy for the utilization and use of Google-AdWords**

The data controller has integrated Google AdWords into 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 enable advertisers to predefine specific keywords that allow advertisers to display an ad in Google's search engine results only when the user uses the search engine to retrieve a keyword relevant search result. In the Google advertising network, ads are distributed on topic-relevant websites using an automatic algorithm, and in accordance with the previously defined keywords.

Google AdWords is operated by Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

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

If a data subject enters our website via a Google ad, a so-called conversion cookie is stored on the data subject's information technology system by Google. What cookies are, has already been explained above. 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 will be used to trace whether certain sub-pages, such as the shopping cart of an online shop system, have been called up on our website. Through the conversion cookie, both we and Google can track whether a data subject has generated a turnover through an AdWords ad, i.e. whether a purchase of goods has been completed or cancelled.

The data and information collected through the use of the conversion cookie is used by Google to create visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users that have been referred to us via AdWords ads, i.e. to determine the success or failure of each AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could identify the data subject.

The conversion cookie is used to store personal information, such as the websites visited by the data subject. Whenever you visit our Internet pages, personal data, including the IP address of the Internet connection used by the data subject, is transferred to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical 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 data subject's information technology system. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, there is the option for the data subject to object to the interest-related advertising by Google. To do this, the data subject must call up the link [www.google.de/settings/ads](http://www.google.de/settings/ads) from each of the Internet browsers he or she uses, and then make the desired settings there.

Further information and the applicable Privacy Policy of Google can be accessed under <https://www.google.de/intl/de/policies/privacy/>.

## **XI Note on the Privacy policy for the utilization and use of PIWIK**

The data controller has integrated the PIWIK component on this website. PIWIK is an open source software tool for the web analysis. Web analysis is the collection, aggregation and evaluation of data regarding the behaviour of visitors to websites. Among other things, a Web-Analyse-Tool collects data about the Internet page from which a data subject has accessed an Internet page (so-called referrer), which sub pages of the Internet page were accessed or how often and for which length of time a sub page was viewed. A web analysis is mainly used for the optimization of a website, and the cost-benefit analysis of internet advertising.

The software is operated on the server of the data controller for the processing, the log files sensitive to data protection law are stored exclusively on this server.

The purpose of the PIWIK component is to analyse visitor flows on our website. The data controller uses the data and information obtained to evaluate the use of this website, among other things, in order to compile online reports that show the activities on our website.

PIWIK places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. By setting the cookie, we are able to analyse the use of our website. Each time one of the individual pages of this website is

called up, the Internet browser on the information technology system of the data subject is automatically prompted by the PIWIK component to transmit data to our server for the purpose of the online analysis. Within the scope of this technical procedure, we obtain knowledge of personal data such as the IP address of the data subject, which is used by us to trace the origin of the visitors and clicks, among other things.

The cookie is used to store personal information, such as the time of access, the place from which access was established, and the frequency of visits to our website. Whenever you visit our website, this personal data, including the IP address of the Internet connection used by the data subject, is transmitted to our server. This personal data is stored by us. We do not pass on this personal data 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 PIWIK from placing a cookie on the data subject's information technology system. In addition, a cookie already set by PIWIK can be deleted at any time via an Internet browser or other software programs.

Furthermore, it is possible for the data subject to object to the collection of data generated by PIWIK relating to the use of this website and to prevent such a collection. For this purpose, the data subject must activate an opt-out cookie under the link <http://piwik.org/docs/privacy/>. If the information technology system of the data subject is deleted, formatted or reinstalled at a later date, the data subject must activate an opt-out cookie at <http://piwik.org/docs/privacy/> again.

However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject.

Further information and the applicable Privacy Policy of PIWIK can be accessed under <http://piwik.org/docs/privacy/>.

## **XII Note on the Privacy Policy for the utilization and use of Webtrekk**

The data controller responsible for the processing has integrated components of Webtrekk on this website. Webtrekk is a combination of analysis and marketing solution in one system. Webtrekk enables the site operator to collect data on the use of the website, and to individualise marketing activities.

Webtrekk is operated by Webtrekk GmbH, Robert-Koch-Platz 4, 10115 Berlin, Germany.

Webtrekk collects and stores data for marketing and optimization purposes by each access to one of the individual pages of this website, which is operated by the data controller. Pseudonymised user profiles are created by means of the collected data. The pseudonymised user profiles are used for the purpose of analysing visitor behaviour and enable us to improve our website. The data collected via the Webtrekk component will not be used to identify the data subject without first obtaining a separate and explicit consent from the data subject. These data is not combined with personal data or with other data containing the same pseudonym.

Webtrekk places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. On behalf of the data controller, Webtrekk will use the data and information obtained via our website to evaluate the user behaviour of the data subject who visited our website. In addition, Webtrekk will use the data to generate reports on user activity on our behalf, and to provide other services for our

company in connection with the use of our website. Webtrekk does not combine the IP address of the data subject with other personal data.

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 Webtrekk from placing a cookie on the data subject's information technology system. In addition, cookies already set by Webtrekk can be deleted at any time via an Internet browser or other software programs.

Furthermore, it is possible for the data subject to object to the recording of the data generated by the Webtrekk cookie relating to the use of this website, as well as to the processing of this data by Webtrekk, and therefore prevent the process. To do this, the data subject must click on a link on <https://www.webtrekk.com/de/legal/opt-out-webtrekk/> that sets an opt-out cookie. The opt-out cookie set with the objection, is stored on the information technology system used by the data subject. If cookies are deleted on the data subject's system after an objection has been raised, the data subject must call up the link again and set a new opt-out cookie.

However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject.

The applicable Privacy Policy of Webtrekk can be accessed under <https://www.webtrekk.com/de/warum-webtrekk/datenschutz/>

### **XIII Note on the Privacy policy for the utilization and use of WiredMinds**

The data controller has integrated components of WiredMinds on this website. The WiredMinds components automatically identify and qualify companies that visit a website. The WiredMinds component enables the operator of a website who uses the component to generate leads, i.e. qualify potential new customers.

WiredMinds is operated by WiredMinds GmbH, Lindenspürstraße 32, 70176 Stuttgart, Germany.

We use a WiredMinds pixel counter. A tracking pixel is a thumbnail graphic embedded in a web page to allow logging and log file analysis for statistical analysis.

WiredMinds also places a cookie on the data subject's information technology system.

What cookies are, has already been explained above. By setting the cookie, we are able to analyse the use of our website.

Pseudonymised user profiles are created by means of the collected data. The pseudonymised user profiles are used for the purpose of analysing visitor behaviour and enable us to improve our website. The data collected via the WiredMinds component will not be used to identify the data subject without first obtaining a separate and explicit consent from the data subject. These data is not combined with personal data or with other data containing the same pseudonym.

Each time one of the individual pages of this website is called up, the Internet browser on the information technology system of the data subject is automatically prompted by the WiredMinds component to transmit data for the purpose of online analysis. Throughout the course of this technical procedure, WiredMinds will obtain knowledge of personal data, such as the IP address, which is also used to trace the origin of visitors and clicks.

The cookie is used to store personal information, such as the time of access, the place from which access was established, and the frequency of visits to our website. Whenever you visit our website, this personal data, including the IP address of the Internet

connection used by the data subject, is transmitted to the server of WiredMinds. These personal data will be stored by WiredMinds, but will not be passed on 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 WiredMinds from placing a cookie on the data subject's information technology system. In addition, a cookie already set by WiredMinds can be deleted at any time via an Internet browser or other software programs.

Furthermore, it is possible for the data subject to object to the collection of data generated by WiredMinds relating to the use of this website and to prevent such a collection. To do this, the data subject must click on the Dont-Track-My-Visits button under the link [https://wm.wiredminds.de/track/cookie\\_mgr.php?mode=dont\\_track\\_ask&websitel](https://wm.wiredminds.de/track/cookie_mgr.php?mode=dont_track_ask&websitel). If the information technology system of the data subject is deleted, formatted or reinstalled at a later date, the data subject must set an opt-out cookie at <http://piwik.org/docs/privacy/> again.

Further information and the applicable Privacy Policy of WiredMinds can be accessed under <https://www.wiredminds.de/produkt/datenschutz-gutachten/>.

#### **XIV Note on the Privacy policy for the utilization and use of DoubleClick**

The data controller has integrated components of DoubleClick by Google on this website. DoubleClick is a brand of Google, under which mainly special online marketing solutions are marketed to advertising agencies and publishers.

DoubleClick by Google's operating company is Google Inc. of 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

DoubleClick by Google transfers data to the DoubleClick server with every impression, click or other activity. Each of these data transfers triggers a cookie request to the data subject's browser. If the browser accepts this request, DoubleClick will place a cookie on the data subject's information technology system. What cookies are, has already been explained above. The purpose of the cookie is to optimize and display advertisements. Among other things, the cookie is used to serve and display user-relevant advertisements, and to generate reports on advertising campaigns or to improve them. The cookie is also used to prevent multiple displays of the same advertisement.

DoubleClick uses a cookie ID that is required to complete the technical process. For example, the cookie ID is required to display an ad in a browser. DoubleClick may also use the cookie ID to track which advertisements have already been placed in a browser to prevent duplication. Furthermore, DoubleClick is also able to capture conversions through the cookie ID. Conversions are recorded, for example, if a DoubleClick ad was previously displayed to a user, and the user subsequently makes a purchase on the advertiser's website using the same Internet browser.

A DoubleClick cookie does not contain any personal data. However, a DoubleClick cookie may contain additional campaign identifiers. A campaign identifier is used to identify the campaigns with which the user has already been in contact.

Each time you access one of the individual pages of this website, which is operated by the data controller and on which a DoubleClick component has been integrated, the Internet browser on the data-processing system of the data subject is automatically prompted by the respective DoubleClick to transmit data to Google for the purpose of online advertising and the settlement of commissions. Within the scope of this technical procedure, Google is informed about data that is also used by Google to create commission statements. Among other things, Google can trace that the data subject has clicked on certain links on our

website.

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 placing a cookie on the data subject's information technology system. In addition, cookies already set by Google can be deleted at any time via an Internet browser or other software programs.

Further information and the applicable Privacy Policy of DoubleClick can be accessed under <https://www.google.com/intl/de/policies/>.

## **XV Note on the Privacy policy for the utilization and use of TradeTracker**

The data controller has integrated TradeTracker components on this website.

TradeTracker is an affiliate network that offers affiliate marketing. Affiliate marketing is an Internet-supported form of distribution that involves commercial operators of Internet sites, the so-called merchants or advertisers, makes it possible to display advertising, which is usually remunerated via click or sale commissions, on the websites of third parties, i.e. with sales partners, which are also called affiliates or publishers. The merchant publishes an advertising medium, i.e. an advertising banner or other suitable means of Internet advertising, via the affiliate network which is subsequently integrated by an affiliate on his own Internet pages or advertised via other channels, such as keyword advertising or e-mail marketing.

The operating company of TradeTracker is TradeTracker Deutschland GmbH, Eiffestraße 426, 20537 Hamburg, Germany.

TradeTracker places a cookie on the information technology system of the data subject. What cookies are, has already been explained above. TradeTracker's tracking cookie does not store any personal data. Only the identification number of the affiliate, i.e. the partner mediating the potential customer, as well as the identification number of the visitor of a website and the clicked advertising medium are stored. The purpose of storing this data is to process commission payments between a merchant and the affiliate, which is processed via the affiliate network, i.e. TradeTracker.

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 TradeTracker from placing a cookie on the data subject's information technology system. In addition, cookies already set by TradeTracker can be deleted at any time via an Internet browser or other software programs.

The applicable Privacy Policy of TradeTracker can be accessed under <https://tradetracker.com/de/privacy-policy/>.

## **XVI Note on the Privacy policy for the utilization and use of ADITION**

The data controller has integrated components of ADITION on this website. ADITION is a data-based digital marketing provider that provides an advertising platform aimed at advertisers and online marketing agencies.

The operating company of ADITION is ADITION technologies AG, Oststraße 55, 40211 Düsseldorf, Germany.

The purpose of ADITION is the visualization of digital advertising material. ADITION places a cookie on the information technology system of the data subject. What cookies



are, has already been explained above. ADITION does not store any personal data in the cookie. All information stored in the cookie is of a technical nature and enables us to track, among other things, how often certain advertising material is displayed.

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 ADITION from placing a cookie on the data subject's information technology system. In addition, cookies already set by ADITION can be deleted at any time via an Internet browser or other software programs.

Furthermore, it is possible to object to the collection of data generated by the ADITION cookie, and regarding the use of this website, as well as the processing of such data by ADITION and to prevent such a collection. To do this, the data subject must click a link under <https://www.adition.com/kontakt/datenschutz/> to set an opt-out cookie. The opt-out cookie set with the objection, is stored on the information technology system used by the data subject. If cookies are deleted on the data subject's system after an objection has been raised, the data subject must call up the link again and set a new opt-out cookie. However, by setting the opt-out cookie, it is possible that the data controller's Internet pages may no longer be fully available to the data subject.

The applicable Privacy Policy of ADITION can be accessed under <https://www.adition.com/kontakt/datenschutz/>.

Current as of: October 2018