

## Data Protection Declaration, Web Analytics

### 1. Utilising Google Analytics

- (1) This website utilises Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics utilises so-called "cookies", text data files which are stored on your computer and enable an analysis for the use of the website. The information generated by the cookie relating to your use of this website is generally sent to a Google server in the USA and stored there. If an IP anonymisation is activated on this website, then your IP address will therefore be shortened by Google within the member states of the European Union or in other contracting states subject to the agreement relating to the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will then utilise this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with additional services associated with website and Internet usage.
- (2) The IP address transmitted by your browser in the context of Google Analytics will not be merged with other Google data.
- (3) You can prevent the use of cookies by selecting the appropriate settings on your browser, however we must hereby inform you that, if you do this, you may not be able to use the full, comprehensive functionality of this website in the future. Furthermore, you can also additionally prevent Google from collecting the data generated by the cookie and relating to your utilisation of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>.
- (4) This website utilises Google Analytics with the extension “\_anonymisep()”. As a result, IP addresses will be additionally processed in an abbreviated form so that a personal relationship can be excluded. Insofar as the data collected about you creates a personal relationship, then it will be excluded immediately and the personal data will be deleted immediately.
- (5) We utilise Google Analytics in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. For the exceptional cases in which personal data will be transferred to the USA, Google has submitted itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal principle for utilising Google Analytics is Article 6 Paragraph 1 S. 1 Lit. from DSGVO (Data Protection Principal Ordinance).
- (6) Information about third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. User Conditions: <http://www.google.com/analytics/terms/de.html>, Overview for data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as data protection declaration: <http://www.google.de/intl/de/policies/privacy>.
- (7) This website additionally utilises Google Analytics for a device overarching analysis for visitor flow which is executed via a user ID. You can deactivate the use of device overarching analysis in your customer account under “My Data”, “Personal Data”.

### 2. Piwik application

- (1) This website utilises the Piwik web analysis service in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. The legal principle for utilising Piwik is Article 6 Paragraph 1 S. 1 Lit. from DSGVO.
- (2) Cookies (more details hereby in Clause 3) will be stored on your computer for this evaluation process. The information collected in this way will be stored exclusively on their server in [Germany]. You can set the evaluation by deleting existing cookies and preventing the storage of cookies. When you want to prevent the storage of cookies, then we would like to point out that you may not be able to use this website in its entirety. Preventing the storage of cookies is possible by means of the setting in your browser. You can prevent Piwik from being utilised by removing the tick to activate the opt-out plug-in.

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- (3) This website utilises Piwik with the extension “Anonymiselp()”. As a result, IP addresses will be additionally processed in an abbreviated form so that a direct personal relationship can be excluded. The IP address transmitted by your browser in the context of Piwik will not be merged with data collected by us.
- (4) The Piwik programme is an Open Source Project. You can obtain information on data protection from the third-party provider at <http://piwik.org/privacy/policy>.

### 3. eTracker application

- (1) This website uses eTracker technology from etracker GmbH (<http://www.etracker.com>) to collect and store data for marketing and optimisation purposes. These data can be utilised to create user profiles under a pseudonym. This also means that cookies can be inserted. Cookies are small text data files that are stored locally in the cache of the Internet browser from the visitor to the page. Cookies enable the recognition of the Internet browser. Data collected with eTracker technologies will not be used to personally identify the visitor to this website and will not be combined with personal data about the bearer of the pseudonym without the express, separately given consent of the person concerned. Data collection and data storage can be revoked at any time with effect for the future by e-mail to [datenschutz@jet-gruppe.de](mailto:datenschutz@jet-gruppe.de) (Text: Please exclude me from the eTracker computation.)
- (2) We utilise eTracker in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. The collected data will be stored permanently and the pseudonym will be analysed. The legal principle for utilising eTracker is Article 6 Paragraph 1 S. 1 Lit. from DSGVO.
- (3) Information for the third-party provider: etracker GmbH, Erste Brunnenstraße 1, 20459 Hamburg; <https://www.etracker.com/de/datenschutz.html>. The legal principle for utilising eTracker is Article 6 Paragraph 1 S. 1 Lit. from DS-GVO.

### 4. Jetpack application, previously Wordpress.com-Stats

- (1) This website utilises the web analysis service from Jetpack (previously: Wordpress.com-Stats) in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. We also additionally utilise the system for measures to protect the security of the website e.g. the detection of attacks or viruses. For the exceptional cases in which personal data will be transferred to the USA, Automattic Inc. has submitted itself to the EU-US Privacy Shield, <https://www.privacyshield.gov>. The legal principle for utilising Jetpack is Article 6 Paragraph 1 S. 1 Lit. from DSGVO.
- (2) Cookies (more details hereby in Clause 3) will be stored on your computer for this evaluation process. The data information collected in this way will be stored on a server in the USA. When you want to prevent the storage of cookies, then we would like to point out that you may not be able to use this website in its entirety. Preventing the storage of cookies is possible by means of the setting in your browser or by clicking on and actuating the "Click here to Opt-out" button under <http://www.quantcast.com/opt-out>.
- (3) This website utilises Jetpack with an extension, through which IP addresses are shortened immediately after their collection, in order to exclude a personal relationship.
- (4) Information about third-party provider: Automattic Inc., 60 29th Street #343, San Francisco, CA 94110–4929, USA, <https://automattic.com/privacy>, as well as the third-party provider Trackingtechnologie: Quantcast Inc., 201 3rd St, Floor 2, San Francisco, CA 94103–3153, USA, <https://www.quantcast.com/privacy>.

### 5. Adobe Analytics (Omniture)

- (1) This website utilises the Adobe Analytics (Omniture) web analysis service in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. For the exceptional cases in which personal data will be transferred to the USA, Adobe has submitted itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal principle for utilising Adobe Analytics is Article 6 Paragraph 1 S. 1 Lit. from DSGVO.

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- (2) Cookies (more details hereby in Clause 3) will be stored on your computer for this evaluation process. The data information collected in this way will be stored on a server, also in the USA. When you want to prevent the storage of cookies, then we would like to point out that you may not be able to use this website in its full entirety. Preventing the storage of cookies is possible by means of the setting in your browser or by clicking on and actuating the "Deregister" button under <http://www.adobe.com/de/privacy/opt-out.html>
- (3) This website utilises Adobe Analytics (Omniture) with the setting "Before Geo-Lookup: Replace visitor's last IP octet with 0" and "Obfuscate IP-Removed", which shortens your IP address by the last octet and will replace it with a generic IP address i.e. one that can no longer be assigned. A personal relationship is therefore excluded.
- (4) Information about third-party provider: Adobe Systems Software Ireland Limited, Ireland, 4–6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland; [privacy@adobe.com](mailto:privacy@adobe.com); Data Protection Information: <http://www.adobe.com/de/privacy/policy.html>.

### 6. Utilising the scalable central measurement procedure (SCM)

- (1) Our website utilises the measurement procedure ("SCMnG") from INFOnline GmbH (<https://www.infonline.de>) to determine and evaluate statistical parameters about the utilisation of our offers. The objective of the range measurement is to statistically determine and evaluate the usage intensity, the number of users of a website and the surfing behaviour - on the basis of a uniform standard procedure - and thereby to be able to obtain market-wide comparable values.

Websites which are members of the Informationgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V. (Information Community for Determining the Distribution of Marketing and Advertising Bodies) or participate in the studies of the Arbeitsgemeinschaft Online-Forschung e. V. (Working Group for Online Research) (AGOF - <http://www.agof.de>), will have the usage statistics regularly published by AGOF and the Arbeitsgemeinschaft Media-Analyse e. V. (Media Analysis Working Group) (agma - <http://www.agma-mmc.de>), as well as the IVW and can be viewed on the respective websites.

#### 1. Data processing

INFOnline GmbH collects and processes data according to the German Data Protection Law. Technical and organisational measures will ensure that individual users cannot be identified at any point in time. Data which could possibly be related to a specific, identifiable person will be anonymised as soon as possible.

##### 1.1 Anonymising the IP address

Every device in the Internet requires a unique address, the so-called IP address, to transmit data. The required, at least short-term storage, of the IP address is technically necessary due to the functioning method of the Internet. The IP addresses will be shortened before any processing and only processed again anonymously. There will be no storage or processing of the full IP addresses.

##### 1.2 Geolocalisation up to the level of the Federal States/Regions

A so-called geolocalisation i.e. the allocation of a website login to the location of the login will be executed exclusively on the basis of the anonymised IP address and only up to the geographical level of the Federal States/Regions. Under no circumstances can the geographical information gained in this way be utilised to draw conclusions about the specific place of residence of a user.

##### 1.3 Identification number of the device

The range measurement alternatively utilises either a cookie with the identification "ioam.de", a "Local Storage Object" or an anonymous signature, which is created from various automatically transmitted information from your browser, to recognise computer systems. The validity for the cookie is limited to a maximum of 1 year.

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### 1.4 Registration recognition

The user ID can be transmitted to INFOnline as an anonymous checksum when logging in, if available, to measure distributed usage (use of a service from different devices).

### 2. Deletion

The stored usage procedures will be deleted at the latest after 7 months.

### 3. Objection

When you would not like to participate in the measurement, then you can object under the following link: <http://optout.ioam.de>

Additional information regarding data protection in the measurement procedure can be found on the website of INFOnline GmbH (<https://www.infonline.de>), which operates the measurement procedure, the data protection website of AGOF (<http://www.agof.de/datenschutz>) and the data protection website of IVW (<http://www.ivw.eu>).

- (2) We utilise the SCM procedure in order to be able to analyse and regularly improve the utilisation of our website. We can improve our offer and make it more interesting for you as a user with the statistics gained. The legal principle for utilising the SCM procedure is Article 6 Paragraph 1 S. 1 Lit. from DSGVO.