

# DATA PROTECTION DECLARATION ON THE PROCESSING OF PERSONAL DATA

*Information pursuant to Articles 12, 13 and 14 of EU Regulation 2016/679*

## **Data controller**

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## **Privacy information - Website**

Dear website visitor,

We are pleased to inform you about how your personal data is processed when you visit our website. You can also see from this information letter which rights you can exercise as a data subject.

Your personal data will be processed in accordance with EU Regulation 2016/679 (the General Data Protection Regulation) and national data protection legislation.

The use of the website implies that you agree with this privacy information letter, otherwise we ask you not to continue using the website.

In addition, we would like to inform you that links on our website that lead to other websites have been carefully selected and checked by us. Since these websites can be updated without our knowledge and their contents can change continuously, we do not assume any liability or responsibility for them.

## **Purpose of processing personal data:**

In order to ensure the functionality of the website, statistical purposes, technical data with potential personal reference, such as the IP address, the time of requests, the name of the domain and similar data are processed. In addition, the website operator has a legitimate interest (Art. 6f GDPR) in providing you with a visually appealing website and a pleasant user experience. With given consent (Art. 6a GDPR), user behavior can also be analyzed, and marketing purposes pursued. The main purpose of the data processing is the provision of our website and its contents as well as the fulfilment of your requests.

Furthermore, personal data are processed in order to offer various services:

## **Newsletter**

Each visitor can register on the website for our newsletter using the double opt-in method. This voluntary registration and this processing can be revoked by the user at any time by clicking on the "unsubscribe" button or by sending us an email (the contact details can be found at the beginning of the information letter). Registration for the newsletter is voluntary, so the legal basis is Art. 6 1a) GDPR. The consent expires upon revocation.

## **Contact form**

The website visitor can contact the company using the contact form. For this purpose, the personal data entered by the website visitor is processed to answer the request. When the form is sent, the time and date of sending is also stored as well as the IP address and deleted as soon as the purpose has expired.

The legal basis is your voluntarily given consent (Art. 6 1a) GDPR) as well as our legitimate interest to offer you the contact form to contact us easily (Art. 6 1f) GDPR).

## **Transmission of personal data of special categories**

We ask you not to transmit sensitive data (personal data of special categories - Art. 9 as well as Art. 10 GDPR) via the website, e.g. by using the contact form. Sensitive data should always be

transmitted in an appropriately protected manner, e.g. protected with a password or handed over personally.

### **Legal basis of data processing:**

The main legal basis for the processing is Art. 6b) GDPR (Fulfilment of precontractual/contractual measures) and Art. 6f) GDPR (functionality of the website) as well as the consent obtained, if given by you (Art. 6a GDPR).

### **Cookies**

Our website uses cookies, whereby personal data can be processed.

There are four categories of cookies:

- Essential cookies - for the basic functionality of the website.
- Functional cookies - for ensuring the optimal performance of the website, this includes, for example, saving the language selection
- Performance cookies - for improving the user experience and processing information about the use of the website, e.g. measuring loading times
- Marketing cookies - to record the behavior and interests of the user for marketing purposes, e.g. to serve targeted advertisements.

Non-essential cookies are deactivated by default on our websites and are only activated if you have given us your consent to do so.

Most cookies used are "session cookies" which are deleted after closing the browser. Other cookies are stored for example to display the correct language the next time you visit the website.

For all cookies that are not subject to a legitimate interest of the website operator (Art. 6f) GDPR), you will be explicitly asked for your consent.

You can delete your cookies at any time by, depending on your browser, usually clicking on the 3 dots/stripes at the top right and then opening the settings, entering cookies in the search field, and selecting: delete cookies/delete browser data.

### **Provision of the data**

The provision of your data is voluntary (with the exception of the processing of navigation data) and not required by law. However, failure to provide it may result in restricted use of the website and the services offered.

### **Data transfer to third parties**

Your data may be passed on to third parties, if necessary, but only within the scope of our business relationship, e.g. for the fulfilment of your request or, if applicable, the execution of payments via third parties and for the fulfilment of legal obligations. Your data will not be transferred to other EU countries without your explicit consent. The same also applies to the use of profiling and automated decisions.

### **Hosting of the website**

This website is hosted by an external service provider.

For this purpose, the external hoster receives personal data collected on the website. The legal basis is Art. 6b) GDPR - pre-contractual measures as well as Art. 6f) (Smooth guarantee of the tools on our website).

### **Google services**

Our website uses services from the operator Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google may therefore process information and personal data. Please note that American authorities could theoretically gain access to this data due to American legislation (in particular the Cloud Act). Information on the legal framework for data transfer can be found at <https://policies.google.com/privacy/frameworks>.

### **Google Tag Manager**

Our website uses Google Tag Manager. The provider is Google Ireland Limited ("Google"), House, Barrow Street, Dublin 4, Ireland.

The Google Tag Manager makes it easier to integrate tracking codes. It also gives site operators the opportunity to make changes that are automatically applied to the pages without having to adapt the source code.

The Google Tag Manager can communicate with the Tag Manager servers, in the course of which, when a tag is triggered, personal data may be processed (e.g. the IP address).

You will be explicitly asked for your consent before the Google Tag Manager is activated. The legal basis is Art. 6a) GDPR.

You can find detailed information at: <https://policies.google.com/privacy>

### **Web analysis with Google Analytics**

Our website uses functions of the web analysis service Google Analytics. The provider is Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, U S A. Google Analytics.

The information obtained through the cookies about your use of the website (including your IP address) can be transmitted to Google on servers in the U S A.

The full information letter can be found in Google's privacy policy:

<https://support.google.com/analytics/answer/6004245?hl=en>.

We use Google Analytics as an analysis tool to monitor the performance of our website, analyse customer behavior and take appropriate action.

You will be explicitly asked for your consent before Google Analytics is activated. The legal basis is Art. 6a) GDPR.

You can also prevent the described collection and processing of data by Google by downloading and installing the browser plugin available under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

### **Google Maps**

This website uses Google Maps API, a mapping service provided by Google Inc ("Google"), to display an interactive map and to create driving directions. Google Maps is operated by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, U S A .

By using Google Maps, we cannot exclude that information about your use of this website (including your IP address) is transmitted to a Google server in the U S A and stored there. Google may transfer the information obtained through Maps to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

In principle, it would be technically possible for Google to identify at least individual users on the basis of the data received. It would be possible that personal data and personality profiles of users of the website could be processed by Google for other purposes over which we have and can have no influence. You have the option of deactivating the Google Maps service and thus preventing the transfer of data to Google by deactivating JavaScript in your browser. However, we would like to point out that in this case you will not be able to use the map display on our site.

The terms of use for Google Maps can be found at:

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

You can find Google's privacy policy at: <https://policies.google.com/privacy>

### **Facebook Pixel**

Our website uses the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc. or, if you are a resident of the EU, by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

A direct connection to the Facebook servers is established via Facebook Pixel when you visit the website. This transmits to the Facebook server that you have visited this website and Facebook may be able to assign this information to your personal Facebook user account. We can thus track the effect of advertising campaigns.

It cannot be ruled out that information is transmitted to servers in non-EU countries.

If you give your consent to the use of the Facebook Pixel, it will be integrated by Facebook and a cookie will be stored on your device as described above. When you log in to Facebook, the offers you have visited are recorded in your profile. The data is anonymized for us, but Facebook can process this data.

For more information on the collection and use of data by Facebook, as well as your rights in this regard and options for protecting your privacy, please refer to Facebook's privacy policy at: <https://www.facebook.com/business/m/privacy-and-data>.

You will be explicitly asked for your consent before Facebook Pixel is activated. The legal basis is Art. 6a) GDPR.

### **SSL Encryption**

This site uses SSL encryption for transmission security, e.g. for enquiries in contact forms. Active SSL encryption is used to encrypt the transmission of data that you send to us.

### **Underage visitors**

This website is not intended for use by minors. We therefore do not collect and store data of underage visitors (except involuntarily)

### **The duration of data retention**

Your data will be retained in accordance with the legal retention requirements and legal obligations applicable to us, unless a specific retention period is mentioned in this privacy policy. Fiscally relevant data will be retained for 10 years.

### **Information on the rights of the data subjects**

You can exercise your rights free of charge at any time: right to access (Art. 15 GDPR), right to rectification (Art. 16 GDPR), right to erasure (Art. 17 GDPR), right to restriction of processing (Art. 18 GDPR), right to data portability (Art. 20 GDPR), right to object (Art. 21 GDPR).

Please contact the above data controller.

You also have the right to lodge a complaint with the Italian supervisory authority for data protection "Garante per la protezione dei dati personali".

[This privacy Information may be updated at any time.](#)