Privacy Policy

Introduction

This website does not pursue any commercial interests and is primarily private!

In order to improve the services provided by this website, the operator and owner of this website has opted to use the the web analysis tool **Google Analytics**.

The **responsible service provider** for the EU is **Google Ireland Limited (“Google”)**; Gordon House, Barrow Street; Dublin 4; Ireland

The **owner of this website has concluded a data processing agreement with Google**.

If you have given your consent, this website uses Google Analytics. Options to view this website without leaving tracking information are described below in the section “Duration of storage”.

Scope of processing

Google Analytics uses cookies that enable an analysis of your use of this website. The information collected by the cookies about your use of this website is usually transferred to a Google server in the USA and stored.

Google uses the function 'anonymizeIP' (so-called IP-Masking): Due to the activation of IP-anonymization on this website, your IP-address will be shortened by Google within member states of the European Union or in other signatory states of the Agreement on the European Economic Area. Only in exceptional cases the full IP address will be transferred to a Google server in the USA and shortened there. The IP address transmitted by your browser within the framework of Google Analytics is not merged with other data from Google. During your website visit the following data will be collected:

- the pages you call up, your “click behaviour“
- Achievement of “website goals” (conversions, e.g. newsletter registrations, downloads, purchases)
- Your user behavior (for example clicks, dwell time, bounce rates)
- Your approximate location (region)
- Your IP address (in abbreviated form)
- technical information about your browser and the end devices you use (e.g. language settings, screen resolution)
- Your internet provider
- the referrer URL (via which website/advertising medium you came to this website)

Purposes of processing

On behalf of the operator of this website, Google will use this information to evaluate your

(pseudonymous [NOT USER ID]) use of the website and to compile reports on website activity.

Recipient

The data recipient is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland as data processor. For this purpose we have concluded a contract with Google. Google LLC, headquartered in California, USA, and, if applicable, US authorities can access the data stored at Google.

Transfer to third countries

A transfer of data to the USA cannot be excluded.

Duration of storage

The data sent by us and linked to cookies is automatically deleted after 14 months. Data is automatically deleted once a month as soon as the storage period is reached.

You can also **prevent the collection of data generated** by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by a. not giving your consent to the setting of the cookie or b. downloading and installing the browser add-on to disable Google Analytics HERE. By setting your browser software accordingly you can also prevent the storage of cookies. If your browser is set to refuse all cookies, the functionality of this and other websites may be limited.

Legal basis and right of withdrawal

Your consent is the legal basis for this data processing, Art.6 para.1 S.1 lit.a GDPR. You can revoke your consent at any time with effect for the future by changing your selection in the cookie settings.

For more information about Google Analytics terms of use and Google's privacy policy, please visit https://marketingplatform.google.com/about/analytics/terms/gb/ and https://policies.google.com/?hl=en. https://policies.google.com/?hl=en.

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