

Privacy policy



Information about the processing of your data

In accordance with Art. 12 of the General Data Protection Regulation (hereinafter referred to as the GDPR), we are obliged to inform you about the processing of your data when you use our website. We take the protection of your personal data very seriously and this privacy policy informs you about the details of the processing of your data and about your legal rights in this regard.

We reserve the right to adapt the privacy policy with future effect, in particular in the event of further development of the website, the use of new technologies or changes to the legal bases or the corresponding case law.

We recommend that you read this privacy policy from time to time and take a printout or a copy for your documents.

Definitions

- In the following, **website** means all of the controller's pages at www.hotel-waldeck.com;
- **personal data** means any information relating to an identified or identifiable natural person. A person is identifiable if they can be identified, either directly or indirectly, in particular by means of assignment to an identifier such as a name, to an identification number, to location data, to an online identifier or to one or more special features that are an expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person. Personal data is therefore, for example, a person's name, email address and telephone number, but may also include information about preferences, hobbies and memberships;
- **processing** means operations or sets of operations carried out with or without the aid of automated procedures in connection with personal data, such as the collection, recording, organisation, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment, combination, restriction, erasure or destruction;
- **pseudonymisation** means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data cannot be attributed to an identified or identifiable natural person;
- **consent** means any freely given, specific, informed and unambiguous indication of the data subject's wishes in a particular case by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;
- **Google** means Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; reachable in the European Union at: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, fax: +353 (1) 436 1001.

Scope

This privacy policy applies to all pages of www.hotel-waldeck.com. It does not cover any linked websites of other providers.

Responsible provider

The following party is responsible for the processing of personal data within the scope of this privacy policy:

Parkhotel Waldeck Schrenk Hotelbetriebsges. mbH
Waldstraße 18
78073 Bad Dürrenheim im Schwarzwald
Tel.: +49 (0) 77 26-66 31 00
Fax: +49 (0) 77 26-80 01
Email: info@hotel-waldeck.com
represented by:

Rüdiger Schrenk

Questions about data protection

If you have any questions about data protection with regard to our company or our website, you can contact our data protection officer:

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Spirit Legal LLP Rechtsanwälte
Attorney-at-law and data protection officer
Peter Hense
Postal address:
Data protection officer
c/o Parkhotel Waldeck Schrenk Hotelbetriebsges. mbH, Waldstraße 18, 78073 Bad Dürkheim im Schwarzwald
Contact via encrypted online form:
[Contact data protection officer](#)

Security

We have taken comprehensive technical and organisational precautions to protect your personal data from unauthorised access, abuse, loss and other external disruption. To this end, we regularly review our security measures and adapt them to current standards.

Your rights

You have the following rights with regard to the personal data concerning you that you can assert against us:

- right of access (Art. 15 GDPR),
- right to rectification (Art. 16 GDPR) or erasure (Art. 17 GDPR),
- right to restriction of processing (Art. 18 GDPR),
- right to object to processing (Art. 21 GDPR),
- right to withdraw your consent (Art. 7(3) GDPR),
- right to receive the data in a structured, commonly used, machine-readable format ("data portability") and the right to transfer the data to another controller, if the prerequisites of Art. 20(1) (a), (b) GDPR are fulfilled (Art. 20 GDPR)

You can assert your rights by informing us using the contact details specified above under 'Responsible provider' or by contacting the data protection officer designated by us.

You also have the right to lodge a complaint with a data protection supervisory authority about our processing of your personal data (Art. 77 GDPR).

Use of the website, access data

In principle, you can use our website for purely informational purposes without disclosing your identity. When you access the individual pages of the website in this sense, this only results in access data being transferred to our web hosting service so that the website can be displayed to you. This is the following data:

- browser type/browser version
- operating system used
- language and version of the browser software
- hostname of the accessing device
- IP address
- website from which the request comes
- content of the request (specific page)
- date and time of the server request
- access status/HTTP status code
- referrer URL (website visited before)
- volume of data transferred
- time zone difference from Greenwich Mean Time (GMT)

Temporary processing of the IP address by the system is necessary to make it technically possible to deliver the website to your device. This requires processing of your IP address for the duration of the session. The legal basis of such processing is Art. 6(1) Sentence 1(f) GDPR.

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The access data is not used to identify individual users and is not combined with other data sources. The access data is deleted when it is no longer required for achieving the purpose of its processing. In the case of recording the data to provide the website, this is the case when you end your visit to the website.

IP addresses are stored in log files to ensure the functionality of the website. In addition, the data serves us to optimise the website and to ensure the security of our information technology systems. No evaluation of the data for marketing purposes takes place in this context either. In principle, data is deleted after seven days at the latest; further processing is possible in individual cases. In this case, the IP address is deleted or so transformed that an assignment of the retrieving client is no longer possible.

The recording of data for the provision of the website and the processing of data in log files is an absolute necessity for the operation of the website. You may object to the processing. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Cookies

In addition to the aforementioned access data, so-called cookies are stored in the internet browser of the device you use to access the website. These are small text files with a sequence of numbers that are stored locally in the cache of the browser used. Cookies do not become part of the device system and cannot execute programs. They serve to make our website user-friendly. The use of cookies may be technically necessary or may occur for other purposes (e.g. analysis/evaluation of website use).

a) Technically necessary cookies

Some elements of our website require that the retrieving browser can be identified even after a page change. This involves processing the following data in the cookies:

- language settings
- items in shopping basket

The user data collected by technically necessary cookies is not processed to create user profiles. We also use session cookies, which store a session ID that can be used to assign various requests from your browser to the shared session. Session cookies are required for using the website. In particular, they enable us to recognise the device used when you return to the website. If you have an account with us, we use this cookie to recognise you on subsequent visits to the website; otherwise you would have to log in again each time you visited. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. We use session cookies to make using our website more attractive and effective. Session cookies are deleted as soon as you log out or close your browser.

Most browsers are preset to automatically accept cookies. You can object to the processing of your data by cookies. You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

b) Technically non-essential cookies

In addition, we also use cookies on the website which enable an analysis of users' surfing behaviour. For example, this involves processing the following data in the cookies:

- entered search terms
- frequency of page views
- use of website functions

These cookies are used to make using the website more efficient and attractive. The legal basis of this processing is Art. 6(1) Sentence 1(f) GDPR. The technically non-essential cookies are automatically deleted after a specified period, which may vary depending on the cookie.

You can object to the processing of your data by cookies. If you do not wish to use cookies, you have the option of changing your browser settings in order to generally or selectively block the placement of cookies or remove stored cookies. You can also have the corresponding information displayed before a cookie is placed. If you

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change the browser settings for the use of cookies or disable cookies, the functionality of this website may be restricted.

Where we integrate cookies from third-party providers into our website, we point this out to you separately below.

Contacting our company

When contacting our company, e.g. by email or using the contact form on the website, we will process the personal data provided by you so that we can respond to your enquiry.

In order for us to process enquiries submitted via the contact form on the website, it is essential that you provide a name or pseudonym and a valid email address. At the moment when you submit the message to us, the following data will also be processed:

- IP address
- date/time of registration

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR and Art. 6(1) Sentence 1(b) GDPR, if the contact is made with the intention of concluding a contract.

Processing the personal data from the form allows us alone to process the contact you make with us. Where you contact us by email, this also constitutes the necessary legitimate interest in the processing of the data. The other personal data processed during the submission process serves to prevent any misuse of the contact form and to ensure the security of our information technology systems.

The data will not be transmitted to third parties in this context. The data is only processed in order to process the conversation. As soon as processing is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data.

You have the possibility to object to the processing of your personal data for contact requests at any time. This is the case if processing is not necessary in particular to fulfil a contract with you, which is described by us in the previous description of the functions. In such a case, it may not be possible to continue processing the request. In the event that your objection is justified, we will examine the situation and either stop or adjust the data processing or point out to you the compelling legitimate reasons on the basis of which we will continue processing.

Processing and transmission of personal data for contractual purposes

We process your personal data if and to the extent necessary for the initiation, creation, execution and/or termination of a legal transaction with our company. The legal basis from this results from Art. 6(1) Sentence 1(b) GDPR.

Once the purpose has been achieved (e.g. contract processing), the personal data will be blocked for further processing or erased, unless we are entitled to retain the data for a longer period and process it as required in the respective context on the basis of a consent granted by you (e.g. consent to the processing of your email address for sending promotional emails), a contractual agreement, a statutory authorisation (e.g. authorisation to send direct advertising) or on the basis of justified interests (e.g. retention for asserting claims).

Your personal data will be passed on if

- it is necessary for the creation, execution or termination of legal transactions with our company (e.g. when transmitting data to a payment service provider/a shipping company to process a contract with you) (Art. 6(1) Sentence 1(b) GDPR), or
- a subcontractor or party we use to perform our obligations, which we use exclusively within the framework of providing the offers or services requested by you, needs this data (unless you are expressly informed otherwise, such auxiliary parties are only entitled to process the data insofar as this is necessary for the provision of the offer or service), or
- there is an enforceable official order (Art. 6(1) Sentence 1(c) GDPR) or
- there is an enforceable court order (Art. 6(1) Sentence 1(c) GDPR) or
- we are legally obliged to do so (Art. 6(1) Sentence 1(c) GDPR) or
- the processing is necessary in order to protect the vital interests of the data subject or another natural person (Art. 6(1) Sentence 1(d) GDPR) or

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- we are authorised or even obliged to pursue overriding legitimate interests (Art. 6(1) Sentence 1(f) GDPR).

Your personal data will not be transmitted to other persons, companies or bodies unless you have effectively consented to such transmission. The legal basis of the processing is then Art. 6(1) Sentence 1(a) GDPR.

Processing and transmission of personal data in the online shop

If you wish to submit an order or booking in our online shop, it is necessary for the initiation and conclusion of the contract that you provide personal data such as your name, your address and your email address. The mandatory data required for order and contract processing is marked as such; further information is provided voluntarily. We process your data for order processing; in particular, we will forward payment data to your chosen payment service provider or our main bank. The legal basis for the processing is Art. 6(1) Sentence 1(b) GDPR. To prevent unauthorised third parties from accessing your personal data, the order process on the website is encrypted using SSL/TLS technology.

As soon as storage is no longer necessary, we delete the data generated in this context or, if statutory retention obligations apply, restrict processing of the data. Due to mandatory commercial and tax regulations, we are obliged to keep your address, payment and order data for a period of ten years. After two years after termination of the contract, we will restrict the processing and reduce the processing to compliance with our existing legal obligations.

Processing of personal data under Section 30 of the Federal Act on Registration (BMG)

Under Section 30 of the German Federal Act on Registration (BMG), commercial accommodation facilities, such as hotels in particular, are obliged to collect the following data from guests on the day of their arrival and to have the registration form signed by hand:

- date of arrival and planned departure,
- surname,
- given names,
- date of birth,
- nationalities,
- address,
- number of persons travelling together and their nationalities, in the cases of Section 29(2), second and third sentences, and,
- in the case of foreigners, serial number of the recognised and valid passport or passport substitute.
- If applicable, further data for collecting tourist and resort taxes.

We are obliged to collect, process and pass on this data under the BMG, and the legal basis of this processing results from Art. 6(1) Sentence 1(c) GDPR.

We erase this data or restrict its processing as soon as this is permitted under the provisions of the BMG and if you have not given your consent (Art. 6(1) Sentence 1(a) GDPR) and there is no other legitimate interest on our part in continued processing.

Email marketing

Advertising to existing customers

We reserve the right to process the email address provided by you when booking in accordance with the statutory provisions in order to send you the following content by email whilst or after processing the contract, unless you have already objected to this processing of your email address:

- other interesting offers from our portfolio,
- information about company events,
- technical information,
- sending our catalogue,
- questions about special requirements,
- overview of possible leisure offers,
- information on finding us by public transport.

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The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We perform this processing for customer care and to enhance our services. We delete your data when you cancel your newsletter subscription, but no later than two years after termination of the contract.

If it is not essential to send information electronically for contract processing (e.g. email with payment information), the legal basis for processing is Art. 6(1) Sentence 1(f) GDPR. We carry out the above processing in order to optimise our service or website.

We would like to point out that you can object to receiving direct advertising at any time without incurring any costs other than the transmission costs according to the basic rates. To do this, click on the unsubscribe link in the newsletter or send us your objection to the contact data provided under 'Responsible provider'.

Newsletter

You have the possibility to subscribe to our email newsletter on the website, which we use to inform you regularly about the following content:

- offers from our portfolio,
- information about company events,
- third-party offers (including events), provided you have consented to this,
- new articles/collections,
- special/time-limited offers.

In order to receive the newsletter, you need to give us the following personal data:

- recipient (name or pseudonym),
- valid email address.

To subscribe to our email newsletter, please use the double opt-in process. Once you have entered the data marked as mandatory, we will send you an email to the email address you have provided, in which we ask you to expressly confirm your subscription to the newsletter (by clicking on a confirmation link). This is how we ensure that you really want to receive our email newsletter. If no confirmation takes place within 24 hours, we block the information transferred to us and delete it automatically after one month at the latest.

Furthermore, the following data is processed at the time of subscription:

- IP address,
- date/time of registration for the newsletter,
- time when you click on the confirmation link.

We process your IP address, the time of registration for the newsletter and the time of your confirmation in order to document your newsletter registration and to prevent abuse of your personal data. The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. We process this data until two years after termination of the contract. If registration for the newsletter takes place and it is unrelated to the conclusion of a contract, we process this data until two years after termination of the usage. We delete this data when the newsletter subscription ends.

After your confirmation, we will process the email address and name/pseudonym of the recipient concerned for the purpose of sending our email newsletter. The legal basis of the processing is Art. 6(1) Sentence 1(a) GDPR. We delete this data when you unsubscribe from the newsletter.

You can withdraw your consent to the processing of your email address for receiving the newsletter at any time, either by sending us a message (see the contact details under 'Responsible provider') or by clicking directly on the unsubscribe link in the newsletter.

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Payment service providers (PSPs)

PayPal

On our website we give you the option of paying via PayPal. This payment service is provided by PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal").

If you choose to pay via PayPal, the payment details you enter will be transferred to PayPal. The transfer of your data to PayPal is performed on the basis of Art. 6(1) Sentence 1(b) GDPR (processing for the performance of a contract). We have no knowledge of how long PayPal stores data and have no way of influencing this.

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PayPal PLUS

If you select the payment method "Direct debit via PayPal PLUS" or "Credit card via PayPal PLUS" when making your **booking/order**, then in order to process your payment we will forward the personal data we collect to PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter referred to as "PayPal"). The legal basis for the processing is Art. 6(1) Sentence 1(b) GDPR.

PayPal will create an invoice based on the transmitted data and perform an identity and credit check if necessary. PayPal has a legitimate interest here in the transmission of the buyer's personal data and processes this information in order to obtain information from credit reference agencies for purposes of identity and credit checks, Art. 6(1) Sentence 1(f) GDPR.

This may be the entities specified at https://www.paypal.com/de/webapps/mpp/ua/third-parties-list?locale.x=de_DE and https://www.paypal.com/de/webapps/mpp/ua/third-parties-list?locale.x=de_DE.

The credit check uses mathematical and statistical methods to calculate a rating with regard to the probability of non-payment (this is known as calculating a scoring value). PayPal uses the calculated scoring value as the basis for its decision whether to provide the respective payment methods. A scoring value is calculated according to recognised scientific methods.

In addition to your address data, information about past payment behaviour and probability values on expected future payment behaviour are also included. We have no knowledge of how long PayPal stores data and have no way of influencing this.

You may at any time request access to the data stored by PayPal or that it be rectified or erased, and object at any time to the processing of your personal data by PayPal. However, PayPal remains entitled to process and pass on the customer data if this is necessary for contractual payment processing (Art. 6(1) Sentence 1(b) GDPR) or is required by law or an official or court order (Art. 6(1) Sentence 1(c) GDPR).

You can contact PayPal via the following contact form: <https://www.paypal.com/de/selfhelp/contact/email/privacy>. For more information about how PayPal processes your data, please refer to https://www.paypal.com/de/webapps/mpp/ua/privacy-full?locale.x=de_DE#r7.

Integration of third-party content

The website integrates third-party content such as videos, maps, RSS feeds and graphics from other websites. This integration always requires that the providers of this content ("third-party providers") perceive the IP addresses of users. This is because without the IP address they would not be able to send the content to the browser of the respective user. As such, the IP address is required to display this content.

We endeavour to only use content from third-party providers who process the IP address solely for delivering the content. We do however have no influence over whether the third-party providers process the IP addresses, e.g. for statistical purposes. If we are aware of such activity, we inform you of this in the following.

Some of the third parties may process data outside the European Union.

You can object by installing a JavaScript blocker such as the browser plug-in NoScript (www.noscript.net) or disabling JavaScript in your browser.

This may however result in functional restrictions on the website.

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Google Fonts

We use web fonts provided by Google for the uniform display of fonts. When you retrieve a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to Google's servers. By doing so, Google becomes aware that our website has been accessed via your IP address. Our use of Google Fonts is in the interest of a uniform and visually appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how long Google stores data and have no way of influencing this.

You can object to the processing by changing your browser settings in such a way that the browser does not support web fonts – although then your device will use a default font.

For more information about Google Fonts, please refer to <https://developers.google.com/fonts/faq> and Google's privacy policy: <https://www.google.com/policies/privacy/>

AddThis bookmarking

Our website has embedded plug-ins from AddThis, a service of [AddThis, Inc.](#) (1595 Spring Hill Rd, Suite 300, Vienna, VA 22182; hereinafter referred to as "AddThis").

These plug-ins allow you to place bookmarks and share interesting content with other users. Through the plug-ins we offer you the possibility to interact with social networks and other users, so that we can improve our website and make it more interesting for you as a user.

Using these plug-ins, your internet browser establishes a direct connection to the AddThis servers and, where applicable, the selected social network or bookmarking service. The recipients are informed that you have accessed the corresponding page of our website and also receive the data specified under 'Use of the website, access data'. This information will be processed on AddThis servers in the USA. We have concluded 'standard contractual clauses' with AddThis in order to obligate AddThis to maintain an appropriate level of data protection. When you send content on our website to social networks or bookmarking services, a link may be established between your visit to our website and your user profile on the relevant network. We have no influence on the data collected and processing procedures, and nor are we aware of the full scope of data processing, the purposes of processing, or the storage periods. Nor do we have any information about the erasure of the data processed by the plug-in provider.

The plug-in provider stores this data as usage profiles and processes these for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of such user profiles, although you must contact the respective plug-in provider to exercise this right.

The legal basis of the use of the plug-ins is Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how long AddThis stores data and have no way of influencing this.

If you do not wish to participate in this process, you can object to the data processing at any time by placing an opt-out cookie for the future: <http://www.addthis.com/privacy/opt-out>

The opt-out cookie will be placed for the domain in the browser used. If you use different devices, change your browser after opting out or delete all cookies, you must place the opt-out cookie again using the above activation link.

Alternatively, you can adjust your browser to prevent it from accepting cookies.

For further information about the purpose and scope of processing by the plug-in provider and more information about your rights in this regard and how to adjust your settings to protect your privacy, please refer to: www.addthis.com/privacy

Google Tag Manager

We use Google Tag Manager on our website. Google Tag Manager is a solution that allows marketers to manage website tags through a single interface. The Tag Manager tool itself (which implements the tags) is a cookieless domain and does not record any personal data. The tool triggers other tags, which in turn may record data. Google Tag Manager does not access this data. If deactivation has occurred at the domain or cookie level, it will remain effective for all tracking tags implemented with Google Tag Manager.

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YouTube videos

Our website uses plug-ins from the video platform YouTube.de/YouTube.com, a service whose provider – represented by Google – is YouTube LLC (headquartered at 901 Cherry Avenue, San Bruno, CA 94066, USA; “YouTube”). The plug-ins allow us to embed visual content (“videos”) on this website that we have published on Youtube.de/Youtube.com.

The videos are all embedded in ‘extended privacy mode’, which means that no data about you as a user will be transferred to YouTube if you do not play the videos. Only when you play the videos is the following data transferred. We have no influence on this data transfer.

By visiting the website, YouTube receives the information that you have retrieved the corresponding subpage of our website. In addition, the data mentioned under ‘Access data’ is submitted. This occurs regardless of whether YouTube provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your data will be directly associated with your account. If you do not wish for this data to be associated with your YouTube profile, you must log out before activating the button. YouTube stores your data as usage profiles and processes it for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. Google also processes your personal data in the USA and has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long YouTube stores data and have no way of influencing this.

You have the right to object to the processing, although you must contact YouTube to exercise this right. You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

For more information about the purpose and scope of processing by YouTube, please refer to its privacy policy at <https://www.google.de/intl/en/policies/privacy>.

Integration of Getty Images

Our website uses plug-ins from the image agency Getty Images, which offers pictures and other image material. The Getty Images components are provided by Getty Images International, 1st Floor, The Herbert Building, The Park, Carrickmines, Dublin 18, Ireland (“Getty Images”).

Getty Images allows us to embed stock images using an embed code, e.g. text, video or image data provided by an external website. Your IP address is transferred to Getty Images for the technical implementation of the embed code. In addition, Getty Images processes information about our website, the type of browser used, the browser language, and the time and length of access. Getty Images may also record information about your use of our website (e.g. access to subpages and clicks on links) and other interactions attributable to you while visiting our website. Getty Images also processes your personal data in the USA and has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For further information about the current privacy policy at Getty Images, please refer to <http://www.gettyimages.de/enterprise/privacy-policy>.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long Getty Images stores data and have no way of influencing this.

You have the right to object to the processing, although you must contact Getty Images to exercise this right. You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

Integration of Google Maps

This website also uses the Google Maps service from Google to display maps or sections of maps, thus enabling you to conveniently use the map function on the website.

By visiting the website, Google receives the information that you have retrieved the corresponding subpage of our website. In addition, the data mentioned under 'Access data' is transferred to Google. This occurs regardless of whether Google provides a user account that you are logged in with or whether no user account exists. If you are logged in to Google, your data will be directly associated with your account. If you do not wish for this data to be associated with your Google profile, you must log out before activating the button.

Google stores your data as usage profiles and processes it for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (even for users who are not logged in) to provide demand-oriented advertising and to inform other users of the social network about your activities on our website.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long Google stores data and have no way of influencing this.

You have the right to object to the processing, although you must contact Google to exercise this right. You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

For more information about the purpose and scope of processing by the plug-in provider, please refer to the provider's privacy policy. There you will also find further information about your rights in this regard and settings options to protect your privacy: <http://www.google.de/intl/en/policies/privacy>. Google also processes your personal data in the USA and has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. For more information about the Google Maps terms of use, please refer to https://www.google.com/intl/de_de/help/terms_maps.html.

Services for statistical, analysis and marketing purposes

We use services from third parties for statistical, analysis and marketing purposes. This enables us to offer you a user-friendly, optimised experience when visiting the website. The third-party providers use cookies to control their services (see 'Cookies' above). Unless otherwise explained below, this does not involve the processing of personal data.

Some of the third-party providers offer users the option of directly objecting to the use of the respective feature, e.g. by placing an opt-out cookie.

If you activate such an opt-out cookie, the third-party provider will no longer process data about your usage behaviour in the future. It is also possible to merely object individually to a partial selection of external services. If you change the browser or device used or delete all cookies, you will be required to set the opt-out cookie again.

Furthermore, you can also object directly to the use of cookies via the opt-out platform of the organisation *Bundesverband Digitale Wirtschaft e.V.* (BVDW) at http://www.meine-cookies.org/cookies_verwalten/praeferenzmanager.html or via the deactivation page of the Network Advertising Initiative at <http://www.networkadvertising.org/choices/>. More information about usage-based advertising and opt-out options can also be viewed via the following link: <http://www.youronlinechoices.com/de/>

In the following, we inform you about the services from external providers currently in use on our website, about the purpose and scope of the respective processing in each case, and about how you can object.

Integration of Google Custom Search Engine

We use Google Custom Search Engine ("Google CSE") as our core search service. The integrated search service enables a full-text search of content on this website.

For the user's information, the text "Search with Google™ ..." is displayed in the search box. If the user selects the text field of the search box and enters a search term, an additional link will appear beneath the search box, which refers to this data protection information.

No data is transferred to Google until you activate the search box, start a full-text search and in turn access the search results page. By using the search function within the search results page, your data will also be transferred to Google at the same time. This includes, for example, the search terms you entered and the IP address of the device you are using. If you visit our official website without activating Google CSE, in principle no data will be transferred to Google. We would like to point out that the processing of any personal data transferred in this

Privacy policy



manner is the responsibility of Google and that we have no influence on the type or scope of the data transferred or on its further processing. If you are simultaneously logged in to Google, the Google service is able to link the information directly to your user profile. You should log out to prevent the collection of profile information about you.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The processing serves to make our website more attractive and to offer you additional services. We have no knowledge of how long Google stores data and have no way of influencing this.

You have the right to object to the processing, although you must contact Google to exercise this right. You can disable or restrict the transfer of cookies by changing the settings in your internet browser. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may no longer be possible to use the full functionality of the website.

For further information about how Google handles user data (privacy policy), please refer to: <http://www.google.com/intl/en/policies/privacy>

Google Analytics

In order to tailor our website perfectly to your interests, we use Google Analytics, a web analytics service from Google. Google Analytics uses 'cookies' (see 'Cookies' above), which are stored on your device to enable the analysis of how you use the website. The information generated in this way about your use of this website is transferred to and stored by Google on a server in the USA.

However, if IP anonymisation is activated on this website, then within European Union Member States or in other member states of the European Economic Area Google will shorten your IP address before transferring it. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and shortened there. On our behalf, Google will use this information for the purpose of evaluating your use of this website, compiling reports for us on website activity, and providing us with other services relating to website usage and internet usage.

Google will not associate your browser's IP address transmitted for Google Analytics purposes with any other data held by Google.

This website uses Google Analytics with the "_anonymizeIp()" extension. As a result, IP addresses are further processed in abbreviated form, meaning that any association with individual persons can be ruled out. As far as the data collected about you relates to you personally, that relation is therefore excluded immediately and the personal data thus erased without delay.

We use Google Analytics to analyse and regularly improve the use of our website. The statistics help us to improve our website and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis of the processing by Google Analytics is Art. 6(1) Sentence 1(f) GDPR. The Analytics cookies are deleted after 14 months at the latest.

You have the right to object. You can prevent the storage of cookies using the corresponding settings in your browser software; however, we would like to point out that if you do this you may not be able to use the full functionality of this website. Furthermore, you can prevent the recording of data generated by the cookie about your use of the website (including your IP address) and its processing by Google by downloading and installing the browser plug-in available via the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

For more information about the third-party provider Google, please refer to:

<http://www.google.com/analytics/terms/de.html>,
<http://www.google.com/intl/de/analytics/learn/privacy.html>,
<http://www.google.de/intl/en/policies/privacy>.

Usage-based online advertising

Facebook Custom Audiences

The website also uses the Website Custom Audiences function by means of the so-called Facebook Pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as "Facebook").

Privacy policy



This allows users of the website to see interest-based advertisements ("Facebook Ads") when visiting the social network Facebook or other websites that also use the process. Here we are pursuing the interest of showing you ads that are of interest to you in order to make our website more interesting for you.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Facebook server. We have no influence on the extent and further processing of the data collected by Facebook through the use of this tool and therefore inform you according to what we know: By integrating Facebook Custom Audiences, Facebook receives the information that you have retrieved the corresponding page on our website, or that you have clicked on one of our ads. If you are registered with a Facebook service, Facebook can associate the visit with your account. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The legal basis of the processing of your data is Art. 6(1) Sentence 1(f) GDPR. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

Logged-in users can disable the Facebook Custom Audiences function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object.

There are various ways in which you can block the Facebook Custom Audiences function and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

For more information about processing by Facebook, please refer to: <https://www.facebook.com/about/privacy>

Facebook Analytics

To use Facebook Analytics we also use the so-called tracking pixel, provided by Facebook, Inc. (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; hereinafter referred to as "Facebook") to track your user behaviour. The information obtained by the tracking pixel cookie serves us solely for statistical purposes, is transmitted to us anonymously by Facebook and does not provide any information about the person of the user. Facebook will, however, connect the information to your Facebook account, store and use it for its own promotional purposes in accordance with Facebook's Privacy Policy, and may also transfer your data to Facebook's partners. Even if you are not registered with Facebook or have not logged in, it is possible that the provider will obtain and store your IP address and other identifying information.

The processing of your data in this regard is in accordance with Art. 6(1)(f) GDPR. By using Facebook Analytics, we are pursuing the interest of being able to better evaluate our website and improve our range of services. In this case, we do not store any personal data about you. We have no knowledge of how long Facebook stores data and have no way of influencing this.

Logged-in users can disable the Facebook Analytics function at <https://www.facebook.com/settings/?tab=ads#> in order to exercise their right to object.

There are various ways in which you can block the Facebook Analytics function and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

For further information about Facebook's data protection provisions, please refer to the relevant privacy policy at <https://de-de.facebook.com/about/privacy/>.

Google AdWords Conversion

We use the services of Google AdWords from Google to draw attention to our attractive offers with the help of advertising media (so-called Google AdWords) on external websites. In relation to the data of the advertising campaigns, we can determine how successful the individual advertising measures are. Here we are pursuing the interest of showing you ads that are of interest to you in order to make our website more interesting for you and to achieve a fair calculation of advertising costs.

These advertising media are delivered by Google via so-called ad servers. For this purpose, we use ad server cookies, which can be used to measure certain parameters for measuring success, such as the display of ads or clicks by users. If you reach our website via a Google ad, Google AdWords stores a cookie on your device. These cookies usually expire after 30 days and are not intended to identify you personally. Analysis values usually stored for this cookie are the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions) and opt-out information (marker showing that the user no longer wishes to be targeted).

These cookies allow Google to recognise your internet browser. If a user visits certain pages of an AdWords customer's website and the cookie stored on their device has not yet expired, Google and the customer can recognise that the user has clicked on the ad and has been redirected to this site. Each AdWords customer is assigned a different cookie. Cookies cannot therefore be tracked via the websites of AdWords customers. We do not process any personal data ourselves in the aforementioned advertising measures. We only receive statistical analyses from Google. On the basis of these analyses, we can recognise which of the advertising measures used are particularly effective. We do not receive any further data from the use of advertising media; in particular, we cannot identify users on the basis of this information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and further processing of the data collected by Google through the use of this tool and therefore inform you according to what we know: By integrating AdWords Conversion, Google receives the information that you have retrieved the corresponding part of our website, or that you have clicked on one of our ads. If you are registered with a Google service, Google can associate the visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will obtain and store your IP address.

The legal basis of the processing of your data is Art. 6(1) Sentence 1(f) GDPR. We have no knowledge of how long Google stores data and have no way of influencing this.

There are various ways in which you can prevent your participation in this tracking procedure:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling cookies for conversion tracking, by setting your browser in such a way that it blocks cookies from the domain www.googleadservices.com, <https://www.google.de/settings/ads>; please note that this setting will be erased if you erase your cookies;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies;
- by permanent deactivation in your browser Firefox, Internet Explorer or Google Chrome via the link <http://www.google.com/settings/ads/plugin>. We would like to point out that if you do so you may not be able to use the full functionality of this service.

For further information about privacy at Google, please refer to: <http://www.google.com/intl/en/policies/privacy> and <https://services.google.com/sitestats/de.html>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>.

Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Google DoubleClick

Furthermore, our website uses Google's online marketing tool DoubleClick. DoubleClick uses cookies to display relevant ads to users, improve campaign performance reports, and to prevent a user from seeing the same ads more than once. Google uses a cookie ID – a pseudonymous identification number assigned to your browser – to track which ads are displayed in which browser and can thus prevent them from being displayed more than once. This pseudonym is assigned information about user activities on the website. This allows Google and its partner sites to display ads based on previous visits to websites. In addition, DoubleClick can use the cookie ID to record conversions related to ad requests. This happens for example when a user sees a DoubleClick ad and later visits the advertiser's website with the same browser and buys something there.

The information generated by DoubleClick cookies is transferred to and stored by Google on servers in the USA. Google complies with the data protection provisions of the EU-US Privacy Shield agreement and is certified for the Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The data will only be transferred to third parties within the scope of legal regulations or order processing. According to Google, DoubleClick cookies do not contain any personal information.

Due to the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and further processing of the data collected by Google through the use of this tool and therefore inform you according to what we know: By integrating DoubleClick, Google receives the information that you have retrieved the corresponding part of our website, or that you have clicked on one of our ads. If you are registered with a Google service, Google can associate the visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the provider will obtain and store your IP address.

The legal basis of the processing is Art. 6(1) Sentence 1(f) GDPR. The DoubleClick cookies are deleted after six months at the latest. By using DoubleClick, we are pursuing the interest of showing you ads that may be of interest to you in order to make our website more interesting for you.

There are various ways in which you can prevent your participation in this tracking procedure and thus make use of your **right to object**:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling cookies for conversion tracking, by setting your browser in such a way that it blocks cookies from the domain www.googleadservices.com, <https://www.google.de/settings/ads>; please note that this setting will be erased if you erase your cookies;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies;
- by permanent deactivation in your browser Firefox, Internet Explorer or Google Chrome via the link <http://www.google.com/settings/ads/plugin>.

For more information about DoubleClick, please refer to: <https://www.google.de/doubleclick>, <http://support.google.com>, <https://policies.google.com/privacy?hl=de> (about privacy at Google in general).

Social network plug-ins

Social network plug-ins are integrated into our website. These are provided by the following providers:

- Facebook (the provider is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, email: impressum-support@support.facebook.com, data protection information at: <https://www.facebook.com/privacy/explanation>; <http://www.facebook.com/about/privacy/your-info-on-other#applications> and <http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>; hereinafter: "Facebook");
- Google (see 'Definitions', <https://www.google.com/policies/privacy/partners/?hl=en>. Google has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- Instagram, Inc., 1601 Willow Road, Menlo Park, California 94025, USA;
- Pinterest, Inc., 635 High Street, Palo Alto, CA, 94301, USA;

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- Twitter, Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA (<https://twitter.com/privacy>. Twitter has subjected itself to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>);
- XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany (<http://www.xing.com/privacy>);
- TripAdvisor LLC, 400 1st Avenue, Needham, MA 02494 USA, data protection information at: <https://tripadvisor.mediaroom.com/DE-privacy-policy>

The plug-ins can be recognised on our website by the aforementioned lettering or by small stylised symbols.

We offer you the possibility to communicate directly with the provider of the plug-in via the button. Only if you click on the marked field and thereby activate it does the plug-in provider receive the information that you have accessed the corresponding page of our website. In addition, the data mentioned under 'Access data' is submitted.

In the case of Facebook and XING, according to the respective providers' own information, IP addresses in Germany are anonymised immediately after their collection. By activating the plug-in, personal data about you is therefore transferred to the respective plug-in provider and processed there (in the USA in the case of US providers). Since the plug-in provider collects data via cookies in particular, we recommend that before clicking on the greyed-out box you delete all cookies using your browser's security settings.

We have no influence on the data collected and processing procedures, and nor are we aware of the full scope of data processing, the purposes of processing, or the storage periods. We also have no information about the erasure of the data collected by the plug-in provider.

The plug-in provider stores the data collected about you as usage profiles and processes this for purposes of advertising, market research and/or the demand-oriented design of its website. Such analysis takes place in particular (including for users who are not logged in) to display demand-oriented advertising and to inform other users of the social network about your activities on our website.

The legal basis of the use of the plug-ins is Art. 6(1) Sentence 1(f) GDPR. Through the plug-ins we offer you the possibility to interact with social networks and other users, so that we can improve our website and make it more interesting for you as a user.

You have the right to object to the creation of these user profiles, although you must contact the respective plug-in provider to exercise this right. There are also various ways in which you can prevent the creation of user profiles and thus make use of your right to object:

- by setting your browser software accordingly; in particular, disabling third-party cookies means that you will not receive any ads from third-party providers;
- by disabling interest-based ads from providers who are part of the "About Ads" self-regulation initiative via the link <http://www.aboutads.info/choices>; please note that this setting will be erased if you erase your cookies.

The data is transferred regardless of whether you have an account with the plug-in provider and are logged in there. If you are logged in with the plug-in provider, the data about you collected by us will be directly assigned to your existing account with that plug-in provider. If you click or tap on the activated button and, for example, share a link to the page, the plug-in provider will also store this information in your user account and share it publicly with your contacts.

After using a social network, we recommend that you log out regularly, especially however before activating the button, as in this way you can avoid being assigned to your profile with the respective plug-in provider.

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