

# DATA PROTECTION

Status 31.01.2024

## 1. Name and address of the person responsible

The controller within the meaning of the General Data Protection Regulation and other national data protection laws of the Member States as well as other data protection regulations is the:

aissance GmbH  
Magirus-Deutz-Straße 16  
89077 Ulm  
Germany  
Phone: 0731 1411-100  
info@aissance.io  
www.aissance.io

## 2. Contact details of the data protection officer

The data protection officer of the controller is

DataCo GmbH  
Dachauer Straße 65  
80335 Munich  
Germany  
Phone: +49 89 7400 45840  
[www.dataguard.de](http://www.dataguard.de)

## 3. General information on data processing

### 3.1. Scope of the processing of personal data

We only process the personal data of our users insofar as this is necessary to provide a functional website and our content and services. The processing of our users' personal data only takes place regularly with the user's consent. An exception applies in cases where prior consent cannot be obtained for factual reasons.

is not possible and the processing of the data is required by law.

Our website uses the pixel-code technology of WiredMinds GmbH

([www.wiredminds.de](http://www.wiredminds.de)) to analyse visitor behaviour. This involves processing the IP address of a visitor. The processing is carried out exclusively for the purpose of collecting company-relevant information such as the company name. IP addresses of natural persons are excluded from further use (whitelist procedure). The IP address is not stored in LeadLab under any circumstances. When processing the data, it is in our particular interest to protect the data protection rights of natural persons. Our interest is based on Art. 6 para. 1 lit. (f) GDPR. The data collected by us does not allow any conclusions to be drawn about an identifiable person at any time.

WiredMinds GmbH uses this information to create anonymous usage profiles relating to the behaviour of visitors to our website. The data obtained is not used to personally identify visitors to our website.

Exclude from tracking (A technically necessary cookie is set to permanently exclude you from tracking by WiredMinds LeadLab on this website).

### 3.2. Legal basis for the processing of personal data

Insofar as we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 sentence 1 lit. a EU General Data Protection Regulation (GDPR) serves as the legal basis.

When processing personal data that is necessary for the fulfilment of a contract to which the data subject is a party, Art. 6 para. 1 sentence 1 lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary for the performance of pre-contractual measures.

Insofar as the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 sentence 1 lit. c GDPR serves as the legal basis.

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 sentence 1 lit. d GDPR serves as the legal basis.

If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interest, Art. 6 para. 1 sentence 1 lit. f GDPR serves as the legal basis for the processing.

### 3.3. Data erasure and storage

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Data may also be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the controller is subject. The data will also be blocked or erased if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfilment of a contract.

Rights of the data subject

If your personal data is processed, you are a data subject within the meaning of the GDPR and you have the following rights vis-à-vis the controller:

### 3.4. Right to information

You can request confirmation from the controller as to whether personal data concerning you is being processed by the controller.

If such processing has taken place, you can request the following information from the controller:

the purposes for which the personal data are processed; the categories of personal data that are processed;

the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed;

the planned duration of storage of the personal data concerning you or, if specific information on this is not possible, criteria for determining the storage period;

the existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the controller or a right to object to such processing; the existence of a right to lodge a complaint with a supervisory authority;

any available information as to the source of the data if the personal data are not collected from the data subject; the existence of automated decision-making, including profiling

in accordance with Art. 22 (1) and (4) GDPR and, at least in these cases, meaningful information about the logic involved and the scope and intended effects of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you is transferred to a third country or to an international organisation. In this context, you can request to be informed about the

to be informed of the appropriate safeguards pursuant to Art. 46 GDPR in connection with the transfer.

### 3.5. Right to rectification

You have a right to rectification and/or completion vis-à-vis the controller if the processed personal data concerning you is incorrect or incomplete. The controller must make the correction without delay.

### 3.6. Right to restriction of processing

Under the following conditions, you may request the restriction of the processing of your personal data:

if you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data;

the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;

the controller no longer needs the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims, or if you have objected to the processing pursuant to Art. 21 para. 1 GDPR and it is not yet certain whether the legitimate reasons of the controller outweigh your reasons.

If the processing of personal data concerning you has been restricted, this data - apart from its storage - may only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the restriction of processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

### 3.7. Right to cancellation

#### a) Cancellation policy

You have the right to obtain from the controller the erasure of personal data concerning you without undue delay and the controller has the obligation to erase personal data without undue delay.

is obliged to delete this data immediately if one of the following reasons applies:

The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.

You revoke your consent on which the processing was based pursuant to Art. 6 para. 1 sentence 1 lit. a or Art. 9 para. 2 lit. a GDPR and there is no other legal basis for the processing.

You object to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) GDPR.

The personal data concerning you has been processed unlawfully. The deletion of your personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which the controller is subject.

The personal data concerning you was collected in relation to information society services offered in accordance with Art. 8 para. 1 GDPR.

#### b) Information to third parties

If the controller has made the personal data concerning you public and is obliged to erase it pursuant to Art. 17 (1) GDPR, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you as the data subject have requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

#### c) Exceptions

The right to erasure does not exist if the processing is necessary to exercise the right to freedom of expression and information;  
for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;  
for reasons of public interest in the area of public health in accordance with Art. 9 para. 2 lit. h and i and Art. 9 para. 3 GDPR;  
for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89 para. 1 GDPR, insofar as the right referred to in section a) is likely to render impossible or seriously impair the achievement of the objectives of that processing, or  
for the assertion, exercise or defence of legal claims.

### 3.8. Right to information

If you have asserted the right to rectification, erasure or restriction of processing against the controller, the controller is obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves a disproportionate effort.

You have the right to be informed about these recipients by the controller.

### 3.9. Right to data portability

You have the right to receive the personal data concerning you, which you have provided to the controller, in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another controller without hindrance from the controller to which the personal data has been provided, where the processing is based on consent pursuant to Art. 6 para. 1 sentence 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 sentence 1 lit. b GDPR and

the processing is carried out using automated procedures.

In exercising this right, you also have the right to have the personal data concerning you transmitted directly from one controller to another, where technically feasible. The freedoms and rights of other persons must not be affected by this. The right to data portability does not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

### 3.10. Right of objection

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (e) or (f) of Article 6(1) GDPR, including profiling based on those provisions.

The controller shall no longer process the personal data concerning you unless the controller demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

Processing serves the assertion, exercise or defence of legal claims.

If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

Notwithstanding Directive 2002/58/EC, you have the option of exercising your right to object in connection with the use of information society services by means of automated procedures using technical specifications.

### 3.11. Right to revoke the declaration of consent under data protection law

You have the right to revoke your declaration of consent under data protection law at any time. The withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

### 3.12. Automated decision in individual cases including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision is necessary for the conclusion or fulfilment of a contract between you and the controller,

is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests; or

with your express consent.

However, these decisions may not be based on special categories of personal data pursuant to Art. 9 para. 1 GDPR, unless Art. 9 para. 2 lit. a or b GDPR applies and appropriate measures have been taken to protect the rights and freedoms as well as your legitimate interests.

With regard to the cases referred to in 1. and 3. above, the data controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express your point of view and to contest the decision.

the controller, to express his or her point of view and to contest the decision.

### 3.13. Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR.

The supervisory authority with which the complaint has been lodged shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

## 4. Provision of the website and creation of the logfiles

### 4.1. Description and scope of data processing

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer.

The following data is collected:

Information about the browser type and version used The user's operating system

The IP address of the user Date and time of access

Websites from which the user's system accesses our website Websites that are accessed by the user's system via our website This data is stored in the log files of our system. This data is not stored together with other personal data of the user.

### 4.2. Purpose of data processing

Temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

Data is stored in log files to ensure the functionality of the website. We also use the data to optimise the website and to ensure the security of our information technology systems. A



The data is not analysed for marketing purposes in this context. These purposes also constitute our legitimate interest in data processing in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

### 4.3. Legal basis for data processing

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 sentence 1 lit. f GDPR.

### 4.4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or anonymised so that it is no longer possible to identify the accessing client.

### 4.5. Possibility of objection and removal

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, the user has no option to object.

## 5. Use of cookies

### 5.1. Description and scope of data processing

Our website uses cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. When a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

We use cookies to make our website more user-friendly. Some elements of our website require that the accessing browser can be identified even after a page change.

The following data is stored and transmitted in the cookies:

Language settings

Log-in information

Search terms entered Frequency  
of page views

Utilisation of website functions

The user data collected in this way is pseudonymised by technical precautions. It is therefore no longer possible to assign the data to the accessing user. The data is not stored together with other personal user data.

When accessing our website, the user is informed about the use of cookies for analysis purposes and their consent to the processing of the personal data used in this context is obtained. In this context, reference is also made to this privacy policy.

## 5.2. Purpose of data processing

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary for the browser to be recognised even after a page change. We require cookies for the following applications:

Adopting language settings Remembering  
search terms

The user data collected by technically necessary cookies is not used to create user profiles.

These purposes also constitute our legitimate interest in the processing of personal data in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

## 5.3. Legal basis for data processing

The legal basis for the processing of personal data using technically necessary cookies is Art. 6 para. 1 sentence 1 lit. f GDPR. The legal basis for the processing of personal data under

The use of cookies for analysis purposes is subject to the user's consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR.

## 5.4. Duration of storage, objection and removal options

Cookies are stored on the user's computer and transmitted by it to our website. As a user, you therefore have full control over the use of cookies. By changing the settings in your

Internet browser, you can deactivate or restrict the transmission of cookies. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it may no longer be possible to use all the functions of the website to their full extent.

If you use a Safari browser version 12.1 or higher, cookies are automatically deleted after seven days. This also applies to opt-out cookies, which are set to prevent tracking measures.

## 6. Email contact

### 6.1. Description and scope of data processing

It is possible to contact us via the email address provided on our website. In this case, the user's personal data transmitted with the email will be stored.

The data is used exclusively for processing the conversation.

### 6.2. Purpose of data processing

In the case of contact by email, this also constitutes the necessary legitimate interest in the processing of the data.

### 6.3. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR if the user has given consent.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 para. 1 lit. f GDPR. If the email contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 lit. b GDPR.

### 6.4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. For personal data sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

## 6.5. Possibility of objection and removal

The user has the option to revoke their consent to the processing of personal data at any time. If the user contacts us by email, they can object to the storage of their personal data at any time. In such a case, the conversation cannot be continued. By email to [info@talkcrm.io](mailto:info@talkcrm.io)

All personal data stored in the course of contacting us will be deleted in this case.

## 7. Contact form

### 7.1. Description and scope of data processing

There is a contact form on our website that can be used to contact us electronically. If a user makes use of this option, the data entered in the input mask will be transmitted to us and stored.

The following data is stored at the time the message is sent: Email address

Surname

First name

IP address of the accessing computer Date

and time of contact Message

Your consent is obtained for the processing of the data as part of the sending process and reference is made to this privacy policy.

Alternatively, it is possible to contact us via the email address provided. In this case, the user's personal data transmitted with the email will be stored.

The data is used exclusively for processing the conversation.

### 7.2. Purpose of data processing

The processing of the personal data from the input mask serves us solely to process the contact. In the case of contact by email, this also constitutes the necessary legitimate interest in the processing of the data.

The other personal data processed during the sending process is used to prevent misuse of the contact form and to ensure the security of our information technology systems.

### 7.3. Legal basis for data processing

The legal basis for the processing of the data is Art. 6 para. 1 sentence 1 lit. a GDPR if the user has given consent.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 para. 1 sentence 1 lit. f GDPR. If the email contact is aimed at the conclusion of a contract, the additional legal basis for the processing is Art. 6 para. 1 sentence 1 lit. b GDPR.

### 7.4. Duration of storage

The data is deleted as soon as it is no longer required to fulfil the purpose for which it was collected. For the personal data from the input screen of the contact form and those sent by email, this is the case when the respective conversation with the user has ended. The conversation is ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified.

The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

### 7.5. Possibility of objection and removal

The user has the option to revoke their consent to the processing of personal data at any time. If the user contacts us by email, they can object to the storage of their personal data at any time. In such a case, the conversation cannot be continued. By email to [info@talkcrm.io](mailto:info@talkcrm.io)

All personal data stored in the course of contacting us will be deleted in this case.

## 8. Application by email and application form

### 8.1. Scope of the processing of personal data

An application form is available on our website which can be used for electronic applications. If an applicant uses this option

the data entered in the input mask will be transmitted to us and stored. These data are

Title First

name Last

name

Address

Telephone / mobile phone

number Email address Salary

expectations

Details of education and schooling

Language skills

CV

Certificates

Photo

Availability

Your consent will be obtained for the processing of your data as part of the sending process and reference will be made to this privacy policy.

Alternatively, you can also send us your application by email. In this case, we will record your email address and the data you provide in the email. After sending your application, you will receive confirmation of receipt of your application documents by email from us.

Your data will not be passed on to third parties. The data will be used exclusively for processing your application.

## 8.2. Purpose of data processing

The processing of personal data from the application form is solely for the purpose of processing your application. If you contact us by email, this also constitutes the necessary legitimate interest in processing the data. The other personal data processed during the sending process serve to prevent misuse of the application form and to ensure the security of our information technology systems.

## 8.3. Legal basis for data processing

The legal basis for the processing of your data is the initiation of a contract at the request of the data subject, Art. 6 para. 1 sentence 1 lit. b Alt. 1 GDPR and § 26 para. 1 sentence 1 BDSG.

## 8.4. Duration of storage

After completion of the application process, the data will be stored for up to two months. Your data will be deleted after two months at the latest. In the event of a legal obligation, the data will be stored in accordance with the applicable provisions. The additional personal data collected during the sending process will be deleted after a period of seven days at the latest.

## 8.5. Possibility of objection and removal

The applicant has the option to object to the processing of personal data at any time. If the applicant contacts us by email, they can object to the storage of their personal data at any time. In such a case, the application can no longer be considered.

By e-mail to [info@polygran.de](mailto:info@polygran.de)

All personal data stored in the course of electronic applications will be deleted in this case.

# 9. Company presences & use of company presences in professional networks

## 9.1. Scope of data processing

We utilise the possibility of company appearances on professionally oriented networks. We maintain a company presence on the following professional networks:

LinkedIn:

LinkedIn, Unlimited Company Wilton Place, Dublin 2, Ireland

XING:

XING SE, Dammtorstraße 30, 20354 Hamburg, Germany

On our website we provide information and offer users the opportunity to communicate.

The company website is used for applications, information/PR and active sourcing. We have no information on the processing of your personal data by the companies jointly responsible for the company's website. Further information can be found in the privacy policy of LinkedIn:

[https://www.linkedin.com/legal/privacy-policy?trk=hb\\_ft\\_priv](https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv)

XING:

<https://privacy.xing.com/de/datenschutzerklaerung>

If you carry out an action on our company website (e.g. comments, posts, likes, etc.), you may make personal data (e.g. real name or photo of your user profile) public.

## 9.2. Legal basis for data processing

The legal basis for the processing of your data in connection with the use of our company website is Art. 6 para. 1 sentence 1 lit. f GDPR.

## 9.3. Purpose of data processing

The purpose of our company website is to inform users about our services. Every user is free to publish personal data through activities.

## 9.4. Duration of storage

We store your activities and personal data published via our company website until you withdraw your consent. In addition, we comply with the statutory retention periods.

## 9.5. Possibility of objection and removal

You can object to the processing of your personal data, which we collect in the context of your use of our company website, at any time and assert your data subject rights mentioned under IV. of this privacy policy. To do so, please send us an informal email to the email address stated in this privacy policy.

In addition, LinkedIn has submitted to the Privacy Shield agreement concluded between the European Union and the USA and is certified. LinkedIn thereby undertakes to comply with the standards and regulations of European data protection law. You can find more information in the following linked

entry: <https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0&status=Active>

Further information on objection and removal options can be found here:

LinkedIn: [https://www.linkedin.com/legal/privacy-policy?trk=hb\\_ft\\_priv](https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv)

XING: <https://privacy.xing.com/de/datenschutzerklaerung>



## Hosting

The website is hosted on servers of a service provider commissioned by us.

Our service provider is: Raidboxes

The servers automatically collect and store information in so-called server log files, which your browser automatically transmits when you visit the website. The information stored is

Browser type and browser

version Operating system used

Referrer URL

Host name of the accessing computer

Date and time of the server enquiry IP  
address

This data is not merged with other data sources. This data is collected on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimisation of its website - the server log files must be recorded for this purpose.

The website server is geographically located in Germany. We also use the following content delivery networks:

## 10. Plugins used

We use plugins for various purposes. The plugins used are listed below:

### 10.1. Google Analytics

We use Google Analytics to analyse website usage. The data obtained from this is used to optimise our website and advertising measures.

Google Analytics is a web analytics service operated and provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, United States). Google processes the website usage data on our behalf and is contractually obliged to take measures to ensure the confidentiality of the processed data.

The following data is recorded during your visit to the website: Pages viewed

The achievement of "website goals" (e.g. contact enquiries and newsletter

registrations)

Your behaviour on the pages (e.g. clicks, scrolling behaviour and dwell time) Your approximate location (country and city)

Your IP address (in abbreviated form, so that no clear assignment is possible)

Technical information such as browser, Internet provider, end device and screen resolution

Source of origin of your visit (i.e. via which website or advertising medium you came to us).

This data is transferred to a Google server in the USA. Google complies with the data protection provisions of the "EU-US Privacy Shield" agreement.

Google Analytics stores cookies in your web browser for a period of two years since your last visit. These cookies contain a randomly generated user ID with which you can be recognised on future visits to the website.

The recorded data is stored together with the randomly generated user ID, which makes it possible to analyse pseudonymous user profiles. This user-related data is automatically deleted after 14 months. Other data remains stored in aggregated form indefinitely.

If you do not agree with the collection of data, you can prevent this by installing the browser add-on to deactivate Google Analytics.

## 10.2. Real Cookie Banner

To manage the cookies and similar technologies used (tracking pixels, web beacons, etc.) and related consents, we use the consent tool

"Real Cookie Banner". You can find details on how "Real Cookie Banner" works at <https://devowl.io/de/rcb/datenverarbeitung/>.

The legal basis for the processing of personal data in this context is Art. 6 para. 1 lit. c GDPR and Art. 6 para. 1 lit. f GDPR. Our legitimate interest is the management of the cookies and similar technologies used and the related consents.

The provision of personal data is neither contractually required nor necessary for the conclusion of a contract. You are not obliged to provide the personal data. If you do not provide the personal data, we will not be able to manage your consents.

## 10.3. LinkedIn Insight Tag

Our website uses the "LinkedIn Insight Tag" conversion tool from LinkedIn Ireland Unlimited Company. This tool creates a cookie in your web browser, which enables the collection of the following data, among others: IP address, device and

Browser properties and page events (e.g. page views). This data is encrypted, anonymised within seven days and the anonymised data is deleted within 90 days. LinkedIn does not share any personal data with Polygran, but offers anonymised reports on the website target group and display performance. LinkedIn also offers the option of retargeting via the Insight Tag. Polygran can use this data to display targeted advertising outside its website without identifying you as a website visitor. Further information on data protection at LinkedIn can be found in the LinkedIn privacy policy.

LinkedIn members can control the use of their personal data for advertising purposes in their account settings. To deactivate the Insight tag on our website ("opt-out"), click [here](#).

## 10.4. Hotjar

We use Hotjar to better understand the needs of our users and to optimise the offer and experience on this website. Hotjar's technology gives us a better understanding of our users' experiences (e.g. how much time users spend on which pages, which links they click on, what they like and don't like, etc.) and this helps us to tailor our offering to our users' feedback. Hotjar works with cookies and other technologies to collect data about the behaviour of our users and their end devices, in particular the IP address of the device (is only recorded and stored in anonymised form during your website use), screen size, device type (unique device identifiers), information about the browser used, location (country only), preferred language for displaying our website. Hotjar stores this information on our behalf in a pseudonymised user profile. Hotjar is contractually prohibited from selling the data collected on our behalf. For more information, see the 'About Hotjar' section on Hotjar's help page.

## 11. Integration of plugins via external service providers.

### 11.1. Description and scope of data processing

We integrate certain plugins on our website via external service providers in the form of content delivery networks. When you visit our website, a connection is established to the servers of the providers we use to retrieve content and store it in the cache of the user's browser. As a result, personal data may be stored and analysed in server log files, in particular

especially device and browser information (in particular the IP address and the operating system). We use the following services:  
Google Web Fronts, Google reCAPTCHA-

## 11.2. Purpose of data processing

The use of the functions of these services serves to deliver and accelerate online applications and content.

## 11.3. Legal basis for data processing

This data is collected on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimisation of its website.

## 11.4. Duration of storage

Your personal information will be stored for as long as necessary to fulfil the purposes described in this privacy policy or as required by law.

## 11.5. Possibility of objection and removal

This privacy policy was created with the support of DataGuard