

DATA PROTECTION NOTES REGARDING THE USE OF THE NEWSLETTER

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NEWSLETTER

With the following information we inform you about the contents of our newsletter as well as the registration, sending and statistical evaluation procedures as well as your rights of withdrawal. By subscribing to our newsletter, you agree to receive our mailings and to the procedures described hereafter.

a) Content of the newsletter

We send newsletters, e-mails and other electronic notifications containing promotional information (hereinafter referred to as "newsletter") only with the consent of the recipient or legal permission. Insofar as the contents of the newsletter are specifically described within the context of registration for the newsletter, they are decisive for the consent of the user.

Otherwise, our newsletters contain information about us, our services and activities.

b) Double-Opt-In and logging

The registration to our newsletter takes place in a so-called Double-Opt-In procedure. This means that you will receive an e-mail after registration

asking you to confirm your registration. This confirmation is necessary so that no one can register with someone else's e-mail address. The registrations for the newsletter are logged in order to provide evidence of the registration process in accordance with the legal requirements. This includes storing the login and confirmation times as well as the IP address. Likewise the changes of your data stored with the dispatch service provider are logged.

c) Registration data

To subscribe to the newsletter, it is sufficient to enter your e-mail address. Optionally we ask you to enter a name in the newsletter in order to address you personally.

The sending of the newsletter and the performance measurement associated with it are based on the consent of the recipients pursuant to Article 6 (1) a), Article 7 GDPR in conjunction with Section 7 (2) No. 3 of the German Unfair Competition Act (UWG) or, if consent is not required, on our legitimate interests in direct marketing pursuant to Article 6 (1) f) GDPR in conjunction with Section 7 (3) UWG. In the case of business relationships in which the newsletter is part of the contractual service, the legal basis is Article 6 (1) b) GDPR.

The registration procedure is recorded on the basis of our legitimate interests pursuant to Article 6 (1) a) GDPR. We are interested in using a user-friendly and secure newsletter system that serves our business interests, meets users' expectations, and allows us to provide evidence of consent.

d) Withdrawal/cancellation

You can cancel the subscription to our newsletter at any time, i.e. revoke your consent or otherwise object to the reception of our e-mails. You will find a link to cancel the newsletter at the end of each newsletter. We may store the unsubscribed e-mail addresses for up to three years based on our legitimate interests before deleting them to provide evidence of prior consent. The processing of these data is limited to the purpose of a possible defense against any claims. An individual deletion request is possible at any time, provided that the former existence of a consent is confirmed or the disadvantage of the deletion is otherwise compensated.

NEWSLETTER- MAILCHIMP

The newsletters are sent by the mail service "MailChimp", a newsletter sending platform of the US provider Rocket Science Group, LLC, 675 Ponce De Leon Ave NE #5000, Atlanta, GA 30308, USA. Privacy Policy: <https://mailchimp.com/legal/>; Standard Contractual Clauses (Safeguarding the level of data protection when processing data in third countries): Part of the Data Processing Agreement; Data Processing Agreement: <https://mailchimp.com/legal/data-processing-addendum/>; Further Information: Special safety measures, <https://mailchimp.com/help/Mailchimp-european-data-transfers/>.

The mailing service provider will be informed on the basis of our legitimate interests pursuant to Article 6 (1) f) GDPR and a Data Processing Agreement pursuant to Article 28 (3) S. 1 GDPR.

The mailing service provider can use the data of the recipients in pseudonymous form, i.e. without identification of a user, to optimise or improve its own services, e.g. for technical optimisation of the mailing and the display of the newsletter or for statistical purposes. However, the mailing service provider does not use the data of our newsletter recipients to write to them itself or to pass the data on to third parties.

NEWSLETTER – PERFORMANCE MEASUREMENT

The newsletters contain a so-called "web-beacon", i.e. a file the size of a pixel, which is retrieved from our server when the newsletter is opened or, if we use a mailing service provider, from its server. Within the scope of this process, technical information, such as information about the browser and your system, as well as your IP address and the time of retrieval are collected.

This information is used for the technical improvement of the services on the basis of technical data or target groups and their reading behaviour on the basis of their locations (which can be determined using the IP address) or access times. Statistical surveys also include determining whether newsletters are opened, when they are opened and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. It is, however, neither our endeavour nor that of the mailing service provider to observe individual users. The evaluations serve us much more to recognise the reading habits of our users in general, i.e. anonymously, and to adapt our content to them or to send different content according to the interests of our users. A separate

withdrawal of the performance measurement is however not possible, in this case the entire newsletter subscription must be cancelled.

Further information on data protection, your rights and contact details can be found [here](#).