

Privacy Policy

Personal data (usually referred to just as „data“ below) will only be processed by us to the extent necessary and for the purpose of providing a functional and user-friendly website, including its contents, and the services offered there.

Per Art. 4 No. 1 of Regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereinafter referred to as the „GDPR“), „processing“ refers to any operation or set of operations such as collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction performed on personal data, whether by automated means or not.

The following privacy policy is intended to inform you in particular about the type, scope, purpose, duration, and legal basis for the processing of such data either under our own control or in conjunction with others. We also inform you below about the third-party components we use to optimize our website and improve the user experience which may result in said third parties also processing data they collect and control.

Our privacy policy is structured as follows:

- I. Information about us as controllers of your data
- II. The rights of users and data subjects
- III. Information about the data processing

I. Information about us as controllers of your data

The party responsible for this website (the „controller“) for purposes of data protection law is:

Georg Traugott GmbH
Feldstraße 1
Innsbruck
Telefon: +43 0512 291266
Telefax: +43 0512 291266-30
E-Mail: office@traugott-tirol.at

II. The rights of users and data subjects

With regard to the data processing to be described in more detail below, users and data subjects have the right

- to confirmation of whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (cf. also Art. 15 GDPR);
- to correct or complete incorrect or incomplete data (cf. also Art. 16 GDPR);
- to the immediate deletion of data concerning them (cf. also Art. 17 DSGVO), or, alternatively, if further processing is necessary as stipulated in Art. 17 Para. 3 GDPR, to restrict said processing per Art. 18 GDPR;
- to receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (cf. also Art. 20 GDPR);
- to file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (see also Art. 77 GDPR).

In addition, the controller is obliged to inform all recipients to whom it discloses data of any such corrections, deletions, or restrictions placed on processing the same per Art. 16, 17 Para. 1, 18 GDPR. However, this obligation does not apply if such notification is impossible or involves a disproportionate effort. Nevertheless, users have a right to information about these recipients.

Likewise, under Art. 21 GDPR, users and data subjects have the right to object to the controller's future processing of their data pursuant to Art. 6 Para. 1 lit. f) GDPR. In particular, an objection to data processing for the purpose of direct advertising is permissible.

III. Information about the data processing

Your data processed when using our website will be deleted or blocked as soon as the purpose for its storage ceases to apply, provided the deletion of the same is not in breach of any statutory storage obligations or unless otherwise stipulated below.

Cookie Manager

To obtain consent for the use of technically unnecessary cookies on the website, the provider uses a cookie manager.

When the website is called up, a cookie with the settings information is stored on the end device of the user so that the request for consent does not have to be made on a subsequent visit.

The cookie is required to obtain legally compliant user consent.

You can prevent cookies from being installed by adjusting the settings on your internet browser.

Cookies

a) Session cookies

We use cookies on our website. Cookies are small text files or other storage technologies stored on your computer by your browser. These cookies process certain specific information about you, such as your browser, location data, or IP address.

This processing makes our website more user-friendly, efficient, and secure, allowing us, for example, to display our website in different languages or to offer a shopping cart function.

The legal basis for such processing is Art. 6 Para. 1 lit. b) GDPR, insofar as these cookies are used to collect data to initiate or process contractual relationships.

If the processing does not serve to initiate or process a contract, our legitimate interest lies in improving the functionality of our website. The legal basis is then Art. 6 Para. 1 lit. f) GDPR.

When you close your browser, these session cookies are deleted.

b) Third-party cookies

If necessary, our website may also use cookies from companies with whom we cooperate for the purpose of advertising, analyzing, or improving the features of our website.

Please refer to the following information for details, in particular for the legal basis and purpose of such third-party collection and processing of data collected through cookies.

c) Disabling cookies

You can refuse the use of cookies by changing the settings on your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support. Browser settings cannot prevent so-called flash cookies from being set. Instead, you will need to change the setting of your Flash player. The steps and measures required for this also depend on the Flash player you are using. If you have any questions, please use the help function or consult the documentation for your Flash player or contact its maker for support.

If you prevent or restrict the installation of cookies, not all of the functions on our site may be fully usable.

User posts, comments, and ratings

We offer you the opportunity to post questions, answers, opinions, and ratings on our website, hereinafter referred to jointly as „posts.“ If you make use of this opportunity, we will process and publish your post, the date and time you submitted it, and any pseudonym you may have used.

The legal basis for this is Art. 6 Para. 1 lit. a) GDPR. You may revoke your prior consent under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent.

In addition, we will also process your IP address and email address. The IP address is processed because we might have a legitimate interest in taking or supporting further action if your post infringes the rights of third parties and/or is otherwise unlawful.

In this case, the legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in any legal defense we may have to mount.

Server data

For technical reasons, the following data sent by your internet browser to us or to our server provider will be collected, especially to ensure a secure and stable website: These server log files record the type and version of your browser, operating system, the website from which you came (referrer URL), the webpages on our site visited, the date and time of your visit, as well as the IP address from which you visited our site.

The data thus collected will be temporarily stored, but not in association with any other of your data.

The basis for this storage is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

The data will be deleted within no more than seven days, unless continued storage is required for evidentiary purposes. In which case, all or part of the data will be excluded from deletion until the investigation of the relevant incident is finally resolved.

Facebook

To advertise our products and services as well as to communicate with interested parties or customers, we have a presence on the Facebook platform.

On this social media platform, we are jointly responsible with Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

The data protection officer of Facebook can be reached via this contact form:

<https://www.facebook.com/help/contact/540977946302970>

We have defined the joint responsibility in an agreement regarding the respective obligations within the meaning of the GDPR. This agreement, which sets out the reciprocal obligations, is available at the following link:

https://www.facebook.com/legal/terms/page_controller_addendum

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The legal basis may also be your consent per Art. 6 para. 1 lit. a GDPR granted to the platform operator. Per Art. 7 para. 3 GDPR, you may revoke this consent with the platform operator at any time with future effect.

When accessing our online presence on the Facebook platform, Facebook Ireland Ltd. as the operator of the platform in the EU will process your data (e.g. personal information, IP address, etc.).

This data of the user is used for statistical information on the use of our company presence on Facebook. Facebook Ireland Ltd. uses this data for market research and advertising purposes as well as for the creation of user profiles. Based on these profiles, Facebook Ireland Ltd. can provide advertising both within and outside of Facebook based on your interests. If you are logged into Facebook at the time you access our site, Facebook Ireland Ltd. will also link this data to your user account.

If you contact us via Facebook, the personal data you provide at that time will be used to process the request. We will delete this data once we have completely responded to your query, unless there are legal obligations to retain the data, such as for subsequent fulfillment of contracts.

Facebook Ireland Ltd. might also set cookies when processing your data.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Cookies that have already been saved can be deleted at any time. The instructions to do this depend on the browser and system being used. For Flash cookies, the processing cannot be prevented by the settings in your browser, but instead by making the appropriate settings in your Flash player. If you prevent or restrict the installation of cookies, not all of the functions of Facebook may be fully usable.

Details on the processing activities, their suppression, and the deletion of the data processed by Facebook can be found in its privacy policy:

<https://www.facebook.com/privacy/explanation>

It cannot be excluded that the processing by Facebook Ireland Ltd. will also take place in the United States by Meta Platforms, Inc., 1601 Willow Road, Menlo Park, California 94025.

LinkedIn

We maintain an online presence on LinkedIn to present our company and our services and to communicate with customers/prospects. LinkedIn is a service of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to LinkedIn.

The LinkedIn privacy policy can be found here:

<https://www.linkedin.com/legal/privacy-policy>

YouTube

We maintain an online presence on YouTube to present our company and our services and to communicate with customers/prospects. YouTube is a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to YouTube.

The YouTube privacy policy can be found here:

<https://policies.google.com/privacy>

General introduction

Facebook

Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, a subsidiary of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA.

Privacy Policy: <https://www.facebook.com/policy.php>

LinkedIn

LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085 USA.

Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

YouTube

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

Privacy Policy: <https://policies.google.com/privacy>

Facebook plug-in

Our website uses the plug-in of the Facebook social network. Facebook.com is a service provided by Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in improving the quality of our website.

Further information about the possible plug-ins and their respective functions is available from Facebook at

<https://developers.facebook.com/docs/plugins/>

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Facebook's servers in the USA. For technical reasons, it is necessary for Facebook to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged in to Facebook while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Facebook. The information collected may then be assigned to your personal account at Facebook. If, for example, you use the Facebook Like button, this information will be stored in your Facebook account and published on the Facebook platform. If you want to prevent this, you must either log out of Facebook before visiting our website or use an add-on for your browser to prevent the Facebook plug-in from loading.

Further information about the collection and use of data as well as your rights and protection options in Facebook's privacy policy found at

<https://www.facebook.com/policy.php>

Google Analytics

We use Google Analytics on our website. This is a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

The Google Analytics service is used to analyze how our website is used. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Usage and user-related information, such as IP address, place, time, or frequency of your visits to our website will be transmitted to a Google server in the United States and stored there. However, we use Google Analytics with the so-called anonymization function, whereby Google truncates the IP address within the EU or the EEA before it is transmitted to the US.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. This data can also be used to provide other services related to the use of our website and of the internet in general.

Google states that it will not connect your IP address to other data. In addition, Google provides further information with regard to its data protection practices at

<https://www.google.com/intl/de/policies/privacy/partners>,

including options you can exercise to prevent such use of your data.

In addition, Google offers an opt-out add-on at

<https://tools.google.com/dlpage/gaoptout?hl=en>

in addition with further information. This add-on can be installed on the most popular browsers and offers you further control over the data that Google collects when you visit our website. The add-on informs Google Analytics' JavaScript (ga.js) that no information about the website visit should be transmitted to Google Analytics. However, this does not prevent information

from being transmitted to us or to other web analytics services we may use as detailed herein.

IONOS Tracking MYWEBSITE

We use MyWebsite on our website. This is a service of 1 & 1 IONOS SE, Elgendorfer Str. 57, 56410 Montabaur, hereinafter referred to as „MyWebsite“.

MyWebsite stores tracking cookies on your device via your internet browser, which are based on the Snowplow Analytics technology from Snowplow Analytics Limited, 32-38, Scrutton Street, London, United Kingdom.

With the help of these cookies, it can be evaluated e.g. how often you visit our website or which (sub) pages of our website are accessed. 1 & 1 IONOS SE states that no personal data will be recorded.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the improvement and optimisation of our website.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. You can find more information on this under “Cookies” above.

IONOS WebAnalytics

We use WebAnalytics on our website. This is an analysis service from 1 & 1 IONOS SE, Elgendorfer Str. 57, 56410 Montabaur, Germany, hereinafter referred to only as “WebAnalytics”, with which we can analyse the use of our website.

For analysis, data is collected on the type and version of your internet browser, your operating system, the type of your device, the website from which you came to our site (referrer URL), the page(s) of our website that you visit or the files that you request, the date and time of the relevant access and the anonymized IP address of the internet connection from which the use of our website is made.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, optimisation and improvement, as well as the economic operation of our website.

Jetpack – WordPress Stats

Our website uses Jetpack with the WordPress Stats extension. This is a web analysis service provided by Automattic Inc, 132 Hawthorne Street, San Francisco, CA 94107, USA, hereinafter referred to as „Automattic“.

The Jetpack: WordPress Stats services is used to analyze how our website is used. In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Jetpack: WordPress Stats stores cookies on your device via your browser in order to analyze how you use our site.

Data such as your IP address, the pages you visit, the website from which you came (referrer URL), the duration of your visit, and the frequency of your visits will be processed. The data collected will be stored on an Automattic server in the USA. However, your IP address will be made anonymous immediately after processing and before it is stored.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

Google Fonts

Our website uses Google Fonts to display external fonts. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

When you access our site, a connection to Google is established from which Google can identify the site from which your request has been sent and to which IP address the fonts are being transmitted for display.

Google offers detailed information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

in particular on options for preventing the use of data.

Google reCAPTCHA

Our website uses Google reCAPTCHA to check and prevent automated servers („bots“) from accessing and interacting with our website. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

This service allows Google to determine from which website your request has been sent and from which IP address the reCAPTCHA input box has been used. In addition to your IP address, Google may collect other information necessary to provide and guarantee this service.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the security of our website and in the prevention of unwanted, automated access in the form of spam or similar.

Google offers detailed information at

<https://policies.google.com/privacy>

concerning the general handling of your user data.

Google-Maps

Our website uses Google Maps to display our location and to provide directions. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

If you access the Google Maps components integrated into our website, Google will store a cookie on your device via your browser. Your user settings and data are processed to display our location and create a route description. We cannot prevent Google from using servers in the USA.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f) GDPR. Our legitimate interest lies in optimizing the functionality of our website.

By connecting to Google in this way, Google can determine from which website your request has been sent and to which IP address the directions are transmitted.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, the use of Google Maps and the information obtained via Google Maps is governed by the [Google Terms of Use](https://policies.google.com/terms?gl=DE&hl=en) <https://policies.google.com/terms?gl=DE&hl=en> and the [Terms and Conditions for Google Maps](https://www.google.com/intl/de_de/help/terms_maps.html) https://www.google.com/intl/de_de/help/terms_maps.html.

Google also offers further information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

GOOGLE Custom Search Engine („CSE“)

For full-text search on the website, we use the Google Custom Search Engine (CSE). CSE is a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter Google.

CSE makes it possible to do a full-text search for content on our website. Access to this search function is via the Google Custom Search search box.

The legal basis for this processing of data is [Art. 6 para. 1 lit. f GDPR](#). Our legitimate interest is in the user-friendliness of the website.

The feature is integrated into website without modification as a software module from Google.

If the search is activated by entering a search term, Google uses a plug-in to load the information you are looking for. At the same time, the search terms you enter and your IP address are transmitted to Google in order to perform the search and display the search results.

If you are logged into your existing Google Account at the time of the search, Google may associate the collected information with your user profile.

Google offers further information, in particular your options to prevent this use of your data, at the following links:

<https://policies.google.com/privacy>
<https://adssettings.google.com/authenticated>

Mapbox API

For directions, we use Mapbox API, a service of Mapbox Inc., 740 15th Street NW, 5th Floor, Washington, District of Columbia 20005, USA, hereinafter referred to as „Mapbox“.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in optimizing the functionality of our website.

When you access one of our pages that includes the Mapbox service, Mapbox stores a cookie on your terminal device via your browser. The information generated by the cookie about your use of our app including your IP address is transmitted to a Mapbox server in the USA and stored there. This data is processed for the purpose of displaying the page or ensuring the functionality of the Mapbox service. Mapbox may share this information with third parties where required to do so by law or where the information is processed by third parties on behalf of Mapbox.

The „Terms of Service“ provided by Mapbox at <https://www.mapbox.com/tos/#maps> contain further information about the use of Mapbox and the data obtained by Mapbox.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above. However, it will then no longer be possible to use the Mapbox service via our website.

In addition, Mapbox offers further information about how it collects and uses your data, your rights, and how to protect your privacy at the following link:

<https://www.mapbox.com/privacy/>.

OpenStreetMap

For directions on our site, we use OpenStreetMap, a service of the OpenStreetMap Foundation, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS, United Kingdom, hereinafter referred to as „OpenStreetMap“.

When you access one of our Internet pages that includes the OpenStreetMap service, OpenStreetMap stores a cookie on your terminal device via your browser. This processes your user settings and user data for the purpose of displaying the page or guaranteeing the functionality of the OpenStreetMap service. Through this processing, OpenStreetMap can recognize the website from which your request has been sent and to which IP address the directions should be transmitted.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

OpenStreetMap offers further information about its data collection and processing as well your rights and your options for protecting your privacy at this link:

https://wiki.osmfoundation.org/wiki/Privacy_Policy.

YouTube

We use YouTube on our website. This is a video portal operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as „YouTube“.

We use YouTube in its advanced privacy mode to show you videos. In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in improving the quality of our website. According to YouTube, the advanced privacy mode means that the data specified below will only be transmitted to the YouTube server if you actually start a video.

Without this mode, a connection to the YouTube server in the USA will be established as soon as you access any of our webpages on which a YouTube video is embedded.

This connection is required in order to be able to display the respective video on our website within your browser. YouTube will record and process at a minimum your IP address, the date and time the video was displayed, as well as the website you visited. In addition, a connection to the DoubleClick advertising network of Google is established.

If you are logged in to YouTube when you access our site, YouTube will assign the connection information to your YouTube account. To prevent this, you must either log out of YouTube before visiting our site or make the appropriate settings in your YouTube account.

For the purpose of functionality and analysis of usage behavior, YouTube permanently stores cookies on your device via your browser. If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at

<https://policies.google.com/privacy>

Google AdSense

We use Google AdSense on our website to integrate advertisements. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Google AdSense stores cookies and web beacons on your device via your browser. This enables Google to analyze how you use our website. In addition to your IP address and the advertising formats displayed, the information thus collected will be transmitted to Google in the USA and stored there. Google may also share this information with third parties. Google states that it will not connect your IP address to other data.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, Google offers an opt-out add-on at

<https://policies.google.com/privacy>

<https://adssettings.google.com/authenticated>

in particular on options for preventing the use of data.

Google AdWords with Conversion Tracking

Our website uses Google AdWords and conversion tracking. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

We use conversion tracking to provide targeted promotion of our site. In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.

If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any

questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at

<https://services.google.com/sitestats/de.html>

<https://www.google.com/policies/technologies/ads/>

<http://www.google.de/policies/privacy/>

in particular information on how you can prevent the use of your data.

Google Remarketing

We use the remarketing function on our website. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

We use this feature to deliver interest-based, personalized advertising on third-party websites that also participate in Google's advertising network.

In case you have granted your consent to this processing the legal basis is Article 6 para. 1 lit. a GDPR. The legal basis can also be Article 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

To allow this advertising service to function, Google stores a cookie with a sequence of numbers on your device via your browser when you visit our website. This cookie records both your visit and the use of our website in anonymous form. However, personal data will not be passed on. If you subsequently visit a third-party website that also uses the Google advertising network, advertising may appear that refers to our website or our offers there.

To permanently disable this feature, Google provides a browser plugin for most common browsers at

<https://www.google.com/settings/ads/plugin?hl=de>

Likewise, the use of cookies from certain providers, e.g. via

<http://www.youronlinechoices.com/uk/your-ad-choices/>

or

<http://www.networkadvertising.org/choices/>

can be deactivated by opt-out.

Cross-device marketing allows Google to track your usage patterns across multiple devices, so you may see interest-based, personalized advertising even when you switch devices. However, this requires that you have agreed to link your browsing history to your existing Google account.

Google offers more information about Google Remarketing at

<https://www.google.com/privacy/ads/>

[Model Data Protection Statement](#) for [Anwaltskanzlei Weiß & Partner](#)