

DATA PROTECTION DECLARATION

General information on the handling of your data

The Vincentz Network GmbH & Co. KG takes the protection of your personal data very seriously. We believe that you should always know what information we collect from you and how we use it, and that you should have significant control over both. It is part of our range of services that personal data is collected, processed and used by you, as it is our aim to offer you user-friendly and customer-related useful services. The following information describes what information we collect from you and how we handle it.

What information is collected?

In principle, you can visit our websites without providing us with your personal data. However, certain services on our websites require registration, where we ask you for information such as your name and e-mail address. This data is called inventory data.

Wherever possible, we give you the opportunity to decide freely whether you wish to communicate your data to us. In some cases, however, data is also collected automatically. Your computer automatically transmits information such as IP address, browser type or access times to us when you use our websites. This data is called usage data.

What are cookies and tracking pixels?

"Cookies" are files that are stored on your computer when you visit our website and that your browser "remembers". Cookies can be

blocked by your browser in such a way that, for example, only the page that has set them may read them. When you next visit this site, the cookie is sent to the server by your browser, e.g. to offer you new contributions on your area of interest during your visit.

If you do not want to take advantage of cookies, you can simply delete them and deactivate the function in your browser. However, we will then not be able to offer you some services of our website. You can find out more about this in the help function of your browser. We also use so-called tracking pixels or GIF files to support online advertising and, if necessary, for IVW counting. This enables us to evaluate how many visitors have visited our pages and which advertisements they have accessed. The information collected with cookies or GIF files does not contain your name, address, telephone number or e-mail address.

What does Vincentz Network use your data for?

We use cookies in particular for the distribution of customer-oriented information and advertising and for counting page views. In addition, we may create pseudonymised user profiles for purposes of advertising, market or opinion research or for the demand-oriented design of our services. This allows us to check our services for popularity and to constantly improve them. You can object to this use at any time. In this case we ask you to deactivate the cookies in your browser. For a further and especially personal use we need your consent.

We also use anonymized usage statistics to describe our services to potential partners, advertisers and other interlocutors.

With your consent we use your data for advertising purposes. You can revoke this consent at any time, which we will also point out to you again in the advertising address.

Does Vincentz Network pass on your data to third parties?

Vincentz Network will only share your information with partners or customers of Vincentz Network whose services you have accessed (e.g. the whitepaper of a specific manufacturer) with your consent. When you call up the service, you recognize which company it is and can decide whether you want to download this third-party offer or not. This carefully selected dissemination takes place only for purposes of advertising, market or opinion research.

Can the use and application of personal data or this data protection declaration change?

The handling of personal data is continuously monitored by us against the background of data protection regulations and, if necessary, adjusted. Please take note at regular intervals of our data protection declaration, which reflects the current status of our handling of personal information. Changes will be announced here.

METIS - Online counting of VG Wort

We use "session cookies" from VG Wort, Munich, to measure access to texts in order to measure the likelihood of copying. Session cookies are small pieces of information that a provider stores in the main memory of the visitor's computer. A randomly generated unique identification number, a so-called session ID, is stored in a session cookie. A cookie also contains information about its origin and the storage period. Session cookies cannot store any other data. These measurements are performed by INFOnline GmbH according to the Scalable Central Measurement Method (SZM). They help to determine the likelihood of copying individual texts in order to compensate authors and publishers for legal claims. We do not collect any personal data via cookies. Many of our pages are provided with JavaScript calls, via which we report the access to

the Verwertungsgesellschaft Wort (VG Wort). We thus make it possible for our authors to participate in the distributions of VG Wort, which ensure the legal remuneration for the use of works protected by copyright in accordance with Section 53 UrhG. Our offers can also be used without cookies. Most browsers are set to automatically accept cookies. However, you can deactivate the storage of cookies or set your browser so that it informs you as soon as cookies are sent.

Further information on data protection in the measurement procedure can be found on the [website of INFOnline GmbH](#), which operates the measurement procedure, and on the [data protection website of VG Wort](#).

Twitter Plugin

This site uses plugins from the social network Twitter, operated by Twitter, Inc. 795 Folsom Street, Suite 600, San Francisco, CA 94107, USA. www.twitter.com

If you access such a plugin on our website, a connection to the Twitter servers is established, the plugin is transmitted directly to your browser and integrated into the website. This will inform the Twitter server that you have accessed the corresponding page. If you are currently logged in to Twitter as a member, Twitter assigns this information to your personal user account. If you use the plugin functions (e.g. clicking the "Tweet" button, posting a comment), this information will also be assigned to your Twitter account. You can only prevent this by logging out on Twitter before using the plugin.

For more information on Twitter's collection and use of data, your rights and ways to protect your privacy, please see Twitter's privacy policy: <http://twitter.com/privacy>

To prevent Twitter from collecting data, you can log out of Twitter before visiting our pages or activate the "Do not Track" function in your browser or switch off the use of Java scripts in your browser or block the execution of scripts of the domain twitter.com

Facebook Plugin

This site uses social plugins from the social network Facebook www.facebook.com Operator is Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA. You can recognize the Facebook button on our website by the white "f" on blue tile or the "thumbs up" sign.

When you click on this button, data is transmitted to the corresponding social network. This includes, among other things, the date and time of the visit to the relevant website, the Internet address or URL on which the visitor is located, as well as technical data about the IP address, the browser and operating system used by the visitor, and the user ID number if the visitor is logged on to Facebook. In this case, Facebook can associate the visit with your Facebook account.

By clicking on this button you agree to the transmission of this data to the corresponding social network. For information on data collection and use, please see Facebook's Data Usage Guidelines.

Xing Plugin

This site uses plugins of the social network xing.com ("Xing"), which is operated by XING AG, Gänsemarkt 43, 20354 Hamburg. When you access a website on our website that contains such a plugin, your browser establishes a direct connection to Xing's servers. The content of the plugin is transmitted by Xing directly to your browser and integrated into the website.

By including the plugins, Xing receives the information that you have called the corresponding page. If you are currently logged in to Xing, Xing can assign the visit to your Xing account. The purpose and scope of the data collection and the further processing and use of the data by Xing as well as your rights and setting options for the protection of your privacy can be found in Xing's data protection information: <http://www.xing.com/privacy>

LinkedIn Plugin

On this website Java-Script Code of the company LinkedIn Ireland, Wilton Plaza, Wilton Place, Dublin 2, Ireland (LinkedIn) is downloaded. If you have Java-Script activated in your browser and have not installed a Java-Script-Blocker, your browser may transmit personal data to LinkedIn.

We do not know what data LinkedIn links to the data received and for what purposes LinkedIn uses this data. For more information, please see LinkedIn's privacy policy:

http://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv .

To prevent the execution of JavaScript code from LinkedIn as a whole, you can install a JavaScript blocker or block this in your browser settings accordingly.

Youtube

On some of our websites we embed YouTube videos. YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA is the operator of the corresponding plug-ins.

When you visit a page with the YouTube plugin, a connection to Youtube servers is established. Youtube will be informed which pages you visit. If you are logged into your Youtube account, Youtube can assign your surfing behavior to you personally. You can prevent this by logging out of your YouTube account beforehand.

If a YouTube video is started, the provider uses cookies that collect information about user behavior.

If you have deactivated the storage of cookies for the Google Ad program, you will not have to reckon with such cookies when viewing YouTube videos. Youtube also stores non-personal usage information in other cookies. If you want to prevent this, you must block the saving of cookies in your browser.

Further information on data protection at "Youtube" can be found in the provider's data protection declaration at:

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

Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc. ("Google").

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there.

However, if IP anonymisation is activated on this website, Google will reduce your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area beforehand.

Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available under the following link:

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

You can prevent collection by Google Analytics by clicking on the following link: [Disable Google Analytics](#) An opt-out cookie is set that prevents future collection of your data when you visit this website.

For more information on terms of use and data protection, please visit <http://www.google.com/analytics/terms/de.html> or

<https://www.google.de/intl/de/policies/> . Please note that the code "gat._anonymizeIp();" has been added to Google Analytics on this website to ensure anonymous collection of IP addresses (so-called IP masking). (Source: www.datenschutzbeauftragter-info.de)

Google Analytics Remarketing

This website uses the remarketing function of Google Inc. to present interest-based advertisements to website visitors within the Google advertising network. A "cookie" is stored in the visitor's browser, which makes it possible to recognize the visitor when he or she visits websites that belong to Google's advertising network. These pages may contain advertisements that refer to content that the visitor has previously viewed on websites that use Google's remarketing feature.

According to its own statements, Google does not collect any personal data in this process.

However, if you do not wish to use Google's remarketing function, you can always deactivate it by making the appropriate settings at <http://www.google.com/settings/ads> Alternatively, you can disable the use of cookies for interest-based advertising through the Advertising Network Initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp

Facebook Remarketing

This website uses the remarketing function "Custom Audiences" of Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

This feature enables the provider to target visitors to the website with advertising by placing personalized, interest-based Facebook ads for visitors to the website when they visit the social network Facebook. To perform the function, the Facebook remarketing tag is implemented on the provider's website.

This tag establishes a direct connection to the Facebook servers when you visit the website. This transfers to the Facebook server which of our Internet pages you have visited. Facebook maps this information to your personal Facebook account. For more information about Facebook's collection and use of the data, your rights and ways to protect your privacy, please see Facebook's

privacy policy at <https://www.facebook.com/about/privacy/> . If you do not want Facebook to associate the collected information directly with your Facebook account, you can deactivate the remarketing function "Custom Audiences" here. You must be logged in to Facebook.

Google Ad Words Conversion Tracking

Our website uses Google Conversion Tracking. If you have reached our website via an ad placed by Google, Google Adwords sets a cookie on your computer. The conversion tracking cookie is set when a user clicks on an ad served by Google. These cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of our website and the cookie has not yet expired, we and Google can see that the user has clicked on the ad and has been redirected to this page. Each Google AdWords customer receives a different cookie. Cookies cannot therefore be traced through the websites of AdWords customers. The information collected using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking. Customers see the total number of users who clicked on their ad and were redirected to a page with a conversion tracking tag. However, you will not receive any information that personally identifies users.

If you do not wish to participate in tracking, you can refuse the setting of a cookie required for this - for example via browser settings that generally deactivate the automatic setting of cookies or set your browser so that cookies are blocked by the "googleleadservices.com" domain.

Please note that you may not delete the opt-out cookies as long as you do not wish measurement data to be recorded. If you have deleted all your cookies in your browser, you must set the respective opt-out cookie again.

HotJar

We use Hotjar, an analysis software of Hotjar Ltd. ("Hotjar"), 3 Lyons Range, 20 Bisazza Street, Sliema SLM 1640, Malta, Europe.

With Hotjar it is possible to measure and evaluate the usage behaviour (clicks, mouse movements, scroll heights, etc.) on our website.

The information generated by the "tracking code" and "cookie" about your visit to our website is transmitted to and stored on Hotjar servers in Ireland.

Hotjar will use this information to evaluate your use of our website, generate usage reports and other services relating to website usage and Internet analysis of the website.

You can prevent Hotjar from collecting the data by clicking on the following link and following the instructions there:

<https://www.hotjar.com/opt-out>

OpenX

We use the tracking technology of OpenX Technologies Inc ("OpenX", address for data protection issues: OpenX Technologies, Inc., Attention: Legal Department, 888 East Walnut Street, 2nd Fl, 91101 Pasadena/CA, United States).

This may include cookies. OpenX collects and stores usage data in pseudonymous profiles for the purpose of web analysis and/or to enable interest-oriented advertising. You can object to this data collection and storage at any time with future effect by setting an opt-out cookie on your terminal. Further information on this opt-out option and data processing by OpenX can be found in the OpenX data protection statement (<https://openx.com/legal/privacy-policy/>).

AddThis

We use plugins of the service AddThis, which is operated by AddThis, LLC, 1595 Spring Hill Rd, Suite 300, Vienna, VA 22182, USA ("AddThis").

AddThis provides tools for creating and designing websites that make it easier for website visitors to share the current page with other Internet users by e-mail or on social networks.

You can recognize the plugins by the "Tweet", "E-Mail", "LinkedIn" and "g+1" buttons integrated into parts of our website. AddThis also provides tools for website operators to help analyze and improve the use of their own website or to enable a direct user approach.

AddThis also uses cookies and web beacons (small graphics, "tracking pixels" that enable log file recording and analysis).

If you use an AddThis plugin, your Internet browser establishes a direct connection to the AddThis servers and, if necessary, the selected social network. The data generated (such as time of use or browser language) is transferred to AddThis and processed there.

When you send content from our website to social networks, a link can be established between your visit to the website and your user profile on the relevant social network. For more information on data processing and data protection by AddThis, please visit

<http://www.addthis.com/privacy/privacy-policy>

We do not process the data concerned or pass them on to third parties. By using the AddThis plugin you agree to the data processing by AddThis. You can also object to the collection and storage of data by AddThis at any time with future effect by setting an opt-out cookie. Please visit

<http://www.addthis.com/privacy/opt-out>

Soundcloud

We use SoundCloud for the integration of audio material.

SoundCloud is operated by SoundCloud Limited, headquartered at 33 St James Square, London SW1Y 4JS, UK.

On some of our websites we use plugins from SoundCloud. If you call up the Internet pages of our Internet presence provided with

such a plugin, a connection to the SoundCloud servers is established and the plugin is displayed. This will transmit to the SoundCloud server which of our web pages you have visited. If you are logged into SoundCloud as a member, SoundCloud can associate this information with your personal user account.

When using the plugin, e.g. clicking the start button of an audio file, this information is also assigned to your user account. You can prevent this assignment by logging out of your SoundCloud account and deleting the corresponding cookies from SoundCloud before using our website.

For more information about SoundCloud's data processing and privacy practices, please visit

<https://soundcloud.com/pages/privacy>

Scorecard Research

ScorecardResearch, a service of Full Circle Studies, Inc. is integrated on our website.

ScorecardResearch is able to generate reports on Internet behavior and trends by collecting data about Internet behavior on specific Web sites that have signed up with comScore, Inc.

ComScore, Inc. is a recognized authority for Internet and general economic trends, whose collected data is regularly used by leading media and the largest Internet service providers from around the world.

To learn more about comScore, please visit www.comscore.com. For more information on ScorecardResearch's measurement procedure and data protection policy, please visit www.scorecardresearch.com/privacy.aspx. As a website visitor, you have the right to object to the storage of data. To log out of this measurement at browser level, click here:

<http://www.scorecardresearch.com/preferences.aspx>

User Like

If you contact us via the chat on our websites, this is done via the software Userlike, a live chat software of the company Userlike UG (limited liability).

Userlike uses cookies which are stored on your computer and which enable a personal conversation in the form of a real-time chat on the website with you.

The data collected is not used to personally identify the visitor to this website and is not combined with personal data about the bearer of the pseudonym, unless personal data is provided voluntarily during the use of the live chat.

You can find Userlike's privacy policy here:
https://www.userlike.com/de/privacy_policy

Lead Inspector

For statistical evaluation of visitor access, data is collected, processed and stored with technologies of Lead Inspector GmbH for marketing purposes and for the recognition of web visitors. The Lead Inspector GmbH technology uses this data to determine addresses, but only in those cases in which it can ensure that it is a company and not a single person as a visitor.

So-called cookies may be used for this purpose. Cookies are small text files that are stored on your computer and enable an analysis of your use of the website.

The company data collected by Lead Inspector GmbH may also contain personal data. Lead Inspector GmbH may use information left behind by visits to the websites to create anonymous user profiles.

If IP addresses are collected, they will be made anonymous immediately after collection by deleting the last number block. The

data collection and storage by Lead Inspector GmbH for this website can be carried out at any time with future effect at www.leadinspector.de/widerspruch be contradicted.

Collection of general information

When you access our website, information of a general nature is automatically collected. This information (server log files) includes the type of web browser, the operating system used, the domain name of your Internet service provider and similar information. This is exclusively information which does not allow any conclusions to be drawn about your person. This information is technically necessary in order to correctly deliver the content you have requested from websites and is mandatory when using the Internet. Anonymous information of this kind is statistically evaluated by us in order to optimize our Internet presence and the technology behind it.

Collection and processing when using email or the contact form

If you contact us by e-mail or contact form, the information you have provided will be stored for the purpose of processing your inquiry and for possible follow-up questions. The information provided will continue to be used to provide information about our products, such as events, trade journals and books, specialist web portals and e-learning services, as well as company-related services, such as market research or lead campaigns.

Commenting function

If users leave comments in the blog, the time of their creation and the user name previously chosen by the website visitor are stored in addition to this information. This serves our security, since we can be prosecuted for illegal contents on our web page, even if these were provided by users.

SSL Encoding

To protect the security of your data during transmission, we use state-of-the-art encryption methods (e.g. SSL) via HTTPS.

Provision of chargeable services

We are asked for additional data on the provision of chargeable services, e.g. payment details.

Use of e-mail address for sending newsletters

When you register to receive our newsletter, the data you provide will be used for this purpose. Subscribers may also be notified by e-mail of circumstances relevant to the service or registration (e.g. changes to the newsletter offer or technical circumstances). The information provided will continue to be used to provide information about our products, such as events, trade journals and books, specialist web portals and e-learning services, as well as company-related services, such as market research or lead campaigns.

For an effective registration we need a valid e-mail address. In order to verify that a registration is actually made by the owner of an e-mail address, we use the "double opt-in" procedure. For this purpose we log the order of the newsletter, the sending of a confirmation e-mail and the receipt of the requested answer. Further data will not be collected. These data are used exclusively for the newsletter dispatch and are not passed on to third parties.

You can revoke your consent to the storage of your personal data and their use for the newsletter dispatch at any time. In each newsletter you will find a corresponding link. You can also unsubscribe directly from this website at any time or inform us of your request by using the contact option at the end of this data protection notice.

Registration on our website

When registering to use our personalised services, some personal data is collected, such as name, address, contact and communication data such as telephone number and e-mail address. If you are registered with us, you can access content and services that we only offer to registered users.

Registered users also have the option of changing or deleting the data provided during registration at any time if required. Of course, we will also provide you with information about the personal data we have stored about you at any time.

We will be happy to correct or delete them at your request, provided that there are no legal storage obligations to the contrary. To contact us in this context, please use the contact details given at the end of this data protection declaration.

Information, correction, blocking, deletion and objection

You have the right to receive information about your personal data stored by us at any time. You also have the right to correct, block or, apart from the prescribed data storage for business transactions, delete your personal data. Please contact our data protection officer. You will find the contact details at the bottom.

To ensure that data can be locked at any time, this data must be kept in a lock file for control purposes. You can also request the deletion of the data, as far as no legal archiving obligation exists. If such an obligation exists, we will block your data on request.

You can make changes or withdraw your consent by notifying us accordingly with effect for the future.

Use of script libraries (Google Web Fonts)

In order to present our contents correctly and graphically appealing across all browsers, we use script libraries and font libraries such as Google Web Fonts (<https://www.google.com/webfonts/>) on this website. Google Web Fonts are transferred to your browser's cache to avoid multiple loading. If your browser does not support Google Web Fonts or does not allow access, content will be displayed in a default font.

Calling script libraries or font libraries automatically triggers a connection to the library operator. In theory, it is possible - but currently also unclear whether and, if so, for what purposes - that operators of corresponding libraries collect data.

The privacy policy of the library operator Google can be found here: <https://www.google.com/policies/privacy/>

Verwendung von Google Maps

This website uses Google Maps API to display geographical information visually. When using Google Maps, Google also collects, processes and uses data about the use of map functions by visitors. You can find more information about Google's data processing in the [Google Privacy Policy](#). There you can also change your personal data protection settings in the Data Protection Center.

Detailed instructions for managing your own data in connection with Google products can be found [here](#)

Changes to our data protection regulations

We reserve the right to occasionally adapt this data protection declaration so that it always complies with current legal requirements or to implement changes to our services in the data protection declaration, e.g. when introducing new services. The new data protection declaration will then apply for your next visit.

Questions to the data protection officer

If you have any questions about data protection, please send us an e-mail or contact our data protection officer directly:

STREIT GmbH
Mr. Reiner Weiß
Lahnstraße 27-29
64625 Bensheim, Germany

E-Mail: [r.weiss\(at\)streit-online.de](mailto:r.weiss@streit-online.de)

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