

Privacy Policy

Below you will find the information required under Articles 13 and 14 of the General Data Protection Regulation ("GDPR") regarding the processing of your personal data when you visit (hereinafter referred to as "you" or "your") our website www.kostal-industrie-elektrik.com, <https://kostal.clickmeeting.com>, www.kostal-drives-technology.com, <https://www.kostal-electronic-solutions.com>, hereinafter referred to as "website") by KOSTAL Industrie Elektrik GmbH (hereinafter referred to as "we" or "us").

A. Data protection officer and data protection officer

KOSTAL Industrie Elektrik GmbH & Co. KG, An der Bellmerlei 10, 58513 Lüdenscheid, info-industrie@kostal.com,

Phone: +49 2331 8040 – 800.

Data protection officer of the KOSTAL Group, An der Bellmerlei 10, 58513 Lüdenscheid, datenschutz@kostal.com.

B. Information about the processing of personal data

Below you will find information about the processing of your personal data for the purposes specified there in more detail, as well as, among other things, the legal basis for the processing. If the legal basis for the processing is stated as the balancing of interests, you can request further information on the balancing of interests from us using the contact details provided in **section A**.

I. Use of the website

1. Informational use of the website

When you visit our website, we process the IP address of your device for technical reasons, i.e., to enable the website to be displayed. Without this information, we cannot provide the content you have requested.

In addition, to protect our IT infrastructure, we process the IP address of your end device, the type and version of the Internet browser you are using, information about the operating system of your end device, information about the pages accessed, the previously visited page (referrer URL), and the date and time of access, and store this information in so-called log files.

The legal basis for this processing is the balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the content of the website accessed by the user and to protect the IT infrastructure used to provide the website, in particular to detect, eliminate, and document evidence of malfunctions (e.g., DDoS attacks). You can request further information on this balancing of interests from us using the contact details provided in Section A.

The recipient of this data is our hosting provider Microsoft Azure, which acts as a processor on our behalf. Another recipient is PSV NEO GMBH, which also acts as a processor and is responsible for developing, maintaining, and servicing the website.

We store this personal data in log files for a period of thirty (30) days. In the event of a security incident (e.g., an attack), we will store the log files until the security incident has been resolved and fully investigated.

2. Typo3

In order to provide this website, we use the Typo3 web content management system, which provides analysis functions for evaluating surfing behavior. For this purpose, information generated by cookies about the use of this website is stored in a database on a server of a service provider contracted by us. The data collected is anonymized by technical measures (e.g., by deleting the last digits of the IP address), including the anonymized IP address (anonymization is achieved by deleting the last digit).

The legal basis for the use of Typo3 is the balancing of interests pursuant to Art. 6 (1) (f) GDPR. Our legitimate interest is to provide the content of the website requested by the user and to protect the IT infrastructure used to provide the website.

You can prevent the installation of cookies by adjusting your browser software settings accordingly. This is described in Section D.II. However, we would like to point out that this may mean that not all functions of this website can be used to their full extent.

The recipient of this data is our hosting provider Microsoft Azure, which acts as a processor on our behalf.

We store this personal data in the log files for a period of thirty (30) days. In the event of a security incident (e.g., an attack), we will store the log files until the security incident has been resolved and fully investigated.

3. Usercentrics

We use the Usercentrics Consent Manager to manage your consent, possible revocation of consent, and objections to the use of cookies.

Data processing in this context is carried out to manage user decisions regarding cookies (consent, revocation, opt-out) and to ensure the security of the application.

The IP address of your device, the type and version of the Internet browser you are using, information about the operating system of your device, information about the pages accessed, the previously visited page (referrer URL), and the date and time of access are processed. In addition, the user's decision regarding individual cookies or groups of cookies is stored at the time of the decision and the last visit.

The legal basis for processing is the balancing of interests (Article 6(1)(f) GDPR). Our legitimate interest here lies in the simple and reliable control of cookies.

The recipient of the data is Usercentrics GmbH, which acts as our processor.

We store the data for a period of 6 months. The revocation of a previously given consent is kept for three years (accountability). Server log data is anonymized before storage.

We would like to point out that it is not possible to use the website without transferring personal data, such as your IP address. There is no automatic decision-making process regarding consent to the use of cookies.

II. Use of the contact form

If you contact us via our contact form with a request, we will process your contact details and information about your request for the purpose of processing your request. This data typically includes your name, the company you work for, your position in the company, your request, address details, and telephone numbers, as well as any agreements made with you. You are not obliged to provide this data. However, without this data, we cannot process your request properly. Such information that is mandatory for the use of the contact form is marked with an asterisk (*).

If you are a prospective customer or customer, the legal basis for processing is the implementation of pre-contractual measures at your request or the execution of a contract with you (Art. 6 para. 1 sentence 1 lit. b GDPR). If you are not acting on your own behalf but on behalf of a legal entity, e.g. as an employee, the legal basis for processing is the balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). In this case, our legitimate interest lies in processing the requests you have submitted.

The recipient of this data is PSV NEO GmbH, which acts as a processor and is responsible for developing, maintaining, and updating the website. A copy of the information entered in the contact form is also stored by Leopold Kostal GmbH & Co. KG, which also acts as a processor for us.

We store this data for the duration of the processing of your request and thereafter for the duration of the statutory retention obligations (§ 257 HGB and § 147 AO). This is currently six (6) years for commercial letters and ten (10) years for documents, in each case from the end of the calendar year in which the commercial letter was received or sent or the accounting document was created. The legal basis for this further storage is compliance with our legal obligation (Art. 6 para. 1 sentence 1 lit. c GDPR).

III. Registration for the email newsletter

If you subscribe to our newsletter, we will process your name, email address, selected customer group, company name, street, house number, postal code, place of residence, and country of origin for the purpose of sending you the newsletter. The legal basis for processing is the double opt-in consent you have given (Art. 6 para. 1 sentence 1 lit. a) GDPR). You are not obliged to provide this data. Without this data, we cannot take you into account for the subsequent newsletter dispatch.

The recipient of this personal data upon receipt of the newsletter registration is our commissioned service provider Inxmail GmbH. The data is stored by Leopold Kostal GmbH & Co. KG.

The legal basis for this processing is the balancing of interests. The legitimate interest we pursue in doing so is our interest in optimizing our newsletter (Art. 6 para. 1 sentence 1 lit. f) GDPR).

IV. Use of the email newsletter

If you have subscribed to our newsletter, we will process your name and email address for the purpose of sending you the newsletter. The legal basis for this processing is the consent you have given (Art. 6 para. 1 sentence 1 lit. a) GDPR). You are not obliged to provide this data. However, without this data, we cannot send you the newsletter.

The recipient of this personal data is our service provider Inxmail GmbH, which is commissioned as a processor to send the newsletter.

We store this data until you revoke your consent or otherwise unsubscribe from the newsletter, as well as to safeguard our legitimate interest in proving that consent was originally given and that your revocation has been observed on the basis of the balancing of interests (Art. 6 para. 1 sentence 1 lit. f) GDPR) for a period of 3 years from receipt of your revocation.

In addition, we log the opening of the email containing the newsletter by you in order to better understand the interest of our subscribers in the newsletter and to optimize the newsletter, and store this data in summarized form. The legal basis for this processing is the balancing of interests. The legitimate interest we pursue in doing so is our interest in optimizing our newsletter (Art. 6 para. 1 sentence 1 lit. f) GDPR).

V. Bonus program for customers

If we have promised you a bonus upon reaching certain sales targets, we will process your contact details, agreements on bonuses, and information about the transactions you have made with us and the sales achieved in order to check whether the targets have been achieved and to grant the bonus. The legal basis for the processing is the fulfillment of the contract with you (Art. 6 para. 1 sentence 1 lit. b) GDPR). If we have not concluded the bonus agreement with you, but with a company represented by you, the legal basis for the processing of your personal data in this context is the balancing of interests (Art. 6 para. 1 sentence 1 lit. f) GDPR). The legitimate interest we pursue in doing so is the fulfillment of the bonus agreement with the company. The provision of this data is necessary for the conclusion and implementation of the bonus agreement; without this data, we cannot verify the achievement of targets and bonus eligibility.

The recipient of the sales information is Leopold Kostal GmbH & Co. KG, which, as our joint controller, operates the KOSTAL Group's enterprise resource planning system (ERP system). The legal basis for this transfer is the balancing of interests. Our legitimate interest lies in the use of a central ERP system of the KOSTAL Group for the efficient handling of our internal processes (Art. 6 para. 1 sentence 1 lit. f) GDPR). Leopold Kostal GmbH & Co. KG is responsible for the security and operation of the ERP system. Furthermore, both we and Leopold Kostal GmbH & Co. KG are responsible for ensuring that the rights of data subjects as set out in **Section E** are observed. You can assert these rights both against Leopold Kostal GmbH & Co. KG and against us at the address given in **Section A**.

We store this data until the bonus agreement has been fulfilled and thereafter for the duration of the applicable statutory retention obligations (§ 257 HGB and § 147 AO). This is currently 6 years for commercial letters and 10 years for receipts, in each case from the end of the calendar year in which the commercial letter was received or sent or the accounting document was created. The legal basis for this further storage is compliance with our legal obligation (Art. 6 para. 1 sentence 1 lit. c) DS GVO).

VI. Job vacancies

You will also find links to job vacancies on this page. These links lead to an external website, which has its own privacy policy. You can find this [here](#).

VII. Surveys and competitions

If you participate in one of our surveys, we use your data for market and opinion research. In doing so, we collect data such as your name, company, field of activity, and position. We need this information to improve our products and services in the future and to tailor them to the needs of our customers. We evaluate the data for internal purposes only. Unless surveys are evaluated anonymously, the data will only be collected with your consent. The GDPR does not apply to anonymous surveys, and the legal basis for personal evaluations is the aforementioned consent in accordance with Art. 6 (1) (a) GDPR.

In the context of competitions and promotions, such as gift campaigns, we use your data for the purpose of conducting the competition and notifying the winners or for carrying out the promotion. You can find detailed information in the terms and conditions of the respective competition. The legal basis for processing is the competition contract or the contract for participation in the promotion in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR.

We store this data for the duration of the processing of your request and thereafter, if necessary, for the duration of the statutory retention obligations (§ 257 HGB and § 147 AO). This is currently six (6) years for commercial letters and ten (10) years for receipts, in each case from the end of the calendar year in which the commercial letter was received or sent or the booking receipt was created. The legal basis for this further storage is compliance with our legal obligation (Art. 6 para. 1 sentence 1 lit. c GDPR).

Your personal data will not be transferred to third parties for purposes other than those listed below.

We will only pass on your personal data to third parties if:

- You have given your express consent in accordance with Art. 6 para. 1 sentence 1 lit. a GDPR,
- the transfer is necessary for the assertion, exercise, or defense of legal claims pursuant to Art. 6 para. 1 sentence 1 lit. f GDPR and there is no reason to assume that you have an overriding interest in the non-transfer of your data,
- if there is a legal obligation to disclose the data in accordance with Art. 6 (1) (c) GDPR, or
- this is legally permissible and necessary for the performance of contractual relationships with you in accordance with Art. 6 para. 1 sentence 1 lit. b GDPR.

Some of the data processing may be carried out by our service providers. In addition to the service providers mentioned in this privacy policy, these may include, in particular, marketing agencies and consulting firms, data centers that store our website and databases, and IT service providers that maintain our systems. Data may also be transferred within our group of companies. If we pass on data to our service providers, they may only use the data to fulfill their tasks. The service providers have been carefully selected and commissioned by us. They are contractually bound to our instructions, have appropriate technical and organizational measures in place to protect the rights of the persons concerned, and are regularly monitored by us.

In addition, data may be transferred in connection with official inquiries, court orders, and legal proceedings if this is necessary for legal prosecution or enforcement.

a) Email marketing service providers

We use the provider Inxmail GmbH, Wentzingerstr. 17, 79106 Freiburg, Germany, to carry out our email marketing. For this purpose, we pass on your master data (name, address, email address and, if applicable, company, reference group, telephone number, website) and your registration data (IP address, permission, date of entry) to this provider. The legal basis for this is Art. 6 (1) lit. f GDPR based on our legitimate interest in the efficient execution of product advertising and customer communication, the provision of information and working materials, lead generation, and lead qualification. Further information can be found in the privacy policy of Inxmail GmbH (<https://www.inxmail.de/datenschutz>).

b) Website marketing service providers

We use the services of the marketing provider kostal design GmbH & Co. KG, Spichernstraße 4, 50672 Cologne, to provide our website and the associated functions. For this purpose, it is sometimes necessary to pass on your master data and usage data to them. The legal basis for this is Art. 6 (1) lit. f GDPR based on our legitimate interest in providing an appealing and useful website to represent our company, advertise our products, and provide customer information. Further information on data protection can be found in the privacy policy of kostal design GmbH & Co. KG, Spichernstraße 4, 50672 Cologne. (<https://www.kostaldesign.com/datenschutz/>)

VIII. Analysis of behavior on the website using

1. Analysis of behavior on the website using Google Analytics

If you have given your consent, we use the web analysis technology "Google Analytics" to collect and analyze usage behavior on our website using cookies (see **section D**). Google Analytics is a service provided by Google LLC ("Google") based in the USA. The personal data collected with the help of this cookie includes your IP address, information about the subpages you visited, the length of your visit, the website from which you accessed our website, and the page you visit after leaving our website. There is no obligation to provide this data. If you do not provide this data, we will not be able to measure the web audience.

The processing serves to optimize the website based on the evaluation of your usage behavior on our website. For example, based on the frequency with which subpages are accessed, we can identify which content is particularly interesting to visitors to our site and which content should be placed differently in order to attract the attention of visitors.

It is technically necessary for your full IP address to be transmitted to Google. However, we have implemented IP anonymization. This means that your address is shortened immediately after transmission to Google as our processor and is not stored by Google. It is then no longer possible to identify the user of the end device. In the event that personal data is transferred to the US, we have concluded standard contractual clauses with Google.

Based on this shortened IP address and the information in the cookies, Google creates the above-mentioned evaluation of user behavior on our website for us. As a rule, it is not possible for us to draw any conclusions about you as an individual from these usage profiles. We do not know which pseudonym has been assigned to you. Therefore, based on the usage profiles of Google Analytics, we are generally unable to identify the specific actions you have taken on the website.

The legal basis for this processing—including the setting and reading of cookies—is your separate consent (Art. 6 para. 1 sentence 1 lit. a GDPR). You can revoke this consent by deleting the cookies. This is described in **section D.II.**

The data described in this **section B.VIII** may be transferred to Google in the USA. In this case, we have concluded standard contractual clauses with Google. Under EU data protection law, the USA is not considered a safe third country. We would like to point out that US companies are obliged to disclose personal data to security authorities without you, as the data subject, being able to take legal action against this.

We have no influence on this processing activity and it cannot be ruled out that US authorities (e.g., secret services) may process, evaluate, and permanently store your data located on US servers for monitoring purposes.

For more information, please refer to the Google Analytics privacy policy: <https://support.google.com/analytics/answer/6004245?hl=de>.

We store the usage profiles for twenty-six (26) months.

2. Google Analytics 4

If you have given your consent, the website uses the web analytics service Google Analytics 4, which is offered for persons in Europe, the Middle East, and Africa (EMEA) by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, and for all other persons by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We integrate Google Analytics 4 via Google Tag Manager. If you have not consented to the use of the analysis tools, your data will not be collected by Google Analytics 4.

Google Analytics 4 uses JavaScript and pixels to read information on your device and cookies to store information on your device. This is used to analyze your usage behavior and improve our website. The access data is aggregated by Google on our behalf into pseudonymous usage profiles and transferred to a Google server in the USA. We will process the information obtained to evaluate your use of the website and to compile reports on website activity.

As part of the evaluation, Google Analytics 4 also uses artificial intelligence such as machine learning for automated analysis and enrichment of the data. For example, Google Analytics 4 models conversions if there is not enough data available to optimize the evaluation and reports. Information on this can be found in the relevant [Google documentation](#). Data analysis is carried out automatically using artificial intelligence or based on specific criteria defined individually. You can find more information on this in the relevant [Google documentation](#).

The data collected as part of the usage analysis by Google Analytics 4 is enriched with data from Google Search Console and linked to data from Google Ads in order to measure the success of our advertising campaigns (so-called conversions).

Processed data: Google Analytics 4 may process the following data:

- IP address;
- User ID and device ID;
- Referrer URL (previously visited page);
- Pages accessed (date, time, URL, title, duration of visit);
- Downloaded files;
- Links clicked to other websites;
- Achievement of specific goals (conversions);
- technical information (operating system; browser type, version, and language; device type, brand, model, and resolution);
- approximate location (country, region and, if applicable, city, based on anonymized IP address).

Data protection settings: We have made the following data protection settings in Google Analytics 4:

- Anonymization of the IP address;
- Advertising feature disabled
- Personalized advertising disabled;
- Remarketing disabled;
- retention period of 2 months (and no reset of the retention period upon new activity);
- Disabled cross-device and cross-site tracking (Google Signals);
- Data sharing disabled (in particular Google products and services, benchmarking, technical support, account specialist).

We have entered into a data processing agreement with Google Ireland Limited for the use of Google Analytics 4. In the event that personal data is transferred by Google Ireland Limited to the USA, Google Ireland Limited and Google LLC have entered into standard contractual clauses (Implementing Decision (EU) 2021/914, Module

3) in accordance with Art. 46 (2) lit. c GDPR. In addition, we also obtain your express consent in accordance with Art. 49 para. 1 lit. a GDPR for the transfer of your data to third countries.

Further information on Google Analytics 4 can be found in Google's [privacy policy](#) and in the [Google Analytics privacy policy](#). Further information on the cookies used by Google Analytics 4 can also be found in [Google's documentation](#).

3. Plausible Analytics

This website uses Plausible Analytics. The provider is Plausible Insights OÜ, Västriku tn 2, 50403, Tartu, Estonia.

Plausible Analytics is a web analytics tool that provides us with anonymized information about the use of our website. We use the insights gained to optimize our content and services accordingly. Plausible Analytics collects the following data: page URL, HTTP request, HTTP referrer, browser, operating system, device type, and IP address. HTTP requests and IP addresses are stored in a hash for 24 hours; during this period, a user can be recognized if they return to the website. It is not possible to identify the person; Plausible Analytics does not set cookies and does not store any information in the user's browser. Plausible Analytics acts as a data processor for us and processes the data only in accordance with our instructions and in compliance with the GDPR.

Plausible Analytics is integrated based on our interest in statistical analysis of the use of our website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. Further information on the handling of user data can be found in the privacy policy of Plausible Analytics: plausible.io/privacy and plausible.io/data-policy.

4. Google DoubleClick (Floodlight)

This website uses Google DoubleClick cookies (Floodlights). Doubleclick is a service provided to users in the European Economic Area and Switzerland by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, and to all other users by Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA (together "Google"). Cookies are small text files that are stored in a user's browser. These are used to evaluate the use of this website. The data collected by is only evaluated for statistical purposes and in anonymized form. Your browser is assigned a pseudonymous identification number (ID). DoubleClick cookies do not contain any personal data. As a rule, it is not possible for us to draw any conclusions about you as an individual from these usage profiles. We do not know which pseudonym has been assigned to you. Therefore, based on the usage profiles of Google DoubleClick, we cannot generally recognize which specific actions you have taken on the website.

We use Google Syndication to store and load ad content and other resources related to ads for DoubleClick from the Google CDN.

The legal basis for this processing—including the setting and reading of cookies—is your separate consent (Art. 6 para. 1 sentence 1 lit. a GDPR). You can revoke this consent by deleting the cookies. This is described in section D.II.

You can prevent the use of DoubleClick cookies by downloading and installing the browser plugin available at the following link under the item DoubleClick Deactivation Extension. Alternatively, you can deactivate DoubleClick cookies on the Digital Advertising page at the following link (<http://optout.aboutads.info/?c=2&lang=EN>).

The data described in this **section B.VIII.** may be transferred to Google in the USA. In this case, we have concluded standard contractual clauses with Google. Under EU data protection law, the USA is not considered a safe third country. We would like to point out that US companies are obliged to disclose personal data to security authorities without you, as the data subject, being able to take legal action against this. For more information, please refer to Google's privacy policy: <https://policies.google.com/?hl=de>.

5. Google Ads Conversion Tracking and Ads Remarketing (formerly AdWords)

This website uses the services of "Google Ads" provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, for users in the European Economic Area and Switzerland, and by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (collectively "Google") for all other users.

Google Ads uses "Google Ads Conversion Tracking" to collect and analyze customer actions defined by us (such as clicks on an ad, page views, downloads). We use "Google Ads Remarketing" to display customized advertising messages for our products on Google partner websites.

The advertising material is delivered by Google via so-called "ad servers." For this purpose, we use ad server cookies, which allow certain parameters for measuring success, such as the display of ads or clicks by users, to be measured. If you reach our website via a Google ad, Google Ads will store a cookie on your device.

These cookies usually expire after 30 days and are not intended to identify you personally. The following information is usually stored as analysis values for this cookie: unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions), and opt-out information (indicating that the user no longer wishes to be targeted).

Cookies enable Google to recognize your Internet browser. If a user visits certain pages of an Ads customer's website and the cookie stored on their computer has not yet expired, Google and the customer can recognize that the user has clicked on the ad and been redirected to that page. Each Ads customer is assigned a different cookie. Cookies cannot therefore be tracked across the websites of Ads customers.

We do not collect any personal data in this context and only receive statistical evaluations from Google that enable us to identify which advertising measures are effective. We do not receive any further data; in particular, it is not possible for us to identify the user.

It is technically necessary for your browser to establish a direct connection to Google's server. We have no influence on the scope and further use of the data collected by Google through the use of this tool.

To the best of our knowledge, Google receives information that you have accessed the corresponding part of our website or clicked on one of our advertisements through the integration of Ads Conversion. If you are registered with a Google service, Google can associate the visit with your account. Even if you are not registered with Google or have not logged in, it is possible that the provider may find out and store your IP address.

The legal basis for this processing—including the setting and reading of cookies—is your separate consent (Art. 6 para. 1 sentence 1 lit. a GDPR). You can prevent participation in this tracking process in various ways: a) by adjusting your browser software settings accordingly; in particular, suppressing third-party cookies means that you will not receive any third-party ads; b) by installing the plug-in provided by Google at the following link: <https://www.google.com/settings/ads/plugin>; c) by deactivating interest-based advertising from providers who are part of the "About Ads" self-regulation campaign via the link <http://www.aboutads.info/choices>, whereby this setting will be deleted; d) by permanently deactivating them in your Firefox, Internet Explorer, or Google Chrome browsers at the link <http://www.google.com/settings/ads/plugin>, e) by means of the corresponding cookie settings. You can revoke your consent by deleting the cookies. This is described in Section D.II.

The data described in this section B.VIII may be transferred to Google in the USA. In this case, we have concluded standard contractual clauses with Google. Under EU data protection law, the USA is not considered a safe third country. We would like to point out that US companies are obliged to disclose personal data to security authorities without you, as the data subject, being able to take legal action against this.

We have no influence on this processing activity and it cannot be ruled out that US authorities (e.g. intelligence services) may process your data stored on US servers for surveillance purposes.

6. LinkedIn Pixel (Insight Tag)

This website uses the Insight Tag from LinkedIn. This service is provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland.

With the help of the LinkedIn Insight Tag, we receive information about visitors to our website. If a website visitor is registered with LinkedIn, we can analyze the key professional data (e.g., career level, company size, country, location, industry, and job title) of our website visitors and thus better tailor our site to the respective target groups. Furthermore, with the help of LinkedIn Insight Tags, we can measure whether visitors to our websites make a purchase or take other actions (conversion measurement). Conversion measurement can also be carried out across devices (e.g., from PC to tablet). LinkedIn Insight Tag also offers a retargeting function that allows us to display targeted advertising to visitors to our website outside the website, whereby, according to LinkedIn, the advertising recipient is not identified.

LinkedIn itself also collects so-called log files (URL, referrer URL, IP address, device and browser properties, and time of access). The IP addresses are shortened or (if they are used to reach LinkedIn members across devices) hashed (pseudonymized). The direct identifiers of LinkedIn members are deleted by LinkedIn after seven days. The remaining pseudonymized data is then deleted within 180 days.

As the website operator, we cannot assign the data collected by LinkedIn to specific individuals. LinkedIn will store the personal data collected from website visitors on its servers in the US and use it for its own advertising purposes. For details, please refer to LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy#choices-oblig>.

The use of the LinkedIn plugin is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR; consent can be revoked at any time. Access to and storage of information on the end device is based on the implementing laws of the ePrivacy Directive of the EU member states, in Germany pursuant to Section 25 (1) TTDSG. The

transfer of your data to the USA and other third countries is based on your express consent pursuant to Art. 49 (1) lit. a GDPR.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://www.linkedin.com/legal//dpa> and <https://www.linkedin.com/legal//eu-sccs>.

You can object to the analysis of your usage behavior and targeted advertising by LinkedIn at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Furthermore, LinkedIn members can control the use of their personal data for advertising purposes in their account settings. To prevent LinkedIn from linking data collected on our website to your LinkedIn account, you must log out of your LinkedIn account before visiting our website.

We have concluded a data processing agreement (DPA) with the above-mentioned provider. This is a contract required by data protection law that ensures that the provider only processes the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

IX. Presence on social networks

We maintain an online presence on social networks. We use social networks to inform our customers and interested parties about our products and services and also to communicate with users on these platforms. As a rule, user data is used by social networks for market research and advertising purposes. We would like to point out that user data may also be transferred outside the EEA. We have no influence on this processing activity. This data is usually stored using cookies. Based on these usage profiles, advertisements are then placed within social networks, but also on third-party websites, for example.

In the course of operating our online presence, we may be able to access information such as statistics on the use of our online presence provided by social networks. These statistics are aggregated and may include demographic information and data on interactions with our online presence and the posts and content distributed through it. Details and links to the data of the social networks to which we, as the operator of the online presence, have access can be found in the list below.

The legal basis for processing is the balancing of interests (Art. 6 para. 1 sentence 1 lit. f) GDPR). The legitimate interest lies in effective communication with users and the analysis of user behavior. In addition, the legal basis is Art. 6 para. 1 sentence 1 lit. b GDPR, as we remain in contact with our customers via the platforms and, if necessary, carry out pre-contractual measures with future customers.

Information about stored data and the exercise of user rights can be obtained or asserted directly from the service provider. For a more detailed description of data processing and options for objection, please refer to the following information provided by the provider:

The legal basis for data processing carried out by social networks on their own responsibility can be found in the privacy policy of the respective social network. Information about stored data and the exercise of user rights can be obtained or asserted directly from the service provider. The following links also provide further information on the respective data processing and the options for objection.

- Instagram (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland): Privacy policy: <https://help.instagram.com/519522125107875>;

- Google/YouTube (Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland): Privacy policy: <https://policies.google.com/privacy>; Opt-out: <https://www.google.com/settings/ads>;

- LinkedIn (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland): Operation of the LinkedIn company page under joint responsibility based on an agreement on the joint processing of personal data (so-called Page Insights Joint Controller Addendum): <https://legal.linkedin.com/pages-joint-controller-addendum>; information on the processed Page Insights data and contact details for data protection enquiries: <https://legal.linkedin.com/pages-joint-controller-addendum>; privacy policy: <https://www.linkedin.com/legal/privacy-policy>; Opt-out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>;

- Facebook (Agreement on joint responsibility for the processing of personal data (https://de-de.facebook.com/legal/technology_terms))

Opt-out (https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen)

X. Registration for webinars/training courses

KOSTAL Industrie Elektrik GmbH & Co. KG provides the online academy at the web address <https://clickmeeting.com/> via the provider Clickmeeting. The website is used for the organization and implementation of webinars on the products of KOSTAL Industrie Elektrik GmbH & Co. KG. If you register for one of the webinars via this web address, we will process your contact details and other information for the purpose of conducting the webinar.

This data typically includes your name, the company you work for, your position in the company, the title of the webinar, address details, and telephone numbers, as well as any agreements made with you. You are not obliged to provide this data. However, without this data, we cannot guarantee your participation in the webinar. Such information that is mandatory for the use of the contact form is marked with an asterisk (*).

The recipient of this data is Clickmeeting, which acts as our data processor and is responsible for the development, maintenance, and upkeep of the website. The recipients of this data are Leopold Kostal GmbH & Co. KG, which operates the customer relationship management system (CRM system) we use as our processor, and CAS Software AG, which is responsible for maintaining the CRM system as a processor.

We store this data for the purpose of conducting the webinar and thereafter for the duration of the statutory retention periods (§ 257 HGB and § 147 AO). This is currently six (6) years for commercial letters and ten (10) years for receipts, in each case from the end of the calendar year in which the commercial letter was received or

sent or the booking receipt was created. The legal basis for this further storage is compliance with our legal obligation (Art. 6 para. 1 sentence 1 lit. c GDPR).

C. Third-party plug-ins

The third-party plug-ins described below are integrated into our website. These enable you to use certain services provided by external providers directly on our website. These third-party plug-ins are provided by the providers listed below and are their sole responsibility.

Plug-in providers may (similar to when you visit an external website via a link) obtain your IP address and the address (URL) of the website from which you accessed the plug-in. If you are registered as a user with the third-party provider at , the plug-in provider can usually also assign the data obtained to your user account.

I. Google Maps

Firstly, the Google Maps map service is integrated. The third-party provider of this plug-in is Google. Information about Google Maps can be found [here](#), and Google's privacy policy can be found [here](#). There you will find information about the processing of personal data by Google.

Information on the transfer of personal data to the USA can be found in **Section B.VIII**.

II. YouTube

Secondly, the YouTube video player is integrated. The third-party provider of this plug-in is YouTube LLC. This is a company under US law. Information about YouTube can be found [here](#), and YouTube LLC's privacy policy can be found [here](#). There you will find information about the processing of personal data by YouTube LLC.

YouTube is a subsidiary of Google. The information on the transfer of personal data to the USA in **Section B.VIII** therefore applies accordingly when using YouTube content integrated into our website.

III. MapToolkit

We use the Maptoolkit map service to display maps on our website. Maptoolkit is provided by Toursprung GmbH, Mariahilfer Str. 93/20, 1060 Vienna, Austria. When you access the content of our website, you will be connected to the servers of Toursprung GmbH. Your IP address and possibly browser data such as your user agent will be transmitted. This data is processed exclusively for the above-mentioned purposes and to maintain the security and functionality of Maptoolkit. The IP address is technically anonymized before any further processing. It is not possible to trace this data back to individual persons.

The aforementioned data is only stored for the duration of use. Further information can be found in the privacy policy at <https://www.maptoolkit.com/de/privacy/>.

IV. Google Fonts

If you have given your consent, the website uses the Google Fonts service, which is provided for users in the European Economic Area and Switzerland by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4,

Ireland, and for all other users by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (together "Google"). We use Gstatic to improve and speed up Google services, but this does not collect any personal data.

When the website is accessed, your browser loads the necessary fonts to display texts correctly and in accordance with the specified web design. To enable the download, your browser must connect to Google's servers at . It cannot be ruled out that the Google server to which the connection is established is located in the USA. Google thus receives the information that our website has been accessed via your IP address. According to Google, such access is separate from other Google services that require user authentication. No data is merged with other data. No cookies are stored.

Google Fonts is used to ensure the uniform presentation of our online presence and to guarantee the planned web design through the maintenance-free and efficient use of fonts, also taking into account any licensing restrictions for their local integration. It cannot be ruled out that the Google server to which the connection is established is located in the USA.

The legal basis for this processing is your consent in accordance with Art. 6 (1) lit. a GDPR. Access to and storage of information on the end device is then carried out in accordance with § 25 (1) TTDSG. The transfer of your data to the USA and other third countries is based on your express consent in accordance with Art. 49 (1) lit. a GDPR.

Further information on the use of Google Fonts can be found in Google's FAQ (<https://developers.google.com/fonts/faq>) and in Google's privacy policy: <https://policies.google.com/privacy>.

V. Google Tag Manager

Our website uses the Google Tag Manager service, which is provided for users in the European Economic Area and Switzerland by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, and for all other users by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (together "Google").

Google Tag Manager is used exclusively to manage website tools by integrating so-called website tags. A tag is an element that is stored in the source code of our website in order to execute a tool, for example through scripts. If these are optional tools, they will only be integrated by Google Tag Manager with your consent. Google Tag Manager does not use cookies.

The legal basis is your consent pursuant to Art. 6 (1) (a) GDPR, which you can withdraw at any time. Access to and storage of information on your device is then based on the implementing laws of the EU Member States' e-Privacy Directive, in Germany pursuant to Section 25 (1) TTDSG. You can withdraw your consent to the use of the tools at any time. To do so, click on "Privacy settings" at the bottom of the page, which will bring up the cookie banner again and allow you to select or deactivate individual tools.

For the purpose of ensuring stability and functionality in the use of Google Tag Manager, Google collects information about which tags are integrated by our website, but generally no personal data, in particular no data about usage behavior, IP addresses, or the pages visited.

We have concluded a data processing agreement with Google. In the event that personal data is transferred to the USA, we have concluded standard contractual clauses with Google.

For more information, please refer to Google's information on Tag Manager: <https://support.google.com/tag-manager/answer/9323295?hl=de>

D. Use of cookies

When you use our website, we store cookies in your browser unless you prevent this by adjusting your browser settings.

I. General information about cookies

Cookies are small text files containing information that can be stored on the user's device via the browser when visiting a website. When the website is accessed again using the same device, the cookie and the information stored in it can be read.

In principle, and also in the description of the individual cookies we use in **sectionD.III**, a distinction is made between (i) first-party and third-party cookies, (ii) transient and persistent cookies, and (iii) cookies that do not require consent and cookies that require consent.

First-party cookies are those that are set by us or a processor commissioned by us. Third-party cookies, on the other hand, are those that are set and accessed by another controller.

Transient cookies are deleted when you close your browser. Persistent cookies, on the other hand, are those that are stored on your device for a certain period of time.

Cookies that do not require consent are those whose sole purpose is to carry out the transmission of a message via an electronic communications network. Cookies that are strictly necessary for the provider of an information society service expressly requested by the participant or user to provide that service (also known as strictly necessary cookies) are also exempt from consent. All other cookies require consent.

II. Cookie management

If the user's consent is required for the use of certain cookies, we will only use these cookies when you use the website if you have given your consent beforehand. For information on whether consent is required for the use of a cookie, please refer to **sectionD.III**.

When you visit our website, we display a "cookie banner" in which you can declare your consent to the use of cookies on this website by clicking a button. By clicking the button provided for this purpose, you have the option of consenting to the use of all cookies requiring consent as described in detail in **sectionD.III** of this cookie information.

We also store your consent and, if applicable, your individual selection of cookies requiring consent in the form of another cookie ("opt-in cookie") on your device so that we can determine whether you have already given your consent when you visit again. The opt-in cookie has a limited validity period of one (1) month.

Cookies that are strictly necessary cannot be deactivated via the cookie management function of this website. However, you can deactivate these cookies at any time in your browser.

You can also manage the use of cookies in your browser settings. Different browsers offer different ways to configure cookie settings in the browser. For more detailed information, please visit <http://www.allaboutcookies.org/ge/cookies-verwalten/>, for example.

If you disable cookies in your browser, some features of the website may not work or may not work properly.

Your consent is given in the cookie banner Art. 6 para. 1 sentence 1 lit. a GDPR, which you give via the consent banner or in the respective tool itself by individually permitting its use via a banner (overlay) placed above it. Access to and storage of information on the end device is then based on the implementing laws of the e-Privacy Directive of the EU member states, in Germany pursuant to Section 25 (1) TTDSG. You can revoke your consent to the use of the tools at any time. To do so, click on "Privacy Settings" at the bottom of the page, which will bring up the cookie banner again and allow you to select or deactivate individual tools.

III. Cookies used on this website

Below you will find information about the cookies we use.

1. Name: uc_settings and/or ucString

Purpose and content: Absolutely necessary opt-in cookie (see section II above) for storing your consent and, if applicable, your individual selection for the use of cookies on your device in order to determine whether you have already given your consent when you visit the website again.

Responsibility: First party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is the management of cookie consents given by the user for this website.

2. Name: ucData (optional)

Purpose and content: Opt-in cookie that is absolutely necessary to store your consent and, if applicable, your individual selection for Google Consent Mode.

Responsibility: First party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is the management of cookie consents given by the user for this website.

3. Name: _ga

Purpose and content: Used by Google Analytics (see **section**Fehler! Verweisquelle konnte nicht gefunden werden. **III**), serves to distinguish users by means of an assigned ID.

Responsibility: First-party

Validity: persistent (two (2) years)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

4. Name: _gid

Purpose and content: Used by Google Analytics (see **section**Fehler! Verweisquelle konnte nicht gefunden werden. **III**), serves to distinguish users by means of an assigned ID.

Responsibility: First party

Validity: persistent (twenty-four (24) hours)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

5. Name: _ga_ container ID

Purpose and content: Used by Google Analytics 4 (see section B.VI.), serves to retain information about the current session

Responsibility: First party

Validity: persistent (2 years)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR)

6. Name: _ga_VJQW11Y6TE (kostal-industrie-elektrik.com)s _ga_18V1Q2NWLN (for kostal-electronic-solutions.com; ga_W2J3DWG1FL (for kostal-drives-technology.com)

Purpose and content: Used in Google Analytics (see **section B.VIII**), this cookie serves to throttle the request rate, i.e., the maximum number of requests sent to Google's servers.

Responsibility: First-party

Validity: persistent (1 month 3 days)

Consent required: yes

Legal basis for data protection: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

7. Name: fe_typo_user

Purpose and content: This cookie is used for the front end. It does not store any personal information, but is used to recognize a user's session.

Responsibility: First-party

Validity: session

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to ensure that login and the security of our website are guaranteed.

8. Designation ALSBSA

Purpose and content: This cookie is used to provide a load balancing function.

Responsibility: First-party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to ensure the security of our website.

9. Name: ASLBSACOR

Purpose and content: This cookie is used to provide a load balancing function.

Responsibility: First-party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to ensure the security of our website.

10. Name: ASP.NET_SessionId

Purpose and content: When you visit the website, each visitor is assigned a unique ID for the duration of their visit. Your entries and behavior on the website are assigned to this ID by our web server. This makes it possible, for example, to associate your entries with you as an individual while you navigate through the website.

Responsibility: First party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the informational function of the website requested by the user.

11. Name: Ingress cookie

Purpose and content: This cookie is used to store information in forms, for example contact forms, changes to the shopping cart.

Responsibility: First-party

Validity: transient (session)

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the informational function of the website requested by the user.

12. Designation: _sak

Purpose and content: Stores information about video preferences

Responsibility: First-party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

13. Name: yt-player-bandaidthost, yt-player-bandwidth, yt-player-headers-readable

Purpose and content: This cookie is used to determine the optimal video quality based on the visitor's device and network settings.

Responsibility: First-party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

14. Name: yt-remote-cast-installed, yt-remote-connected-devices, yt-remote-device-id, yt-remote-fast-check-period, yt-remote-session-app, yt-remote-session-name

Purpose and content: This cookie is used to store the user's video player settings with embedded YouTube videos.

Responsibility: First-party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

15. Name: LAST_RESULT_ENTRY_KEY

Purpose and content: This cookie is used to store user settings when accessing a YouTube video embedded on other websites.

Responsibility: First party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

16. Name: YEC; _Secure-YEC

Purpose and content: This cookie is used to store the user's video player settings with embedded YouTube videos.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Requires consent: yes

Legal basis for data processing: consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

17. Designation: remote_sid

Purpose and content: This cool cookie is used to enable the implementation and functionality of YouTube video content on the website.

Responsibility: First-party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR)

18. Name: DEVICE INFO

Purpose and content: This cookie is used to track the user's interaction with embedded content.

Responsibility: Third party

Validity: persistent (5 months 26 days)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

19. Name: pm_sess

Purpose and content: This cookie is used to maintain the browser session.

Responsibility: Third party

Validity: persistent (30 minutes)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

20. Name: UULE

Purpose and content: This cookie is used to determine the geographical location of the user.

Responsibility: Third party

Validity: persistent (6 hours)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

21. Name CGIC

Purpose and content: This cookie is used to provide search results by automatically completing search queries based on a user's initial input.

Responsibility: Third party

Validity: persistent (6 months)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

22. Name: 1P_JAR

Purpose and content: This cookie is used to embed videos from YouTube (see **section C**) on the website.

Responsibility: Third party

Validity: persistent (thirty (30) days)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

23. Name: CONSENT

Purpose and content: This cookie is used to embed videos from YouTube (see **section C**) on the website.

Responsibility: Third party

Validity: persistent (nineteen (19) years)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

24. Name: NID

Purpose and content: This cookie is used to embed videos from YouTube (see **section C**) on the website and to configure settings for Google services and advertising purposes.

Responsibility: Third party

Validity: persistent (six (6) months)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

25. Name: PREF

Purpose and content: This cookie is used to embed videos from YouTube (see **section C**) on the website.

Responsibility: Third party

Validity: persistent (two (2) years)

Consent required: yes

Legal basis for data processing: consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

26. Name: VISITOR_INFO!_LIVE

Purpose and content: This cookie is used to embed videos from YouTube (see **section C**) on the website.

Responsibility: Third party

Validity: persistent (six (6) months)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

27. Name: gads

Purpose and content: This cookie is used to provide advertising or retargeting.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

28. Name_ ANID

Purpose and content: This cookie is used to display advertising on websites outside of Google.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

29. Designation FPGLGB

Purpose and content: This cookie is used to track campaign-related information about the user.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

30. Name: FPGCLAW

Purpose and content: This cookie is used to track campaign-related information about the user.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

31. Name _gac_gb (wpid))

Purpose and content: This cookie is used to track campaign-related information about the user.

Responsibility: Third party

Validity: persistent (2 years 29 days)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

32. Name AID

Purpose and content: This cookie is used to link activities on other devices on which the user has previously logged in with a Google account.

Responsibility: Third party

Validity: persistent (1 year 1 month)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

33. Name: FPAU

Purpose and content: This cookie is used to collect information about users and their activities on the website through embedded elements for analysis and reporting purposes.

Responsibility: Third party

Validity: persistent (2 years and 29 days)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

34. gcl_aw, _

Purpose and content: Used by Google Ads to understand user interaction with the website by generating analytics data.

Responsibility: Third party

Validity: persistent (1 day)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

35. Name gcl_gb;

Purpose and content: Used in Google Analytics 4 (see Section B.VI.), serves to store campaign-related information and, if applicable, link it to Google Ads Conversion Tracking.

Responsibility: First-party

Validity: persistent (90 days)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

36. Name _utma

Purpose and content: This cookie is used to record the time and date of the first visit, the total number of visits, and the start time of the current visit.

Responsibility: First party

Validity: Session

Consent required ity: yes

Data protection law basis: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

37. Name _utmb

Purpose and content: This cookie is used to track the time of your visit.

Responsibility: First party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

38. Name: _utmz

Purpose and content: This cookie is used to record where the visitor came from.

Responsibility: First party

Validity: Session

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

39. Name: _utmt

Purpose and content: This cookie is used to throttle the request rate.

Responsibility: First party

Validity: persistent (10 min)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

40. Name FPID

Purpose and content: This cookie is used to store the value used to determine the client ID in the request to Google's servers.

Responsibility: Third party

Validity: persistent (2 years)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

41. Name: FPLC

Purpose and content: This cookie is used to register a unique ID that is used to generate statistical data about how visitors use the website.

Responsibility: Third party

Validity: persistent (20 hours)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

42. Name: _gat_

Purpose and content: Used by Google Analytics (see Section B. VI), serves to throttle the request rate, i.e., the maximum number of requests sent to Google's servers.

Responsibility: First party

Validity: persistent (1 minute)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

43. Name: staticfilecache

Purpose and content: This cookie is used to improve the loading speed of the website.

Responsibility: First party

Validity: session

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to improve and increase the speed of the website.

44. Name: gtm_session_start

Purpose and content: This cookie is used to set a timestamp when the loading of scripts from the website has started.

Responsibility: Third party

Validity: persistent (30 minutes)

Requires consent: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

45. Name: gcl_a

Purpose and content: Used in Google AdSense (see Section B. VI), serves to track which ads you see.

Responsibility: First-party

Validity: persistent (3 months)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

46. Name: YSC

Purpose and content: This cookie is used to embed videos from YouTube (see section C) on the website.

Responsibility: Third party

Validity: Session

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

20. Designation: PSP_Sessioned

Purpose and content: When visiting the website, each visitor is assigned an individual ID for the duration of their visit. Your entries and behavior on the website are assigned to this ID by our web server. This makes it possible, for example, to assign your entries to you personally while you navigate through the website.

Responsibility: First party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the informational functions of the website requested by the user.

21. Name: PHPSESSID

Purpose and content: When you visit the website, each visitor is assigned a unique ID for the duration of their visit. Your entries and behavior on the website are assigned to this ID by our web server. This makes it possible, for example, to associate your entries with you as an individual while you navigate through the website.

Responsibility: First-party

Validity: persistent (1 hour)

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the informational functions of the website requested by the user.

22. Name: mage_cache_sessid

Purpose and content: The cookie is used to clear the local cache memory. When the cookie is removed by the backend application, the admin clears the local memory and sets the cookie value to true.

Responsibility: First party

Validity: persistent (1 day)

Consent required: yes

Legal basis for processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

23 Name: mage_cache_storage

Purpose and content: The cookie enables the local storage of visitor-specific content that enables e-commerce functions.

Responsibility: First party

Validity: persistent (1 day)

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest lies in enabling e-commerce functions.

24. Name: mage_cache_storage invalidation

Purpose and content: This cookie enforces the local storage of certain content sections that should be invalidated.

Responsibility: First-party

Validity: persistent (1 day)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

25. Name: mage_messages

Purpose and content: This cookie tracks error messages and other notifications that are displayed to the user, such as the cookie consent message and various error messages. The message is deleted from the cookie after it has been displayed. This cookie is essential for the proper functioning of the website.

Responsibility: First-party

Validity: persistent (1 day)

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide all necessary information on the website and to detect error messages for correction.

26. Designation: long

Purpose and content: Stores the language you have set on the website.

Responsibility: first party

Validity: persistent (5 months, 26 days)

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to provide the informational function of the website requested by the user.

27. Name: __Secure-app_session

Purpose and content: The cookie is used for the secure management of user sessions. When a user logs in, the server creates this cookie to maintain the session status without revealing any sensitive information.

Responsibility: First party

Validity: transient

Consent required: no

Legal basis for processing: Balancing of interests (Art. 6 para. 1 sentence 1 lit. f GDPR). Our legitimate interest is to ensure that data is only sent via secure connections so that user data is protected during transmission.

28. Name: IDE

Purpose and content: The cookie contains a randomly generated user ID. This ID enables Google to recognize the user across different websites and display personalized advertising.

Responsibility: Third party

Validity: persistent (1 year)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

29. Name: test cookie

Purpose and content: The cookie is set on a trial basis to check whether the browser allows cookies to be set. Does not contain any identifying features.

Responsibility: Third party

Validity: persistent (15 minutes)

Consent required: yes

Legal basis for data processing: Consent (Art. 6 para. 1 sentence 1 lit. a GDPR).

31. Name: __Secure-ROLLOUT_TOKEN

Purpose and content: These cookies are used by YouTube to manage the gradual introduction of new features and updates. This means that they help assign users to specific test groups for new features that are being tested on the platform.

Responsibility: First-party

Validity: persistent (180 days)

Consent required: yes

Legal basis for data processing: consent (Art. 6 (1) (a) GDPR).

E. Information about the rights of data subjects

As a data subject, you have the following rights with regard to the processing of your personal data, which you can exercise by contacting us using the contact information provided in **the sectionA** :

- A right to information (Art. 15 GDPR) about which personal data we process about you. This includes further information about the data processing, such as the purpose and legal basis, as well as the recipients of this data. You also have the right to request a copy of this data.
- You have the right to request that we correct any inaccurate personal data concerning you and complete any incomplete personal data (Art. 16 GDPR).
- A right to request the erasure of personal data concerning you in cases provided for by law (Art. 17 GDPR), for example if the data is no longer required for the purposes for which it was collected or if it has been processed unlawfully.
- A right to request the restriction of processing in cases prescribed by law (Art. 18 GDPR).
- A right to receive the personal data concerning you that we process on the basis of your consent or for the performance of a contract (see **sectionB**) in a structured, commonly used and machine-readable format (right to data portability, Art. 20 GDPR).
- A right to withdraw your consent to us at any time. This does not affect the lawfulness of the processing carried out until the withdrawal.
- A right to lodge a complaint with a supervisory authority (Art. 77 GDPR). A list of data protection supervisory authorities with their addresses can be found [here](#).

Right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data concerning you which is carried out on the basis of Art. 6 para. 1 sentence 1 lit. f GDPR (see **sectionB**). We will then no longer process the personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

You may not be entitled to the above rights in every case. The law provides for restrictions in each case. You can find the full scope of your rights in the above-mentioned articles, which you can access at the following link:

<http://eur-lex.europa.eu/legal-content/DE/TXT/HTML/?uri=CELEX:32016R0679>.

1st of August, 2025