

Journaway Cookies Policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

Cookies are small text files containing configuration information that are stored on your hard drive and linked to the browser you are using. These cookies enable the party that sets them (in this case us) to receive certain information.

The cookies we use help to determine how often our website is used and how many users our website has and enables you to fully utilise our service. Cookies cannot run programs or transfer viruses to your computer. They are intended to make the website as a whole more user-friendly and efficient.

This website uses transient cookies and persistent cookies.

Transient cookies are automatically deleted when you close your browser. These include session cookies, which store what is known as a session ID that allows various requests from your browser to be assigned to the same session. This enables your computer to be recognised when you return to our website. Session cookies are deleted when you log out or close your browser.

Persistent cookies are automatically deleted after a predetermined period of time, which may vary depending on the cookie. You can delete cookies at any time via your browser's security settings.

Most browsers are configured to automatically accept cookies. However, you can disable the storage of cookies or adjust your browser settings so that it notifies you whenever cookies are sent or automatically deletes them. You can also delete stored cookies from your hard drive at any time.

Please note that deleting cookies may result in reduced functionality and a limited user experience on our site. However, in general, our services can still be used with limited functionality even without cookies.

Functional cookies help improve our website's functionality and personalisation. They may be set by us or by third-party providers whose services we have added to our pages. The purpose of these cookies is to provide you with a more personalised experience on our website based on your previous visits. If you do not allow these cookies, some or all of these services may not function properly.

How can you manage cookies? When you visit our website for the first time, a pop-up window will inform you about cookies and ask you to accept them, manage your preferences or reject the cookies. You can also change your selection at any time and withdraw your consent for optional cookies.

Cookie settings are likely to impact the terms of access to the website. Rejecting all cookies may significantly affect your ability to access and use the website.

Cookie settings from your browser: Your browser can be configured to notify you of cookies placed on your device and prompt you to accept or reject them. This configuration is described in the browser's help menu, where you can adjust your cookie preferences.

Cookies we use through our partners:

Partner	Purpose of the cookie	Description	Cookie name(s) and expiration time
Criteo https://www.criteo.com/privacy/	Advertising and social media	Criteo is a French company specialising in online marketing. Among other things, Criteo offers software solutions for personalised retargeting.	browser_data, criteo_write_test, cto_bundle (29 days), cto_tld_test
Awin https://www.awin.com/us/compliance	Advertising and social media and statistical analysis	Awin stores and processes information about user behaviour.	bld aw*****
Google Marketing Platform https://marketingplatform.google.com/about/enterprise/	Functional, strictly necessary cookies	Google Marketing Platform It is a suite of tools and services provided by Google to help businesses manage and optimise their digital marketing and advertising efforts, including behavioural targeting. It is owned by the American company Google LLC.	test_cookie
Facebook https://www.facebook.com/policies/cookies/	Advertising and social media	Facebook is operated by Meta Platforms Ireland Ltd, based in Dublin, as the owner of the social network Facebook, the photo and video sharing app Instagram, the messaging service WhatsApp and Oculus VR, a manufacturer of virtual reality devices.	Fr, _fbp (90 days)
Google Analytics https://policies.google.com/privacy?hl=en	Statistical analysis	Google Analytics is a monitoring tool from the American company Google LLC and is used to analyse website traffic.	_gclxxx (90 days), _gat_UA- (0 days), _gid (1 day), _ga (24 days)
Hotjar https://www.hotjar.com/legal/policies/privacy/	Statistical analysis	Hotjar is an analysis tool. The data collected by Hotjar via cookies relates to user behaviour and users' devices (in particular, the device's IP address, which is collected and stored only in anonymised form), the device's screen size, the device type (unique identifiers), browser details, geographic location (country only) and the preferred languages used to display the website.	_hjTLDTest, _hjFirstSeen, _hjid, _hjAbsoluteSessionInProgress, _hjIncludedInPageviewSample (every 0 days)
TikTok https://www.tiktok.com/legal/page/eea/privacy-policy/en	Statistical analysis	Cookie for conversion tracking/tool for analysing user behaviour	_ttp (up to 1 year), _ttwid (first-party - 13 month)

WordPress cookiedatabase.org/cookie/wordpress/wpemojijssettingsupports	Functional session cookie	This cookie tests the support for emojis in your browser software. It is only stored per session and then expires.	WpEmojiSettingsSupports (session)
YouTube https://www.youtube.com/intl/fr-CA/about/policies/#community-guidelines	Functional, strictly necessary cookies	YouTube is a video hosting website owned by the American company Google LLC. These cookies are stored by YouTube to track how their services are used and are installed as soon as you click 'Play'.	CONSENT (24 days), VISITOR_INFO1_LIVE, YSC

Tracking tools and services

The respective data processing purposes and data categories can be derived from the corresponding tracking tools.

a) Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; 'Google'), for the purpose of ensuring the continual optimisation and user-oriented design of our website. We use this service within the framework of a data processing agreement.

In doing so, pseudonymised user profiles are created and cookies are used, i.e. text files that are stored on your computer and enable an analysis of your use of our website. The information about your use of this website that is generated by the cookie, including

- browser type/version,
- the operating system being used,
- referrer URL (the previously visited site),
- hostname of the accessing computer (IP address) and
- time of the server request,

is transmitted to a Google server in the US and stored there.

Google uses this information on our behalf to evaluate your use of the website, to compile reports on website activities for the website operator and to provide us with other services related to website usage and internet usage for market research purposes and the tailored design of these webpages. This information may also be transferred to third parties if doing so is required by law or third parties process this data on behalf of Google. Google will not merge the IP address transmitted as part of the Google Analytics framework with any other data held by Google. IP addresses are anonymised to ensure they cannot be linked to individuals (IP masking).

We have activated the IP anonymisation feature on this website. As a result, within member states of the European Union or other signatory states to the Agreement on the European Economic Area, your IP address is shortened by Google before being transmitted to the US. Only in exceptional cases will the full IP address be transmitted to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of this website, compile reports on website activities and provide other services related to website and internet usage to the website operator. The IP

address transmitted by your browser as part of Google Analytics will not be merged with other data held by Google.

You can prevent the installation or storage of cookies by adjusting your browser software's settings accordingly (see above under Section 5). However, please note that in this case, you may not be able to fully use all the features of this website

Additionally, you can prevent the collection of data that is generated by the cookie and related to your use of this website (including your IP address), as well as the processing of this data by Google, by downloading and installing a browser add-on:

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

You can object to the collection and processing of data within the framework of Google Analytics at any time, with future effect. For this purpose, you can use the browser add-on provided by Google:

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

This website uses Google Analytics with the '_anonymizelp()' extension. This ensures that IP addresses are processed in a shortened form, preventing any direct association with an individual.

The use of Google Analytics complies with the requirements mutually agreed upon by the German data protection authorities and Google. For more information about data protection in connection with Google Analytics, please refer to the Google Analytics Help page:

<https://support.google.com/analytics/answer/6004245?hl=en-GB>

We use Google Analytics, including the features of Google Analytics 4 (GA4). GA4 allows us to analyse activities on our pages across multiple devices (e.g. accessing our pages via a laptop and later via a tablet). This is made possible by the pseudonymised assignment of a user ID to a user. Such an assignment occurs, for example, when you register for a customer account or log in to your customer account. However, no personal data is transmitted to Google. Even though GA4 adds additional features to Google Analytics, this does not mean that there will be any reduction in data protection measures such as IP masking or the browser add-on.

Demographic features in Google Analytics:

This website uses the 'demographic features' function of Google Analytics. This allows reports to be created that include information about the age, gender and interests of website visitors. This data is derived from Google's interest-based advertising as well as visitor data from third-party providers. This data cannot be associated with any specific individual. You can disable this function at any time via the ad settings on your Google account or generally prohibit the collection of your data by Google Analytics as described in the section 'Objection to data collection'.

b) Google Ads Conversion Tracking

This website uses Google Ads. Google Ads is an online advertising platform provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google').

We use the online advertising program 'Google Ads' and, as part of this, the service Google Ads Conversion Tracking. Google Ads Conversion Tracking is an analysis service provided by Google (see above). If you click on an ad placed by Google, a cookie for conversion tracking will be stored on your computer. These

cookies expire after 30 days, do not contain any personal data and therefore cannot be used to personally identify you.

If you visit certain pages of our website and the cookie has not yet expired, Google and we can recognise that you clicked on the ad and were redirected to this page. Each Google Ads customer receives a unique cookie. This ensures that cookies cannot be tracked across the websites of other Google Ads customers.

The information collected using the conversion cookie is used to create conversion statistics. This allows us to determine the total number of users who clicked on our ad and were redirected to a page tagged with a conversion tracking tag. However, we do not receive any information that could personally identify users.

The storage of conversion cookies is based on Article 6, Paragraph 1, Sentence 1, Letter (f) of the GDPR. The website operator has a legitimate interest in analysing user behaviour to optimise both its website and its advertising.

If you do not wish to participate in tracking, you can object to this use by preventing the installation of cookies via the appropriate settings in your browser software (opt-out option). You will then not be included in the conversion tracking statistics. You can find more information and Google's privacy policy via the following links:

<https://policies.google.com/technologies/ads?hl=en-GB>

<https://policies.google.com/privacy?hl=en-GB>

c) Google Ads audiences/Dynamic Remarketing

Our website uses the features of Google Ads audiences in combination with the cross-device capabilities of Google Ads and tools available through the Google Marketing Platform. The provider is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

These features enable the advertising audiences created with Google Ads audiences to be linked with the cross-device capabilities of Google Ads and the tools within the Google Marketing Platform, such as Floodlight tags. This allows interest-based, personalised advertising messages that were tailored to you based on your previous usage and browsing behaviour on one device (e.g. smartphone) to also be displayed on another one of your devices (e.g. tablet or PC).

If you have given the relevant consent, Google links your web and app browsing history to your Google account for this purpose. In this way, the same personalised advertising messages can be shown on any device on which you are signed into your Google account.

To support this function, Google Analytics collects Google-authenticated user IDs, which are temporarily linked to our Google Analytics data to define and create audiences for cross-device advertising.

You can permanently opt out of cross-device remarketing/targeting operations by disabling personalised advertising in your Google account. To do so, follow this link: adssettings.google.com/authenticated.

The aggregation of data in your Google account is carried out solely based on your consent, which, with Google, you can give or withdraw. The legitimate interest arises from the website operator having an interest in anonymously analysing website visitors for advertising purposes.

You can find more in-depth information and Google's data protection regulations in Google's privacy policy at <https://policies.google.com/technologies/ads?hl=en>.

d) Google Marketing Platform tools/Floodlight

Google Marketing Platform tools, including Floodlight, are services provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). These tools use cookies to present you with advertisements that are relevant to your interests. A pseudonymous identification number (ID) is assigned to your browser to track which ads have been displayed in your browser and which ads have been clicked. According to Google, the cookies do not contain any personal data. The use of these cookies enables Google and its partner websites to serve ads based on previous visits to our website or other websites on the internet. The information generated by these cookies is sent by Google to a server in the US and stored there. Google only shares this information with third parties when required by law or as part of data processing agreements. Under no circumstances will Google merge your data with other data collected by Google.

The marketing tools we use establish a direct connection between your browser and Google's servers. By integrating Google Marketing Platform tools, Google is informed that you have visited the relevant part of our website or clicked on one of our ads. If you are registered with a Google service, Google can associate your visit with your account. Even if you are not registered with Google or are not logged in, it is still possible that Google may identify and store your IP address.

In Floodlight (a component of Google Marketing Platform tools), a cookie is used to track repeated visits from a specific browser.

For more information about Google Marketing Platform tools, please visit the following websites:

[Google Ads Data Protection Terms: Service Information](#)

[Google Ads Data Processing Terms](#)

For information about Google's privacy practices, please visit the following link:

policies.google.com/privacy

By using our websites, you consent to the processing of the data collected about you by Google, as well as the manner of data processing and the purposes described above.

You can prevent the storage of cookies by adjusting the respective settings in your browser software. However, please note that in this case, you may not be able to fully use all the features of our websites. You can adjust these settings in browsers, such as Firefox, Internet Explorer or Google Chrome, via the following link: www.google.com/settings/ads/plugin.

You can also prevent Google from collecting data generated by the cookies and related to your use of our websites, as well as the processing of this data by Google, by downloading and installing the browser plug-in available at the following link under the section 'DoubleClick opt-out extension': adssettings.google.com/u/0/authenticated.

The legal basis for processing your data is a balancing of interests, which determines that the processing of your personal data as described above is not overridden by any conflicting interests on your. You can find more information about Google Marketing Platform tools at marketingplatform.google.com/about/enterprise/, and general information about Google's data protection practices is available at policies.google.com/privacy. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at www.networkadvertising.org.

e) Google Tag Manager

This website uses Google Tag Manager. This service allows website tags to be managed through an interface. Google Tag Manager simply implements tags, which means no cookies are set and no personal data is collected. Google Tag Manager triggers other tags that, on the other hand, may collect data if necessary. Nevertheless, Google Tag Manager does not access this data. If a deactivation has been executed at the domain or cookie level, it will remain in effect for all tracking tags, provided they have been implemented via Google Tag Manager.

f) GA audiences

This website uses GA audiences to collect and store data and create pseudonymised user profiles. GA audiences is a feature within Google Analytics 4, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). This technology enables users who have previously visited our website and online services to see targeted advertisements from us on other external websites within the Google Partner Network. This is done by placing a cookie on your computer, which analyses user behaviour during visits to the website and can subsequently be used for targeted product recommendations and interest-based advertising. When this cookie is set, no personal data is stored or processed. If you do not wish to receive interest-based advertising, you can disable the use of cookies by Google for these purposes by following the instructions at <https://adssettings.google.de/anonymouse?hl=en-gb>.

g) Google Search Console

We use Google Search Console on our website. This is a service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, that provides us with non-personalised analysis results of visitors to our website and, among other things, enables us to filter data about website usage by categories, such as search query, date or device. It also allows us to group this data into categories, such as those previously stated. We use the information provided by Google Search Console to evaluate the use of our online services and optimise our website. This data is not linked with other data sources, nor is it shared with third parties. Google's privacy policy can be found at policies.google.com/technologies/ads.

h) Bugsnag

To identify and resolve technical malfunctions on our website, we use the application Bugsnag, a service provided by Bugsnag Inc., 110 Sutter St, Suite 1000, San Francisco, CA 94104, USA ('Bugsnag'). In the event of a malfunction, the IP address being accessed, data about user settings (e.g. the browser being used), details about the page where the malfunction occurred and any data entered on that page are sent to Bugsnag. To do this, Bugsnag uses cookies, which are small text files stored on your device. In the event of an error, technical data, such as browser information, details about the page on our website that was accessed and the IP address being accessed, are sent in anonymised form to a server in the US that Bugsnag operates and stored there. Bugsnag uses this information on our behalf to analyse your use of our website, identify the source of the error and enable us to fix the issue and optimise our application.

We use Bugsnag to efficiently resolve errors and optimise our website. This constitutes our legitimate interest as regards the processing of the aforementioned data via this third-party provider.

You can prevent cookies from being installed by deleting existing cookies and disabling the storage of cookies in your web browser settings. Please note that in this case, you may not be able to fully use all the features of our website. You can also object to the collection and sharing of personal data or prevent the

processing of such data by disabling the execution of JavaScript in your browser. You can also completely block the execution of JavaScript code by installing a JavaScript blocker (e.g. noscript.net or www.ghostery.com).

You can read Bugsnag's privacy policy at docs.bugsnag.com/legal/privacy-policy/.

i) Awin

We use the services of Awin AG, a global affiliate marketing network headquartered at Landsberger Allee 104 BC, 10249 Berlin, Germany ('Awin'). Awin enables the provision of our advertising links by third parties (affiliate marketing). Our aim in using these services is to show you advertisements that are relevant to you and make our website more engaging for you.

Awin stores and processes information about your user behaviour on our website. To do so, Awin uses, among other things, cookies, which are small text files stored locally in the cache of your web browser on your device, that make it possible to analyse your use of our website.

We use Awin's services for marketing and optimisation purposes, specifically to analyse the use of our website and to continually improve individual features, offerings and the overall user experience. By statistically evaluating user behaviour, we are able to improve our offerings and make them more engaging for you as a user. This also constitutes our legitimate interest as regards the processing of the aforementioned data via this third-party provider.

As part of its tracking services, Awin collects information about the clicks and views that advertising banners and links get and stores this information in cookies on your computer. These cookies are used solely to ensure the correct attribution of the success of an advertisement and the corresponding accounting or settlement within the network. A cookie stores information about when a specific advertisement was clicked on or viewed on a device. Awin tracking cookies also contain an individual sequence of numbers, which cannot be attributed to any specific user, and include details about the affiliate programme, publisher, time and the user's action (view or click). You can prevent the storage of cookies by adjusting your browser settings or via the 'opt-out' option available at the following link:

<https://www.awin.com/gb/legal/optout?>

You can prevent the installation of cookies by deleting existing cookies and disabling the storage of cookies in your web browser settings. Please note that in this case, you may not be able to fully use all the features of our website. You can also object to the collection and sharing of personal data or prevent the processing of such data by disabling the execution of JavaScript in your browser. You can also completely block the execution of JavaScript code by installing a JavaScript blocker (e.g. noscript.net or www.ghostery.com). Please note that in this case, you may not be able to fully use all the features of our website.

Provider information: Awin AG, Landsberger Allee 104 BC, 10249 Berlin, Germany. You can find more information about how Awin processes data at <https://www.awin.com/gb/compliance>.

j) HubSpot

We use HubSpot on this website for our online marketing activities. HubSpot is a software company based in the United States with a branch in Ireland (HubSpot, HubSpot House, 1 Sir John Rogerson's Quay, Dublin 2, D02 CR67, Ireland; phone: +353 1 518 7500; 'HubSpot'). HubSpot is an integrated software solution that enables us to manage various aspects of our online marketing processes. These include, among others, e-mail marketing (newsletters and automated e-mails, e.g. to provide downloads), social media publishing

and reporting, reporting (e.g. traffic sources, visits, etc.), contact management (e.g. user segmentation and CRM), landing pages and contact forms.

Our registration service allows visitors to learn more about our company, download content and provide their contact information as well as other demographic details. This information, along with the content on our website, is stored on the servers of our software partner HubSpot. We can use it to communicate with our website visitors and determine which of our company's services might be of interest to them. All the information we collect is subject to this Privacy Policy, and we use all the information collected solely to optimise our marketing activities.

Additionally, to improve the user experience on our website, we use HubSpot's live chat service 'Messages' (a round chat icon at the bottom right of the screen) on some subpages for sending and receiving messages. If you agree to use this feature, the following data will be sent to HubSpot's servers:

- Content of all sent and received chat messages
- Contextual information (e.g. the page where the chat was used)
- Optional: the user's e-mail address (if provided by the user via the chat function)

Our legitimate interest in using this service is to optimise our marketing activities and improve the quality of our services on our website. HubSpot is contractually bound by the EU Standard Contractual Clauses and is certified under TRUSTe's Privacy Seal.

For more information about HubSpot's privacy policy, visit: <https://legal.hubspot.com/privacy-policy>

For more information from HubSpot regarding EU data protection regulations, visit:
<https://legal.hubspot.com/data-privacy>

For more information about the cookies HubSpot uses, visit:
https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser

If you do not wish for your data to be collected by HubSpot, you can prevent the storage of cookies at any time by adjusting your browser settings.

k) Hotjar

This website uses Hotjar, an analytics software provided by Hotjar Ltd. ('Hotjar') (<http://www.hotjar.com>, Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville, St Julian's STJ 3141, Malta). Hotjar enables us to measure and evaluate user behaviour (clicks, mouse movements, scrolling, etc.) on our website. The information generated by the tracking code and cookie during your visit to our website is sent to Hotjar's servers in Ireland and stored there. The following information is collected via the tracking code:

Device-specific data

The following information may be recorded by your device and browser:

- Your device's IP address (collected and stored in anonymised format)
- Your email address, including your first and last name, if you have provided these to us through our website
- Your device's screen size
- Device type and browser information

- Geographical location (country only)
- Preferred language for displaying our website
- User interactions
- Mouse events (movement, position and clicks)
- Keyboard inputs

Log data

The following data is automatically generated by our servers when Hotjar is used:

- Referring domain
- Visited pages
- Geographical location (country only)
- Preferred language for displaying our website
- Date and time of website access

Hotjar will use this information to evaluate your use of our website, create usage reports and provide other services related to website usage and internet analysis. To deliver its services, Hotjar also uses third-party providers, such as Google Analytics. These third parties may store information sent by your browser during your visit to our website, such as cookies or IP address requests. For more information on how Google Analytics stores and uses data, please refer to its privacy policy.

By continuing to use this website, you consent to the processing of your data as described above by Hotjar and its third-party providers in accordance with their privacy policies. The cookies Hotjar uses have varying lifespans; some remain valid for up to 365 days, while others only remain valid during your current visit. You can prevent Hotjar from collecting your data by clicking on the following link and following the instructions provided:

www.hotjar.com/opt-out

I) Criteo

We use Criteo on our website to display personalised advertisements. Criteo is a service provided by Criteo SA, 32 Rue Blanche, 75009 Paris, referred to below as 'Criteo'.

This processing only takes place if you have consented to the use of Criteo cookies in the cookie consent tool or on the privacy page.

Information about your visit to our website and your activities on our advertising partners' websites is collected using tracking cookies and similar storage technologies. This information includes, for example, the number of pages you viewed, the search function you used, details about your device (device type, operating system, version) or your location. To do this, Criteo uses a technical ID to record the pages you visited and your search behaviour. According to Criteo, it is not possible to identify you as a person using these means; only anonymous information about your potential interests is collected.

After analysing the collected information, Criteo places personalised advertisements on our website or on the websites of our advertising partners (known as publishers).

Our advertising partners can use cookies stored in your browser on your device to determine whether an advertisement from the Criteo advertising network should be displayed when you visit a website. In this context, Criteo processes your full IP address exclusively for the following purposes:

- Detecting fraudulent activities, for instance, identifying visits that cannot be attributed to human behaviour
- Attributing sales
- Marketing reports with aggregated data

You can find more information about data protection from Criteo at <https://www.criteo.com/privacy>.

If you do not agree with this processing of your data, you have the option to prevent the storage of cookies by adjusting the settings under 'Privacy'. You can find more information, under 'Privacy'.

Social Media Plug-ins

We use social plug-ins for the social networks YouTube, Vimeo, Meta and TikTok on our website. The underlying advertising purpose is considered a legitimate interest within the meaning of the GDPR. Responsibility for the data protection-compliant operation of these plug-ins lies with the respective provider. We integrate these plug-ins using what is known as the 'two-click method' to protect visitors to our website as effectively as possible.

Please note that the following third parties may also use cookies and/or tracking devices and similar technologies (such as pixels) being embedded onto your IP Address, over which we have no control and thereby no liability to you for. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services and/or advertisement tracking. These third party cookies and/or tracking devices and similar technologies (such as pixels) are likely to be analytical cookies or performance cookies or targeting cookies or pixels or similar technology

To deactivate the use of third party advertising cookies, you may visit the relevant consumer page of the applicable third party to manage the use of these types of cookies and/or tracking devices and similar technologies (such as pixels).

a) YouTube

This website includes at least one plug-in from YouTube, which belongs to Google LLC, located at 1600 Amphitheatre Parkway, Mountain View, CA, USA. As soon as you visit a page on our website that contains a YouTube plug-in, a connection to YouTube's servers is established and the YouTube server is informed about which specific page of our website you have visited. If you are also logged into your YouTube account, YouTube can associate your browsing behaviour directly with your personal profile. You can prevent this association by logging out of your account before visiting our website. For more information about how YouTube collects and uses your data, please refer to their privacy policy at policies.google.com/privacy.

b) Vimeo

Our website uses at least one plug-in from the video platform Vimeo. The provider is Vimeo Inc., 330 West 34th Street, 5th Floor, New York, NY 10001, USA. When you visit one of our pages that includes a Vimeo plug-in, a connection is established with Vimeo's servers and the Vimeo server is informed about which of our pages you have visited. Vimeo also obtains your IP address. This applies even if you are not logged into Vimeo or do not have a Vimeo account. The information collected by Vimeo is sent to their servers in the US. If you are logged into your Vimeo account, you are enabling Vimeo to associate your browsing behaviour directly with your personal profile. You can prevent this by logging out of your Vimeo account

before visiting our website. You can find more information on how Vimeo handles user data in Vimeo's privacy policy at <https://vimeo.com/privacy>.

c) Meta Pixel (formerly Facebook Pixel)/Meta Conversion API

This website uses the Meta Pixel from Meta and the server-side implementation of the Meta Conversion API as tools to optimise online marketing activities. These tools are provided by Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland. However, according to Meta, the collected data is also transferred to the USA and other third countries.

The Meta Pixel allows us to record your interactions on our website and use them to measure performance and build audiences as well as for retargeting purposes. To this end, we collect and transmit your e-mail address, phone number and a unique identifier, each in encrypted form – please note that Meta processes your data in the US, a third country with an inadequate level of data protection. This makes it possible to track the behaviour of website visitors after they have been redirected to the provider's website by clicking on a Facebook advertisement. This helps evaluate the effectiveness of Facebook advertisements for statistical and market research purposes and to optimise future advertising efforts.

You can find more information about Meta's data protection practices at:
<https://www.facebook.com/privacy/policy>.

If you do not agree with this processing of your data, you can prevent the storage of cookies by adjusting your settings under 'Privacy'. You can find more information about this under 'Privacy'.

This processing of your data only occurs if you have consented to the use of cookies from the Meta Pixel in the cookie consent tool or on the privacy page. The use of this service is therefore based solely on your consent in accordance GDPR. You can withdraw your consent at any time.

The data collected is anonymous to us as the operators of this website, and we cannot draw any conclusions about the identity of users. However, the data is stored and processed by Facebook, which allows for a connection to the respective user profile to be made and enables Facebook to use the data for its own advertising purposes in accordance with its data usage policy (<https://www.facebook.com/privacy/policy/>). This allows Facebook to display advertisements on its own platform as well as outside of Facebook. We as website operators cannot influence this use of data.

We use the extended matching function within the Meta Pixel.

Extended matching enables us to send various types of our customers' data (e.g. place of residence, state, postcode, hashed e-mail addresses, names, gender, date of birth or phone numbers) and prospects collected through our website to Meta (Facebook). By activating this feature we can tailor our Facebook advertising campaigns even more precisely to people who are interested in our offerings. Extended matching also improves the attribution of website conversions and enhances Custom Audiences.

Insofar as personal data is collected on our website using the tool described here and sent to Facebook, we and Meta Platforms Ireland Limited, Merrion Road, Dublin 4, D04 X2K5, Ireland are jointly responsible for the processing of this data (Article 26 of the GDPR). This joint responsibility is limited exclusively to the collection of the data and its transmission to Facebook. Any processing that occurs after the data has been transmitted to Facebook is not part of this joint responsibility. Our joint obligations are outlined in an agreement on joint processing. The wording of the agreement can be found at www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the data protection information when using the Facebook tool and for implementing the tool on

our website in compliance with data protection regulations. Facebook is responsible for the data security of its products. You can assert your data subject rights (e.g. requests for information) regarding the data processed by Facebook directly with Facebook. If you assert your data subject rights with us, we are obligated to forward these to Facebook.

You can find more information about protecting your privacy in Facebook's privacy policy at www.facebook.com/policy.php.

You can also deactivate the remarketing function 'Custom Audiences' in the ad settings section at www.facebook.com/ads/preferences/. To do so, you must be logged into Facebook.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the European Interactive Digital Advertising Alliance's website at: www.youronlinechoices.com/uk/your-ad-choices/.

d) TikTok analytics

We use the TikTok Pixel on our website as a tool to optimise our online marketing activities. This processing of data via this tool only takes place if you have consented to the use of cookies by the TikTok Pixel in the cookie consent tool or on the privacy page.

The TikTok Pixel records a specific identifier as well as data about the device source and browser type and sends this information to TikTok.

This information is used to measure performance and build audiences and for retargeting purposes.

Please note that TikTok processes your data, among other places, in the USA. This may involve the transfer of personal data to a country outside the European Union that does not provide an adequate level of data protection.

You can find more information about TikTok's data protection practices at <https://www.tiktok.com/legal/page/eea/privacy-policy>.

If you do not agree with this processing of your data, you have the option to prevent the storage of cookies by adjusting your settings under 'Privacy'. You can find more information under 'Privacy'.