



COOKIE POLICY

Our website uses 'cookies' that process personal data (or make this processing possible). Cookies are text files that are retained and stored on the user's computer through their browser, unless the user has set their browser not to allow cookies. Our website uses the cookies listed below. There is no automated decision-making process, including profiling, pursuant to Article 22 (1 and 4) of the GDPR:

Name of cookie	Categories of personal data processed	Purpose of the processing	Additional information	Expiry
_ga	Statistical	This cookie records a unique ID that is used to generate statistical data about the way the website is navigated by visitors. Website progress tracking.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage	2 years
_gat	Statistical	This cookie is used by the Google Analytics statistical service to limit the frequency of requests.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage	End of session
_gid	Statistical	Cookie used by the statistical service on website usage, provided by Google Analytics. This cookie records a unique ID that is used to generate statistical data about the way the website is navigated by visitors.	https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage	24 hours
ads/ga-audiences	Marketing	Cookie used by Google AdWords to re-engage visitors who might be converted to customers based on visitors' online behaviour across all websites.	https://policies.google.com/technologies/ads	End of session

ads/user-lists/#	Marketing	Cookie used to send data to Google Analytics about the user's device and their behaviour while navigating.	https://policies.google.com/technologies/ads	End of session
fr	Marketing	Used by Facebook to offer a variety of advertising products such as real-time offers by third-party advertisers.	https://www.facebook.com/policies/cookies/	3 months
IDE	Marketing	Used by Google DoubleClick to record and report the website user's actions after viewing or clicking on one of the advertiser's ads, in order to measure the effectiveness of an ad and present targeted ads to the user.	https://policies.google.com/technologies/types?hl=en https://support.google.com/dfp_premium/answer/2839090?hl=en	2 years
test_cookie	Marketing	Used to check whether the user's browser supports cookies.		End of session
tr	Marketing	This cookie helps to track the conversion rate from Facebook ads, optimise ads based on collected data, create targeted audiences in the future, and achieve specified guidelines.	https://www.facebook.com/policies/cookies/	End of session

Users can always block the use of cookies by our website at any time by using the corresponding setting on their web browser and thereby permanently prevent cookies from being set. Users can refer to the Help function in their web browser for guidance on configuring these cookie settings. Below are the explanations for the most popular web browsers:

Firefox:

1. Click Menu and then Settings.
2. Select the Privacy panel.
3. Under "Cookies and Site Data", select "Manage Exceptions".
4. In the selection options now displayed, type the website in question and click "Block".
5. Click "OK".

Detailed information about this is available at: <https://support.mozilla.org/en-US/kb/block-websites-storing-cookies-site-data-firefox>.

Google Chrome

1. Click Menu and then Settings.
2. On the left side of the page, click "Privacy and security".

3. Click "Cookies and other site data".
4. Under General settings, select "Block all cookies".
5. Click on "Done".

Detailed information about this is available at:
<https://support.google.com/chrome/answer/95647/>

Internet Explorer

1. Under the "Tools" menu item open "Internet Options", or click on the Settings symbol and then on "Internet Options", if the menu bar is not displayed.
2. Click on the Privacy tab.
3. Under Settings, click Advanced. Click "Block" under First-party Cookies and Third-party Cookies, and uncheck "Always allow session cookies".
4. Click "OK".

Detailed information about this is available at:
<https://support.microsoft.com/en-us/windows/delete-and-manage-cookies-168dab11-0753-043d-7c16-ed5947fc64d>.

Safari

1. Under "Preferences", click "Privacy".
2. In this section, you can select whether and when Safari can store website cookies. For more information click on the Help button (the question mark symbol).

Detailed information about this is available at:
https://support.apple.com/kb/PH5042?locale=en_US.

- 1.1. In addition to the cookies listed above, our website also sets third-party cookies, as well as the following tools/services, which provide us with analysis of the use of our website and the display of ads on it:

- On our website, we have integrated the Google Analytics component with the anonymisation function ("_gat._anonymizeIp"), which allows Google to truncate and anonymise the IP address of the Internet connection of the data subject, if access to our pages web takes place from a Member State of the European Union or from another state that is party to the Agreement on the European Economic Area. Google Analytics is a website statistics service, which detects, collects and evaluates data based on the user's behaviour on web pages. A website statistics service detects, for example, the data of the web page (known as the "Referrer") that the data subject arrived from, the sub-pages accessed, or the frequency and duration of the visit to a particular subpage.
Website

statistics are mainly used to optimise a website and for a cost/benefit analysis of web advertising.

The purpose of the Google Analytics component is to analyse visitor flows on our website. The processing takes place on the legal basis of legitimate interest (Article 6 (1) (f) GDPR), with users able, on grounds relating to their particular situation, to exercise a right to object (Article 21 of the GDPR – for details see below, in the section on the rights of the data subject) in certain cases. Google also uses the data and information obtained to evaluate the use of our website, to compile online reports that list the activities conducted on it, and to provide additional services related to the use of our web pages.

Google Analytics sets a cookie, which allows Google to analyse how our website is used. As part of this technical process, Google comes into possession of personal data – such as the IP address of the data subject – which is required, for example, to trace the origin of visitors and clicks, and subsequently to calculate the fees due to it.

As previously described, users can always block the use of cookies by our website at any time by using the corresponding setting on the web browser they are using and thereby permanently reject cookies from being set. Configuring the browser in this way also prevents Google from setting cookies. Furthermore, through the Internet browser or other software, it is possible at any time to delete cookies already set by Google Analytics. It is also possible to object to (and prevent) the collection of data from Google Analytics on the use of this website, as well as the processing of this data by Google. Users who wish to do this can download and install a browser extension, available at <https://tools.google.com/dlpage/gaoptout>. This extension uses JavaScript to tell Google Analytics that transmission of data and information about visits to web pages to Google Analytics is not permitted. The installation of the browser extension is considered by Google as a refusal. If at a later time the information technology system of the data subject is deleted, formatted or reinstalled, the data subject must again perform the installation of the browser extension to deactivate Google Analytics. If the browser extension is uninstalled or deactivated by the data subject or by another person subordinate to him, it can be installed again or reactivated. More information and Google's data protection provisions can be found at <https://policies.google.com/privacy>. Google Analytics is explained in detail at this link: <https://analytics.google.com/analytics/web/provision/#/provision>.

The management company of the Google Analytics component is Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043-1351, USA.

- Facebook retargeting services are integrated on our website which we use to inform our existing contacts (by newsletter) about our services and which we activate according to the interest of the individual: Facebook Retargeting allows personalised advertising to be created for the user, allowing the user to

view relevant ads. The processing takes place on the legal basis of legitimate interest (Article 6 (1) (f) GDPR), with users able, on grounds relating to their particular situation, to exercise a right to object (Article 21 of the GDPR – for details see below, in the section on the rights of the data subject) in certain cases.

Retargeting on Facebook sets a cookie and a Facebook tracking pixel is integrated on our website. By setting this cookie, Facebook can recognise the visitor to our website when the visitor subsequently visits web pages that are themselves part of the Facebook advertising network. Each time a web page is visited which has integrated the Facebook retargeting service, the browser of the data subject automatically identifies itself to Facebook. As part of this technical process, Facebook gains knowledge of personal data, such as the user's IP address or browsing behaviour, which Facebook uses, for example, to display advertisements of interest to the user. As previously described, users can always block the use of cookies by our website at any time by using the corresponding setting on the web browser they are using and thereby permanently reject cookies from being set. Configuring the browser in this way also prevents Facebook from setting cookies. In addition, using the web browser or other software, it is possible at any time to delete cookies that have already been set by Facebook Retargeting.

The data protection policy/privacy policy published by Facebook, which can be consulted at <https://www.facebook.com/about/privacy> , provides information on the collection, processing and use of personal data by Facebook. It also explains what settings Facebook offers to protect the privacy of the data subject. There are also several applications that can prevent data from being transmitted to Facebook. With these applications, users can prevent data from being transmitted to Facebook.

Facebook's management company is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. If the data subject resides outside Canada or the United States, the data controller is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.