

MANIFESTA 16 Ruhr

PRIVACY POLICY

The responsible body for data processing on this website is:
Manifesta 16 Ruhr gGmbH

Managing Directors:
Hedwig Fijen, Stefan Kuczera

Contact data protection officer:
Roy Huschenbeth (royhuschenbeth@manifesta.org)

With the following privacy policy, we would like to inform you of the types of your personal data (hereinafter also abbreviated as "data") we process, for which purposes, and in which scope. The privacy statement applies to all processing of personal data carried out by us, both in the context of providing our services and, in particular, on our websites, in mobile applications, and within external online presences, such as our social media profiles (hereinafter collectively referred to as "online services").

Last Update: 20 March 2026

Overview of Processing Operations

The following table summarises the types of data processed, the purposes for which they are processed and the concerned data subjects.

Categories of processed data

- Inventory data (e.g. names, addresses)
- Content data (e.g. text input, photographs, videos)
- Contact data (e.g. e-mail, telephone numbers)
- Meta/communication data (e.g. device information, IP addresses)
- Usage data (e.g. websites visited, interest in content, access times)

Categories of data subjects

- Prospective customers
- Customers
- Users (e.g. website visitors, users of online services)

Purposes of processing

- Provision of our online services and usability
- Conversion tracking (Measurement of the effectiveness of marketing activities)
- Marketing / Direct marketing (e.g. by e-mail or postal)
- Contact requests and communication
- Profiles with user-related information
- Web Analytics
- Security measures
- Provision of contractual services and customer support
- Managing and responding to inquiries

Legal basis for the processing

In the following, you will find an overview of the legal basis of the GDPR on which we base the processing of personal data. Please note that, in addition to the GDPR, the national data protection provisions of your or our country of residence or domicile may apply. If, in addition, more specific legal bases apply in individual cases, we will inform you of them in the data protection declaration.

Consent (Article 6 (1) (a) GDPR) - The data subject has given consent to the processing of his or her personal data for one or more specific purposes.

Performance of a contract and prior requests (Article 6 (1) (b) GDPR) - Performance of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract.

Compliance with a legal obligation (Article 6 (1) (c) GDPR) - Processing is necessary for compliance with a legal obligation to which the controller is subject.

Legitimate Interests (Article 6 (1) (f) GDPR) - Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data.

National data protection regulations in Germany: In addition to the General Data Protection Regulation, national regulations also apply to data protection. This includes, in particular, the Law on Protection against Misuse of Personal Data in Data Processing (Federal Data Protection Act - BDSG). In particular, the BDSG contains special provisions on the right of access, the right to erasure, the right to object, the processing of special categories of personal data, processing for other purposes, transmission, as well as automated individual decision-making, including profiling. Furthermore, data protection laws of the individual federal states may apply.

Security Precautions

We take appropriate technical and organisational measures in accordance with the legal requirements, taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, in order to ensure a level of security appropriate to the risk.

The measures include, in particular, safeguarding the confidentiality, integrity, and availability of data by controlling physical and electronic access to the data, as well as the input, transmission, and separation of the data. In addition, we have established procedures to ensure that data subjects' rights are respected, that data is erased, and that we are prepared to respond to data threats rapidly. Furthermore, we take the protection of personal data into account as early as the

development or selection of hardware, software and service providers, in accordance with the principle of privacy by design and privacy by default.

Masking of the IP address

If IP addresses are processed by us or by the service providers and technologies used and the processing of a complete IP address is not necessary, the IP address is shortened (also referred to as "IP masking"). In this process, the last two digits or the last part of the IP address after a full stop are removed or replaced by wildcards. The masking of the IP address is intended to prevent the identification of a person by means of their IP address or to make such identification significantly more difficult.

SSL encryption (https)

In order to protect your data transmitted via our online services in the best possible way, we use SSL encryption. You can recognise such encrypted connections by the prefix https:// in the address bar of your browser.

Transmission of Personal Data

In the context of our processing of personal data, it may happen that the data is transferred to other locations, companies, or persons, or that it is disclosed to them. Recipients of this data may include, for example, service providers commissioned to handle IT tasks or providers of services and content embedded in a website. In such a case, the legal requirements will be respected, and in particular, corresponding contracts or agreements, which serve the protection of your data, will be concluded with the recipients of your data.

Data Transfer within the Organisation: We may transfer or otherwise provide access to personal information to other locations within our organisation. Insofar as this disclosure is for administrative purposes, it is based on our legitimate business and economic interests; otherwise, it is necessary to fulfil our contractual obligations, or the consent of those concerned or a legal permission is present.

Data Processing in Third Countries

If we process data in a third country (i.e. outside the European Union (EU), the European Economic Area (EEA)) or the processing takes place in the context of the use of third-party services or disclosure or transfer of data to other persons, bodies or companies, this will only take place in accordance with the legal requirements.

Subject to express consent or transfer required by contract or law, we process or have processed the data only in third countries with a recognised level of data protection, on the basis of special guarantees, such as a contractual obligation through so-called standard protection clauses of the EU Commission or if certifications or binding internal data protection regulations justify the processing (Article 44 to 49 GDPR, information page of the EU

Commission: https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection_en.

Use of cookies

Cookies are text files that contain data from visited websites or domains and are stored by a browser on the user's computer. A cookie is primarily used to store information about a user during or after their visit to an online service. The information stored can include, for example, the language settings on a website, the login status, a shopping basket or the location where a video was viewed. The term "cookies" also includes other technologies that fulfil the same functions as cookies (e.g. if user information is stored using pseudonymous online identifiers, also referred to as "user IDs").

Current Scope of Data Processing

At present, our website processes only a limited amount of personal data. This primarily includes anonymised usage data collected through Google Analytics, as well as essential and functional cookies required to ensure the proper operation and usability of the website. No additional tracking or marketing technologies are currently in use.

Differentiation of cookie types and functions

Temporary cookies (also: session cookies): Temporary cookies are deleted at the latest after a user has left an online service and closed their browser.

Permanent cookies: Permanent cookies remain stored even after closing the browser. For example, the login status can be saved, or preferred content can be displayed directly when the user visits a website again. The interests of users who are used for range measurement or marketing purposes can also be stored in such a cookie.

First-Party-Cookies: First-Party-Cookies are set by us.

Third-party cookies: Third-party cookies are mainly used by advertisers (so-called third parties) to process user information.

- **Necessary (also: essential) cookies:** We use cookies to enable the use of our website and to guarantee essential services and functions. These cookies cannot be refused.
- **Functional / Marketing cookies:** Furthermore, cookies are used to enable certain website functions. This also includes content that is integrated into the website from external media.
- **Optimisation cookies:** These cookies enable us to analyse how the website is used. With the help of this information, bugs can be corrected, and new designs, content and functionalities can be developed. It also provides us with valuable information regarding the effectiveness and use of our website.

Actual Use of Cookies on This Website

We use a limited number of cookies to ensure the functionality and usability of our website. These include essential cookies required for core site operation, as well as functional cookies that enhance user experience (e.g. language preferences or interface settings).

In addition, Google Analytics sets cookies (such as `_ga`, `_gid`) to collect anonymised information about how users interact with our website. This helps us understand usage patterns and improve our services.

We do not currently use cookies for advertising or marketing purposes.

Information on the legal basis

The legal basis for processing your personal data with cookies depends on whether we ask for your consent. If this applies and you consent to the use of cookies, the legal basis for processing your data is your declared consent. Otherwise, the data processed with the help of cookies will be processed on the basis of our legitimate interests (e.g. in a business operation of our online service and its improvement) or, if the use of cookies is necessary to fulfil our contractual obligations.

Retention period

Unless we provide you with explicit information on the retention period of permanent cookies (e.g., within the scope of a so-called cookie opt-in), please assume the retention period can be as long as 2 years.

Processing cookie data on the basis of consent

We use a cookie management solution that allows users to obtain, manage, and revoke their consent to the use of cookies, or to the procedures and providers mentioned in the solution. The declaration of consent is stored so that it does not have to be retrieved again, and the consent can be proven in accordance with the legal obligation. Storage can take place server-side and/or in a cookie (so-called opt-out cookie) or with the aid of comparable technologies in order to assign the consent to a user and/or his/her device. Subject to the individual details of the providers of cookie management services, the following applies: The duration of consent storage can be up to 2 years. In this case, a pseudonymous user identifier is formed and stored with the date/time of consent, information on the scope of the consent (e.g. which categories of cookies and/or service providers), as well as the browser, system and used end device.

- Processed data types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

General information on withdrawal of consent and objection (Opt-Out)

Respective of whether processing is based on consent or legal permission, you have the option at any time to object to the processing of your data using cookie technologies or to revoke consent (collectively referred to as "opt-out"). Cookie Settings/ Opt-Out can be found in the footer area of the website under Cookie Settings.

Services and service providers being used

Google Analytics: Web analytics; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: <https://marketingplatform.google.com/intl/en/about/analytics/>; Privacy Policy: <https://policies.google.com/privacy>.

Business Services

We process data of our contractual and business partners, e.g., customers and interested parties (collectively referred to as "contractual partners"), within the context of contractual and comparable legal relationships, as well as associated actions and communication with contractual partners or pre-contractually, e.g., to answer inquiries.

We process this data to fulfil our contractual obligations, safeguard our rights, and for the purposes of administrative tasks associated with this data and the business-related organisation. We will only pass on the data of the contractual partners within the scope of the applicable law to third parties insofar as this is necessary for the aforementioned purposes or for the fulfilment of legal obligations or with the consent of data subjects concerned (e.g. telecommunications, transport and other auxiliary services as well as subcontractors, banks, tax and legal advisors, payment service providers or tax authorities). The contractual partners will be informed about further processing, e.g. for marketing purposes, as part of this privacy policy.

We inform the contracting partners before or during data collection, e.g., in online forms by special markings (e.g., colours) and/or symbols (e.g., asterisks or the like), or personally.

We delete the data after expiry of statutory warranty and comparable obligations, i.e., in principle after 4 years, unless the data is stored in a customer account or must be kept for legal archiving reasons (e.g., 10 years for tax purposes). In the case of data disclosed to us by the contractual partner within the context of an assignment, we delete the data in accordance with the assignment's specifications, in general, upon completion of the assignment.

If we use third-party providers or platforms to provide our services, the terms and conditions and privacy policies of the respective providers or platforms shall apply to the relationship between users and providers.

Services and service providers being used

Documentation and Storage

Dropbox: Cloud storage and file-sharing service; Service provider: Dropbox, Inc., 1800 Owens Street, San Francisco, CA 94158, USA; Website: <https://www.dropbox.com>; Privacy Policy: <https://www.dropbox.com/privacy>.

Project management

monday.com: Cloud-based work management and collaboration platform; Service provider: monday.com Ltd., 6 Yitzhak Sadeh St., Tel Aviv, 6777506, Israel; Website: <https://monday.com>; Privacy Policy: <https://monday.com/privacy>.

Customer account

Contractual partners can create a customer or user account. If customer account registration is required, contractual partners will be informed of this, as well as the details required for registration. The customer accounts are not public and cannot be indexed by search engines. During registration and subsequent use of the customer account, we store the IP addresses of the contractual partners along with the access times to prove registration and prevent misuse of the customer account.

If customers terminate their customer accounts, their data will be deleted from the customer account, subject to any legal retention requirements. It is the customer's responsibility to secure their data upon termination of their customer account.

Events

We process the data of the participants of the events, events and similar activities offered or organised by us (hereinafter uniformly referred to as "participants" and "events") in order to enable them to participate in the events and to make use of the services or actions associated with their participation.

The necessary information is identified as such in the context of the conclusion of the agreement, booking, or comparable contract and includes information required for the provision of services and billing, as well as contact information to handle any enquiries. Insofar as we gain access to information about end customers, employees, or other persons, we process it in accordance with the legal and contractual requirements.

Processed data types: Inventory data (e.g. names, addresses), Payment Data (e.g. bank details, invoices, payment history), Contact data (e.g. e-mail, telephone numbers), Contract data (e.g. contract object, duration, customer category).

Services and service providers being used

monday.com: Cloud-based work management and collaboration platform; Service provider: monday.com Ltd., 6 Yitzhak Sadeh St., Tel Aviv, 6777506, Israel; Website: <https://monday.com>; Privacy Policy: <https://monday.com/privacy>.

Data subjects: Prospective customers, Customers.

Purposes of Processing: Provision of contractual services and customer support; Contact requests and communication; Managing and responding to inquiries; Security measures.

Legal Basis: Performance of a contract and prior requests (Article 6 (1) (b) GDPR), Compliance with a legal obligation (Article 6 (1) (c) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Registration, Login and User Account

Users can create a user account. Within the scope of registration, the required mandatory information is communicated to users and processed to provide the user account in fulfilment of contractual obligations. The processed data includes, in particular, login information (name, password, and e-mail address).

Within the scope of our registration and login functions and the use of the user account, we store the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the user's protection against misuse and other unauthorised use. This data will not be passed on to third parties unless necessary to pursue our claims, or as required by law.

Users may be informed by e-mail of information relevant to their user account, such as technical changes.

Registration with a real name

Due to the nature of our community, we ask users to use our services only with their real names. This means that the use of pseudonyms is not permitted.

Deletion of data after termination

If users have terminated their user accounts, their data relating to those accounts will be deleted, subject to any legal permissions, obligations, or consents of the users.

Processed data types: Inventory data (e.g. names, addresses), Contact data (e.g. e-mail, telephone numbers), Content data (e.g. text input, photographs, videos), Meta/communication data (e.g. device information, IP addresses).

Data subjects: Users (e.g. website visitors, users of online services).

Purposes of Processing: Provision of contractual services and customer support, Security measures, Managing and responding to inquiries.

Legal Basis: Performance of a contract and prior requests (Article 6 (1) (b) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Provision of Online Services and Web Hosting

To provide our online services securely and efficiently, we use the services of one or more web hosting providers, whose servers (or servers they manage) enable access to our online services. For these purposes, we may use infrastructure and platform services, computing capacity, storage space and database services, as well as security and technical maintenance services.

The data processed within the framework of the provision of the hosting services may include all information relating to the users of our online services that is collected in the course of use and communication. This regularly includes the IP address, which is necessary to deliver the content of online services to browsers, as well as all entries made within our online services or on websites.

Collection of access data and log files

We, ourselves or our web hosting provider, collect data for each server access (so-called server log files). Server log files may include the address and name of the web pages and files accessed, the date and time of access, data volumes transferred, notification of successful access, browser type

and version, the user's operating system, referrer URL (the previously visited page) and, as a general rule, IP addresses and the requesting provider.

The server log files can be used for security purposes, e.g., to prevent server overload (especially in the case of abusive attacks, so-called DDoS attacks) and to ensure the stability and optimal load balancing of the servers.

Processed data types: Content data (e.g. text input, photographs, videos), Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).

- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Provision of our online services and usability, Provision of contractual services and customer support.
- Legal Basis: Legitimate Interests (Article 6 (1) (f) GDPR).

Services and service providers being used

Hosting

DigitalOcean: Services in the field of the provision of information technology infrastructure and related services (e.g. storage space and/or computing capacities); Service provider: DigitalOcean, LLC, 101 Avenue of the Americas, 10th Floor, New York, NY 10013, USA; Website: <https://www.digitalocean.com>; Privacy Policy: <https://www.digitalocean.com/legal/privacy-policy>.

Music and Podcasts

We use hosting and analysis services of service providers to offer our audio content for listening to or downloading, and to obtain statistical information on request for the audio content.

- Processed data types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Web Analytics (e.g. access statistics, recognition of returning visitors), Conversion tracking (Measurement of the effectiveness of marketing activities), Profiles with user-related information (Creating user profiles).

Services and service providers being used

Soundcloud: Soundcloud - Music hosting; Service provider: SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany; Website: <https://soundcloud.com>; Privacy Policy: <https://soundcloud.com/pages/privacy>.

Spotify: Spotify - Music hosting and Widget; Service provider: Spotify AB, Regeringsgatan 19, SE-111 53 Stockholm, Sweden; Website: <https://open.spotify.com/>; Privacy Policy: <https://www.spotify.com/legal/privacy-policy/>.

Newsletter and Electronic Communications

We send newsletters, e-mails and other electronic communications (hereinafter referred to as "newsletters") only with the consent of the recipient or a legal permission. Insofar as the contents of the newsletter are specifically described in the context of registration, they are decisive for the user's consent. Otherwise, our newsletters contain information about our services and us.

In order to subscribe to our newsletters, it is generally sufficient to enter your e-mail address. We may, however, ask you to provide a name for the purpose of contacting you personally in the newsletter or to provide further information if this is required for the purposes of the newsletter.

Double opt-in procedure

The registration for our newsletter generally follows a so-called Double-Opt-In procedure. This means that you will receive an email after registration asking you to confirm your registration. This confirmation is necessary to prevent anyone from registering with external email addresses.

Registrations for the newsletter are logged to prove the registration process in accordance with the legal requirements. This includes storing the login and confirmation times as well as the IP address. Likewise, the changes to your data stored with the dispatch service provider are logged.

Deletion and restriction of processing

We may store the unsubscribed email addresses for up to three years based on our legitimate interests before deleting them to provide evidence of prior consent. The processing of these data is limited to the purpose of a possible defence against claims. An individual deletion request is possible at any time, provided that the former existence of a consent is confirmed at the same time. In the case of an obligation to permanently observe an objection, we reserve the right to store the e-mail address solely for this purpose in a blacklist.

Information on the legal basis

The newsletter is sent with the recipients' consent or, if consent is not required, on the basis of our legitimate interests in direct marketing. Insofar as we engage a service provider for sending e-mails, this is done on the basis of our legitimate interests. The registration procedure is recorded on the basis of our legitimate interests to demonstrate that it has been conducted in accordance with the law.

Contents

Information about Manifesta 16 Ruhr, our events and promotions.

Measurement of opening rates and click rates

The newsletters contain a so-called "web-beacon", i.e. a pixel-sized file, which is retrieved from our server when the newsletter is opened or, if we use a mailing service provider, from its server. Within the scope of this retrieval, technical information, such as your browser and system details, as well as your IP address and the time of retrieval, is first collected.

This information is used to improve our newsletter's technical features based on technical data or target groups and their reading behaviour, as reflected in their retrieval points (which can be determined from the IP address) or access times. This analysis also includes determining whether newsletters are opened, when they are opened and which links are clicked. This information is assigned to the individual newsletter recipients and stored in their profiles until the profiles are deleted. The evaluations serve us much more to recognise our users' reading habits and adapt our content to them, or to send different content based on their interests.

The measurement of opening and click rates, as well as the storage of measurement results in users' profiles and their subsequent processing, are based on users' consent.

A separate objection to the performance measurement is unfortunately not possible; in this case, the entire newsletter subscription must be cancelled or objected to. In this case, the stored profile information will be deleted.

- Processed data types: Inventory data (e.g. names, addresses), Contact data (e.g. e-mail, telephone numbers), Meta/communication data (e.g. device information, IP addresses), Usage data (e.g. websites visited, interest in content, access times).
- Data subjects: Users.
- Purposes of Processing: Direct marketing.
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).
- Opt-Out: You can cancel the receipt of our newsletter at any time, i.e. revoke your consent or object to further receipt. You will find a link to cancel the newsletter either at the end of each newsletter or you can otherwise use one of the contact options listed above, preferably e-mail.

Commercial Communication by E-Mail or Postal Mail

We process personal data for promotional communication, which may be carried out via various channels, such as e-mail or post, in accordance with the applicable legal requirements.

The recipients have the right to withdraw their consent or object to the advertising communication at any time.

After withdrawal or objection, we may store the data required to prove consent for up to 3 years on the basis of our legitimate interests before deleting it. The processing of these data is limited to the purpose of a possible defence against claims. An individual deletion request is possible at any time, provided that the former existence of a consent is affirmed.

- Processed data types: Inventory data (e.g. names, addresses), Contact data (e.g. e-mail, telephone numbers).
- Data subjects: Prospective customers, customers.
- Purposes of Processing: Direct marketing.
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Services and service providers being used

Microsoft 365: Cloud-based productivity and collaboration service; Service provider: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052, USA; Website: <https://www.microsoft.com/microsoft-365>; Privacy Policy: <https://privacy.microsoft.com/en-us/privacystatement>.

Surveys and Questionnaires

The surveys and questionnaires ("surveys") we conduct are evaluated anonymously. Personal data is only processed insofar as this is necessary for the provision and technical execution of the survey (e.g. processing the IP address to display the survey in the user's browser or to enable a resumption of the survey with the aid of a temporary cookie (session cookie)) or participants have consented.

Information on the legal basis

- If we ask the participants for their consent to the processing of their data, this is the legal basis for the processing; the processing of the participants' data is based on our legitimate interests in conducting an objective survey.
- Processed data types: Contact data (e.g. e-mail, telephone numbers), Content data (e.g. text input, photographs, videos), Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users, customers.
- Purposes of Processing: Contact requests and communication, Direct marketing (e.g. by e-mail or postal).

- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Web Analysis, Monitoring and Optimisation

Web analysis is used to evaluate visitor traffic on our website and may include pseudonymous user behaviour, interests, or demographic information (e.g., age or gender). With web analysis, we can, for example, identify when our online services, their functions, or their contents are most frequently used or requested repeatedly, as well as which areas require optimisation.

In addition to web analysis, we can also use test procedures, e.g. to test and optimise different versions of our online services or their components.

For these purposes, so-called user profiles can be created and stored in a file (so-called "cookie") or similar procedures in which the relevant user information for the aforementioned analyses is stored. This information may include, for example, content viewed, web pages visited, and elements and technical data used there, such as the browser used, the computer system used, and information on times of use. If users have consented to the collection of their location data, these may also be processed, depending on the provider.

Users' IP addresses are also stored. However, we use any existing IP masking procedure (i.e. pseudonymisation by shortening the IP address) to protect the user. In general, within the framework of web analysis, A/B testing, and optimisation, no user data (such as e-mail addresses or names) is stored; only pseudonyms are used. This means that we, as well as the providers of the software used, do not know the actual identity of the users, but only the information stored in their profiles for the purposes of the respective processes.

Information on the legal basis

If we ask users for their consent to use third-party providers, the legal basis for processing is consent. Furthermore, the processing can be a component of our (pre)contractual services, provided that the use of a third party has been agreed in this context. Otherwise, user data will be processed on the basis of our legitimate interests (i.e., an interest in efficient, cost-effective, and recipient-friendly services). In this context, we would also like to refer you to the information on the use of cookies in this privacy policy.

- Processed data types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Web Analytics (e.g. access statistics, recognition of returning visitors), Profiles with user-related information (Creating user profiles).
- Security measures: IP Masking (Pseudonymization of the IP address).
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Current Analytics Tools

At present, we only use Google Analytics for the purpose of web analytics. This service collects pseudonymised data about website usage, including pages visited, time spent on the site, and general geographic location (based on IP anonymisation).

No additional analytics, tracking, or profiling tools are currently implemented.

Services and service providers being used

Google Analytics: Web analytics; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: <https://marketingplatform.google.com/intl/en/about/analytics/>; Privacy Policy: <https://policies.google.com/privacy>.

Online Marketing

We process personal data for the purposes of online marketing, which may include, in particular, the marketing of advertising space or the display of advertising and other content (collectively referred to as "Content") based on the potential interests of users and the measurement of their effectiveness.

For these purposes, so-called user profiles are created and stored in a file (so-called "cookie") or a similar procedure in which the relevant user information for the display of the aforementioned content is stored. This information may include, for example, content viewed, websites visited, online networks used, communication partners, and technical information such as the browser and computer system used, and information on usage times. If users have consented to the collection of their sideline data, this can also be processed.

Users' IP addresses are also stored. However, we use provided IP masking procedures (i.e. pseudonymisation by shortening the IP address) to ensure the protection of the users by using a pseudonym. In general, within the online marketing process, no clear user data (such as e-mail addresses or names) is collected; only pseudonyms are used. This means that we, as well as the providers of online marketing services, do not know the actual identities of users, but only the information stored in their profiles.

The information in the profiles is usually stored in cookies or similar memory procedures. These cookies can later, generally also on other websites that use the same online marketing technology, be read and analysed for purposes of content display, as well as supplemented with other data and stored on the server of the online marketing technology provider.

Exceptionally, clear data can be assigned to the profiles. This is the case, for example, if the users are members of a social network whose online marketing technology we use, and the network links the profiles of the users in the aforementioned data. Please note that users may enter into additional agreements with social network providers or other service providers, e.g., by consenting during a registration process.

As a matter of principle, we only gain access to summarised information about the performance of our advertisements. However, within the framework of so-called conversion measurement, we can check which of our online marketing processes have led to a conversion, i.e., the conclusion of a contract with us. The conversion measurement is used alone for the performance analysis of our marketing activities.

Unless otherwise stated, we kindly ask that you note that the cookies used will be stored for 2 years.

Information On Legal Basis

If we ask users for their consent (e.g. in the context of a so-called "cookie banner consent"), the legal basis for processing data for online marketing purposes is this consent. Otherwise, user data will be processed on the basis of our legitimate interests (i.e., the interest in the analysis, optimisation and economic operation of our online services). In this context, we would also like to refer you to the information on the use of cookies in this privacy policy.

- Processed data types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Marketing, Profiles with user-related information (Creating user profiles), Conversion tracking (Measurement of the effectiveness of marketing activities).
- Security measures: IP Masking (Pseudonymization of the IP address).
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

- Opt-Out: We refer to the privacy policies of the respective service providers and the possibilities for objection (so-called "opt-out"). If no explicit opt-out option has been specified, it is possible to deactivate cookies in the settings of your browser. However, this may restrict the functions of our online offer. We therefore recommend the following additional opt-out options, which are offered collectively for each area:

- a) Europe: <https://www.youronlinechoices.eu>.
- b) Canada: <https://optout.aboutads.info/?c=2&lang=EN>.
- c) USA: <https://optout.aboutads.info/?c=2&lang=EN>.
- d) Cross-regional: <https://optout.aboutads.info>.

Cookie Settings/Opt-Out can be found in the footer of the website under "Cookie Settings".

Services and service providers being used

Google Ads and Conversion Tracking: We use the Google "Ads" online marketing method to place ads on the Google advertising network (e.g., in search results, videos, websites, etc.) so that they are displayed to users who have an alleged interest in the ads. We also measure ad conversion. However, we only know the total number of users who clicked our ad and were redirected to a page with a conversion tracking tag. However, we ourselves do not receive any information that can be used to identify users. Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: <https://marketingplatform.google.com>; Privacy Policy: <https://policies.google.com/privacy>.

Profiles in Social Networks (Social Media)

We maintain online presences on social networks and process user data in this context to communicate with users active there or to provide information about us.

We would like to point out that user data may be processed outside the European Union. This may entail risks for users, e.g. by making it more difficult to enforce users' rights.

In addition, user data is usually processed within social networks for market research and advertising purposes. For example, user profiles can be created based on user behaviour and associated interests. The user profiles can then be used, for example, to place advertisements within and outside the networks that are presumed to correspond to users' interests. For these purposes, cookies are usually stored on the user's computer, where their usage behaviour and interests are recorded. Furthermore, data can be stored in user profiles independently of the devices users use (especially if the users are members of the respective networks or will become members later).

For a detailed description of the respective processing operations and the opt-out options, please refer to the respective data protection declarations and information provided by the providers of the respective networks.

Also in the case of requests for information and the exercise of rights of data subjects, we point out that these can be most effectively pursued with the providers. Only the providers have access to the data of the users and can directly take appropriate measures and provide information. If you still need help, please do not hesitate to contact us.

Facebook: We are jointly responsible (so-called "joint controller") with Meta Platforms Ireland Limited for the collection (but not the further processing) of data of visitors to our Facebook page. This data includes information about the types of content users view or interact with, or the actions

they take (see "Things that you and others do and provide" in the Facebook Data Policy: <https://www.facebook.com/policy>), and information about the devices used by users (e.g., IP addresses, operating system, browser type, language settings, cookie information; see "Device Information" in the Facebook Data Policy: <https://www.facebook.com/policy>). As explained in the Facebook Data Policy under "How we use this information?" Facebook also collects and uses information to provide analytics services, known as "page insights," to site operators to help them understand how people interact with their pages and with content associated with them. We have concluded a special agreement with Facebook ("Information about Page-Insights", https://www.facebook.com/legal/terms/page_controller_addendum), which regulates in particular the security measures that Facebook must observe and in which Facebook has agreed to fulfil the rights of the persons concerned (i.e. users can send information access or deletion requests directly to Facebook). The rights of users (in particular to access to information, erasure, objection and complaint to the competent supervisory authority) are not restricted by the agreements with Facebook. Further information can be found in the "Information about Page Insights" (https://www.facebook.com/legal/terms/information_about_page_insights_data).

- Processed data types: Contact data (e.g. e-mail, telephone numbers), Content data (e.g. text input, photographs, videos), Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Contact requests and communication, Feedback (e.g. collecting feedback via online form), Marketing.
- Legal Basis: Legitimate Interests (Article 6 (1) (f) GDPR).

Services and service providers being used

Instagram: Social network; Service provider: Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, , Mutterunternehmen: Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.instagram.com>; Privacy Policy: <https://instagram.com/about/legal/privacy>.

Facebook: Social network; Service provider: Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland, parent company: Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.facebook.com>; Privacy Policy: <https://www.facebook.com/about/privacy>; Opt-Out: Settings for advertisements: https://www.facebook.com/adpreferences/ad_settings (login at Facebook is required).

LinkedIn: Services in the field of professional networking, online business communication, and digital content hosting; Service provider: LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland; Website: <https://www.linkedin.com>; Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>.

TikTok: Services in the field of social media and digital content sharing, including hosting and delivery of user-generated content; Service provider: TikTok Inc., 5800 Bristol Parkway, Culver City, CA 90230, USA; Website: <https://www.tiktok.com>; Privacy Policy: <https://www.tiktok.com/legal/privacy-policy-us>.

YouTube: Social network and video platform; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Privacy Policy: <https://policies.google.com/privacy>; Opt-Out: <https://adssettings.google.com/authenticated>.

Communication via Messenger

We use messenger services for communication purposes and therefore ask you to observe the following information regarding their functionality, encryption, the use of communication metadata, and your objection options.

You can also contact us by alternative means, e.g. telephone or e-mail. Please use the contact options provided to you or those within our online services.

In the case of encryption of content (i.e., the content of your message and attachments), we point out that the communication content (i.e., the message and attachments) is encrypted end-to-end. This means that the content of the messages is not visible, not even by the messenger service providers themselves. You should always use a current version of the messenger service with encryption enabled, so that the message contents are encrypted.

However, we would like to point out to our communication partners that although messenger service providers do not see the content, they can find out that and when communication partners communicate with us and process technical information on the communication partner's device used and, depending on the settings of their device, also location information (so-called metadata).

Information on the legal basis

If we ask communication partners for permission before communicating with them via messenger services, the legal basis of our processing of their data is their consent. Otherwise, if we do not request consent and you contact us, for example, voluntarily, we use messenger services in our dealings with our contractual partners and as part of the contract initiation process as a contractual measure and in the case of other interested parties and communication partners on the basis of our legitimate interests in fast and efficient communication and meeting the needs of our communication partners for communication via messenger services. We would also like to point out that we do not, for the first time, transmit the contact data provided to us to the messenger service providers without your consent.

Withdrawal, objection and deletion

You can withdraw your consent or object to communication with us via messenger services at any time. In the case of communication via messenger services, we delete the messages in accordance with our general data retention policy (i.e. as described above after the end of contractual relationships, archiving requirements, etc.) and otherwise as soon as we can assume that we have answered any information provided by the communication partners, if no reference to a previous conversation is to be expected and there are no legal obligations to store the messages to prevent their deletion.

Reservation of reference to other means of communication

Finally, we would like to point out that we reserve the right, for reasons of your safety, not to answer inquiries about messenger services. This is the case if, for example, internal contractual matters require special secrecy or if an answer via the messenger services does not meet the formal requirements. In such cases, we refer you to more appropriate communication channels.

- Processed data types: Contact data (e.g. e-mail, telephone numbers), Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses).
- Data subjects: Users.
- Purposes of Processing: Contact requests and communication, Direct marketing (e.g. by e-mail or postal).
- Legal Basis: Consent (Article 6 (1) (a) GDPR), Legitimate Interests (Article 6 (1) (f) GDPR).

Services and service providers being used

Instagram: Messaging via the social network Instagram; Service provider: Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, , Mutterunternehmen: Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.instagram.com>; Privacy Policy: <https://instagram.com/about/legal/privacy>.

Facebook-Messenger: Facebook-Messenger with end-to-end encryption (the end-to-end Facebook Messenger encryption requires activation, unless enabled by default); Service provider: <https://www.facebook.com>, Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Irland, Mutterunternehmen: Meta Platforms, Inc., 1 Hacker Way, Menlo Park, CA 94025, USA; Website: <https://www.facebook.com>; Privacy Policy: <https://www.facebook.com/privacy/policy/>; Opt-Out: https://www.facebook.com/adpreferences/ad_settings (login at Facebook is required).

Plugins, Embedded Functions, and Content

Within our online services, we integrate functional and content elements from the servers of their respective third-party providers (hereinafter, "third-party providers"). These may, for example, be graphics, videos, or city maps (hereinafter, collectively, "Content").

The integration always presupposes that the third-party providers of this content process the user's IP address, since they cannot send the content to the user's browser without it. The IP address is therefore required to present these contents or functions. We strive to use only those contents whose respective offerers use the IP address only for the distribution of the contents. Third parties may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate visitor traffic on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include technical information about the browser and operating system, referring websites, visit times, and other information about the use of our website, as well as being linked to such information from other sources.

Information on the legal basis

If we ask users for their consent (e.g. in the context of a so-called "cookie banner consent"), the legal basis for processing is this consent. Otherwise, user data will be processed on the basis of our legitimate interests (i.e., the interest in the analysis, optimisation and economic operation of our online services). We refer you to the note on the use of cookies in this privacy policy.

- Processed data types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses), Contact data (e.g. e-mail, telephone numbers), Content data (e.g. text input, photographs, videos), Inventory data (e.g. names, addresses).
- Data subjects: Users (e.g. website visitors, users of online services).
- Purposes of Processing: Provision of our online services and usability, Profiles with user-related information (Creating user profiles).
- Legal Basis: Legitimate Interests (Article 6 (1) (f) GDPR), Consent (Article 6 (1) (a) GDPR), Performance of a contract and prior requests (Article 6 (1) (b) GDPR).

Services and service providers being used

Google Maps: We integrate the maps of the service "Google Maps" from the provider Google. The data processed may include, in particular, IP addresses and location data of users, which are not collected without their consent (usually within the framework of the settings of their mobile devices); Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: <https://mapsplatform.google.com/>; Privacy Policy: <https://policies.google.com/privacy>; Opt-

Out: Opt-Out-Plugin: <https://tools.google.com/dlpage/gaoptout?hl=en>, Settings for the Display of Advertisements: <https://adssettings.google.com/authenticated>.

Soundcloud Music Player Widget: Soundcloud Music Player Widget; Service provider: SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany; Website: <https://soundcloud.com>; Privacy Policy: <https://soundcloud.com/pages/privacy>.

Spotify Music Player Widget: Spotify Music Player Widget; Service provider: Spotify AB, Regeringsgatan 19, SE-111 53 Stockholm, Sweden; Website: <https://www.spotify.com>; Privacy Policy: <https://www.spotify.com/legal/privacy-policy/>.

YouTube-Videos: Video contents; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, , parent company: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Website: <https://www.youtube.com>; Privacy Policy: <https://policies.google.com/privacy>; Opt-Out: Opt-Out-Plugin: <https://tools.google.com/dlpage/gaoptout?hl=en>, Settings for the Display of Advertisements: <https://adssettings.google.com/authenticated>

Planned Third-Party Services

In the future, we may integrate additional third-party services to enhance the functionality of our website. These may include:

- **Mapbox:** for the provision of interactive maps. Mapbox may process users' IP addresses and location data in order to display map content.
- **MUX:** for video hosting and streaming. MUX may process usage data such as playback behaviour, device information, and IP addresses to ensure optimal video delivery and performance.

The integration of these services may involve the transfer of personal data to third countries, in particular the United States. In such cases, we will ensure that appropriate safeguards are in place in accordance with Articles 44–49 GDPR.

These services are not active at this time. This privacy policy will be updated accordingly once they are implemented.

Erasure of Data

The data processed by us will be erased in accordance with the statutory provisions as soon as their processing is revoked or other permissions no longer apply (e.g., if the purpose of processing this data no longer applies or they are no longer required for that purpose).

If the data is not deleted because it is required for other, legally permissible purposes, its processing is limited to those purposes. This means the data will be restricted and not processed for any other purpose. This applies, for example, to data that must be stored for commercial or tax reasons or for which storage is necessary to assert, exercise or defend legal claims or to protect the rights of another natural or legal person.

In the context of our information on data processing, we may provide users with further information on the deletion and retention of data that is specific to the respective processing operation.

Changes and Updates to Privacy Policy

We kindly ask you to inform yourself regularly about the contents of our data protection declaration. We will adjust the privacy policy as changes in our data processing practices make this necessary.

We will inform you as soon as the changes require your cooperation (e.g. consent) or other individual notification.

If we provide addresses and contact information for companies and organisations in this privacy policy, please note that addresses may change over time and verify the information before contacting us.

Rights of Data Subjects

As a data subject, you are entitled to various rights under the GDPR, which arise in particular from Articles 15 to 21 of the GDPR:

- **Right to Object:** You have the right, on grounds arising from your particular situation, to object at any time to the processing of your personal data which is based on letter (e) or (f) of Article 6(1) GDPR, including profiling based on those provisions. Where personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of the personal data concerning you for the purpose of such marketing, which includes profiling to the extent that it is related to such direct marketing.
- **Right of withdrawal for consents:** You have the right to revoke consents at any time.
- **Right of access:** You have the right to request confirmation of whether the data in question will be processed, to be informed of this data, and to receive further information and a copy of the data, in accordance with the provisions of the law.
- **Right to rectification:** You have the right, in accordance with the law, to request the completion of the data concerning you or the rectification of the incorrect data concerning you.
- **Right to Erasure and Right to Restriction of Processing:** In accordance with the statutory provisions, you have the right to demand that the relevant data be erased immediately or, alternatively, to demand that the processing of the data be restricted in accordance with the statutory provisions.
- **Right to data portability:** You have the right to receive data concerning you which you have provided to us in a structured, common and machine-readable format in accordance with the legal requirements, or to request its transmission to another controller.

Complaint to the supervisory authority: In accordance with the law and without prejudice to any other administrative or judicial remedy, you also have the right to lodge a complaint with a data protection supervisory authority, in particular a supervisory authority in the Member State where you habitually reside, the supervisory authority of your place of work or the place of the alleged infringement, if you consider that the processing of personal data concerning you infringes the GDPR.

Terminology and Definitions

This section provides an overview of the terms used in this privacy policy. Many of the terms are drawn from the law and are defined primarily in Article 4 of the GDPR. The legal definitions are binding. The following explanations, on the other hand, are intended above all for the purpose of comprehension. The terms are sorted alphabetically.

- **Controller:** "Controller" means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
- **Conversion tracking:** a method used to evaluate the effectiveness of marketing measures. For this purpose, a cookie is usually stored on the devices of users on the websites where

the marketing measures take place and then called up again on the target website (e.g., we can thus determine whether the advertisements we place on other websites are successful).

- **IP Masking:** IP masking is a method by which the last octet, i.e., the last two numbers of an IP address, is deleted so that the IP address alone cannot be used to uniquely identify a person. IP masking is therefore a means of pseudonymising processing methods, particularly in online marketing.
- **Personal Data:** "personal data" means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Processing:** The term "processing" covers a wide range of activities, including collection, evaluation, storage, transmission, and erasure.
- **Profiles with user-related information:** The processing of "profiles with user-related information", or "profiles" for short, includes any kind of automated processing of personal data that consists of using these personal data to analyse, evaluate or predict certain personal aspects relating to a natural person (depending on the type of profiling, this may include different information concerning demographics, behaviour and interests, such as interaction with websites and their content, etc.) (e.g. interests in certain content or products, click behaviour on a website or location). Cookies and web beacons are often used for profiling purposes.
- **Web Analytics:** Web Analytics evaluates visitor traffic to online services and can determine visitors' behaviour or interests in specific information, such as website content. With web analytics, website owners can, for example, see when visitors visit their site and what content they are interested in. This allows them, for example, to optimise the website's content to better meet their visitors' needs. For web analytics, pseudonymous cookies and web beacons are frequently used to recognise returning visitors and provide more precise analyses of online service use.