


Dokument/ Document	Cookie Statement of AMCM GmbH		
Version: V1	Dokumententyp/Document type: CPD	Autor/Author: THM	

1 HOW ARE MY DATA PROCESSED AND USED WHEN I VISIT THE WEBSITE?

When you visit our website, our web server will temporarily record the domain name or IP address of the requesting computer, the access date, the file request of the client (file name and URL), the HTTP response code and the website from which you are visiting us, the number of bytes transferred during the connection and, if applicable, other technical information that we use and statistically evaluate for the technical implementation of the website's use (delivery of the content, guaranteeing the website's functionality and security, protection against cyberattacks and other abuses).

It is necessary to store and process the information referred to above for the duration of your session in order to deliver our website content to your computer. We also store some of this information in the log files of our servers. We will not combine this information with your IP address or other personal data relating to you.

This processing will take place for the fulfilment of the existing contract of use with you (legal basis for processing: Art. 6 no. 1 lit. b) of the GDPR), as far as it serves the purpose of the technical implementation of the website's use and to otherwise protect our legitimate interest in making our website as user-friendly, safe and attractive as possible (legal basis for processing: Art. 6 no. 1 lit. f) of the GDPR).

Log files are deleted after 30 days. After expiry of those periods information will be deleted or made anonymous.

We use cookies to process some of the data mentioned above. With your consent we may also use additional cookies and Marketing & Analytics. You can find more information on cookies and Marketing & Analytics and on your rights and options in this respect in our Cookie-Manager.

2 WHAT ARE COOKIES AND HOW DO WE USE THEM?

Cookies are files that are stored on your computer's hard drive and are accessed by our server when you visit our website. We use cookies to personalize content, to offer social media functions and to analyze use of our website. Some cookies are necessary for the functioning of our website. These necessary cookies are always active and cannot be deactivated. For all other cookies we require your consent.

3 ON WHAT LEGAL BASIS DO WE USE COOKIES AND MARKETING & ANALYTICS?

We use technically necessary cookies for the fulfilment of the existing contract of use with you (legal basis for processing: Art. 6 no. 1 lit. b) of the GDPR) because they serve the purpose of the technical implementation of the website's use.

We use other cookies and Marketing & Analytics – with your consent - to adapt our website's offerings according to your interests in order to make our website as user-friendly, safe and attractive as possible and to promote the sale of our products and services. This use will take place only with your prior consent (legal basis for processing: Art. 6 no. 1 lit. a) of the GDPR).

You can revoke or manage your consent to the use of cookies and Marketing & Analytics on our website at any time by using our Cookie-Manager.

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4 HOW DO WE OBTAIN YOUR CONSENT TO USE COOKIES AND MARKETING & ANALYTICS?

We use a cookie management solution in which users' consent to the use of cookies, or the procedures and providers mentioned in the cookie management solution, can be obtained, managed and revoked by the users. 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-sided and/or in a cookie (so-called opt-out cookie or with the aid of comparable technologies) in order to be able to assign the consent to a user or and/or his/her device. Subject to individual details of the providers of cookie management services, the following information applies: The duration of the storage of the consent can be up to two 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).

Services and Service Providers being used:

Cookiebot: Cookie-Consent Manager; Service provider: Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark; Cookiebot Website; Cookiebot privacy policy; Stored data (on the server of the service provider): The IP number of the user in anonymous form (the last three digits are set to 0), date and time of the consent, user agent of the user's browser, the URL from which the consent was sent, An anonymous, random and encrypted key value; the consent status of the user.

5 WHAT DOES MARKETING & ANALYTICS MEAN AND HOW DO WE USE IT?

5.1 ANALYTICS (WEB ANALYSIS, MONITORING AND OPTIMIZATION)

Web analysis is used to evaluate the visitor traffic on our website and may include the behaviour, interests or demographic information of users, such as age or gender, as pseudonymous values. With the help of web analysis we can e.g. recognize, at which time our online services or their functions or contents are most frequently used or requested for repeatedly, as well as which areas require optimization.

In addition to web analysis, we can also use test procedures, e.g. to test and optimize 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, 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.

The IP addresses of the users 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,

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within the framework of web analysis, A/B testing and optimisation, no user data (such as e-mail addresses or names) is stored, but pseudonyms. 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 legal basis: If we ask the users for their consent to the use of third party providers, the legal basis of the processing is consent. Furthermore, the processing can be a component of our (pre)contractual services, provided that the use of the third party was agreed within this context. Otherwise, user data will be processed on the basis of our legitimate interests (i.e. interest in efficient, economic 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), bot detection.

Security Measures: IP Masking (Pseudonymization of the IP address).

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

5.2 ONLINEMARKETING

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 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 used, computer system used and information on usage times. If users have consented to the collection of their sideline data, these can also be processed.

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

The information in the profiles is usually stored in the cookies or similar memorizing procedures. These cookies can later, generally also on other websites that use the same online marketing technology, be read and analyzed 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

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enter into additional agreements with the social network providers or other service providers, e.g. by consenting as part of 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 so-called conversion, i.e. to 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 you to consider that cookies used will be stored for a period of two years.

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 b) Canada c) USA d) Cross-regional.

Processed Data Types: Usage data (e.g. websites visited, interest in content, access times), Meta/communication data (e.g. device information, IP addresses), Event Data (Facebook) ("Event Data" is data that can be transmitted from us to Facebook, e.g. via Facebook pixels (via apps or other means) and relates to persons or their actions; the data includes, for example, information about visits to websites, interactions with content, functions, installations of apps, purchases of products, etc.; Event data is processed for the purpose of creating target groups for content and advertising information (Custom Audiences); Event Data does not include the actual content (such as written comments), login information, and Contact Information (such as names, email addresses, and phone numbers). Event Data is deleted by Facebook after a maximum of two years, the Custom Audiences created from them with the deletion of our Facebook account).

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

Purposes of Processing: Marketing, Profiles with user-related information (Creating user profiles), Remarketing, Conversion tracking (Measurement of the effectiveness of marketing activities), Affiliate Tracking, Custom Audiences (Selection of relevant target groups for marketing purposes or other output of content).

Security Measures: IP Masking (Pseudonymization of the IP address).

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

Services and Service Providers being used:

Google Analytics

Online marketing and web analytics; Service provider: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland, Mutterunternehmen: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; Google Analytics website; Google privacy policy; Opt-Out; Settings for the Display of Advertisements

Google Ads

Google Ads is an online advertising program of 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/de/about/analytics/>;

Privacy policy: <https://policies.google.com/privacy>;

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Opt-out: Opt-Out Plugin: <https://tools.google.com/dlpage/gaoptout?hl=de>,
Ad Display Settings: <https://adssettings.google.com/authenticated>

Google Ads allows us to display advertisements in the Google search engine or on third-party websites when the user enters certain search terms on Google (keyword targeting). Furthermore, targeted advertisements can be played on the basis of user data available at Google (e.g. location data and interests) (target group targeting). As the website operator, we can evaluate this data quantitatively by analyzing, for example, which search terms have led to the display of our advertisements and how many ads have resulted in corresponding clicks.

The use of this service is based on your consent in accordance with Art. 6 Para. 1 lit. a DSGVO and § 25 Para. 1 TTDSG. The consent can be revoked at any time.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://policies.google.com/privacy/frameworks> and <https://privacy.google.com/businesses/controllerterms/mccs/>.

LinkedIn

Insights Tag / Conversion tracking; Service provider: LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA;

Website: <https://www.linkedin.com>

Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

Cookie-Policy: https://www.linkedin.com/legal/cookie_policy

Opt-Out: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

6 WHAT ARE YOUR OTHER OPTIONS WITH RESPECT TO COOKIES?

You can prevent or restrict the storage of cookies on your hard disk by setting your browser not to accept cookies or to request your permission before setting cookies. Once cookies have been set, you can delete them at any time. Please refer to your browser's operating instructions to find out how this works. If you do not accept cookies, this can lead to restrictions in the use of our website.

You can revoke or manage your consent to the use of cookies and Marketing & Analytics on our website at any time by using our Cookie-Manager.