

## Data Protection Policy delta pronatura Dr. Krauss & Dr. Beckmann KG

As the operator of this website, we take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the legal data protection regulations, as well as this data protection policy.

As a rule, it is possible to use our website without specifying personal data. Personal data refer to specific details about personal or factual circumstances of an identified or identifiable natural person (for example, name, address or e-mail addresses). If personal data are collected, this always takes place on a voluntary basis. These details will not be disclosed to third parties without express consent. As these details are subject to specific protection, they shall only be collected by us to the technically necessary extent. In the following, we are showing which information we record about you during your visit to our website and how this is used. Our data protection practice is consistent with the regulations of the German Data Protection Act (BDSG), the European General Data Protection Regulation (EU-DSGVO) and the German Telemedia Act (TMG). We will exclusively collect, process and use your personal data for processing enquiries and orders. Your data will only also be used for further purposes, which are precisely specified in the consent, e.g. for information about offers by newsletter etc., if you have previously granted your consent separately. Without your consent or a corresponding official order, your personal data will not be provided by us, or persons authorised by us, to third parties.

We point out that data transfer in the Internet (e.g. for communication by e-mail) may be subject to security gaps. Gap-free protection of the data from access by third parties is not possible.

Personal data (hereinafter "data") are collected, processed and/or used as follows for the use of our website (hereinafter overall "processed"):

### 1. Collection, processing and use of personal data within the context of the general use of our website

Each time our website is accessed, various data are automatically stored in a logfile temporarily. The use of individual functions of our website - such as particularly the search function - leads to relevant processing operations. We exclusively use the following types of data within this context:

- IP address
- Date/ time of access
- Operating system
- Browser type
- Screen size
- Retrieved and referenced site/name of the file
- Transferring data volume.

We only process these data, in order to enable the use of our website. This particularly involves the connection set-up and the guarantee of IT security. Pseudonym utilisation profiles can also be created within the conditions explained under "7. Web analyses".

Over and above the cases mentioned above, personal data are only collected, processed or use with your explicit consent.

## 2. Anonymous / pseudonym use of the website

You can basically visit our website without specifying personal data. For the optimisation and improvement of the website, we may collect anonymous data, in order to analyse trends, manage the website and for market research purposes. Anonymous utilisation data either do not relate to an identified or identifiable person right from the start or are anonymised afterwards in such a way that no identification of the person can be made. Pseudonym utilisation data are not matched with the data of the bearer of the pseudonym. Preparation of pseudonym utilisation profiles does not take place.

We would like to point out to you that we reserve the right to access data, which we have collected, and other information and to disclose there, provided that it becomes necessary within the scope of legal or official requirements, in order to put us in a position of taking up investigations in the case of suspected fraud, harassment or other legal violations and breaches of legal provisions, the website regulations or third-party rights or to investigate any doubtful conduct, which appears unfair to us.

## 3. Contact form

We collect personal data using our contact form. Your name, e-mail address and your individual concern are compulsory for this. Details over and above this, such as a postal address or telephone number are not absolutely necessary, but may help with quick and individual processing. Processing of your entries only takes place, if the form entries have been completely and consistently entered. The processing of this information exclusively takes place for processing your enquiry. Subject to statutory retention periods, the data are deleted no later than 90 days, after you have sent us your enquiry.

## 4. SSL encryption

For security reasons and to protect the transfer of confidential contents, such as the enquiries, which you send to us, as the website operator, this website uses SSL encryption. You can recognise an encrypted connection by the address bar of the browser switching from "http://" to "https://" and by the lock symbol in your browser bar.

If the SSL encryption is activated, the data that you send to us cannot also be read by third parties.

## 5. Disclosure of user data

Delta pronatura Dr. Krauss & Dr. Beckmann KG will not sell, lease or otherwise disclose your personal data to third parties. We transfer your data to third parties, if you have consented to it, or in the following cases:

- Contractors: in specific cases, delta pronatura Dr. Krauss & Dr. Beckmann KG commissions other companies and persons with the fulfilment of its

obligations towards its customer and on its own behalf. For this, it may be necessary to disclose your data to these third parties, in order to provide you with products or services. Examples of this are the customer service, processing of payment data, fulfilling orders and providing marketing support. Also in these cases, data processing only occurs, insofar as it is permitted by legal provisions or you have expressly provided your consent.

delta pronatura Dr. Krauss & Dr. Beckmann KG will only commission such companies, which can guarantee secure and proper data processing, on the basis of their qualification and their technical and organisational possibilities. **In addition, delta pronatura Dr. Krauss & Dr. Beckmann KG exclusively commissions companies, whose involvement is permitted according to the consent in compliance with data protection according to the German Data Protection Act and the European General Data Protection Regulation.**

- Data processing on the basis of legal provisions / protection from misuse / third-party rights: Delta pronatura Dr. Krauss & Dr. Beckmann KG is authorised to process your personal data, provided that it is necessary for the fulfilment of legal obligations. For this purpose, delta pronatura Dr. Krauss & Dr. Beckmann KG may specifically send these data to authorities, criminal prosecution authorities and courts. delta pronatura Dr. Krauss & Dr. Beckmann KG is furthermore authorised to process personal data, if and insofar as it is necessary for detecting or preventing misuse of this website or to enforce claims of delta pronatura Dr. Krauss & Dr. Beckmann KG, its employees or other users.

Your personal data will not be sent to countries outside of the EU, with the exception of disclosing the information generated by the cookie to a Google server in the USA (for details, please refer to 7. Web analyses).

## 6. Cookies

We use “cookies” on our website. These are small files, which contain information about the technical session control and may be transferred from a web server to the memory of your browser when using our website. The information contained in cookies provides information about specific use behaviour for the period of your visit to our website. We do not use the information collected in this way for individual profiling of your use behaviour. The information only helps us to determine the use frequency and number of users of our website, as well as designing our website in a way that is as convenient and efficient as possible for the users.

Furthermore, our cookies are used in the area of remarketing within the context of services of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, hereinafter referred to as “Google”). This way, you are addressed again with advertising aimed at defined interests on the basis of your user behaviour by the network of Google partners. You may deactivate the use of cookies by Google for this purpose, by opening the <https://www.google.com/settings/ads> site. Alternatively, you can deactivate the use of cookies from third-party providers by opening the [Deactivation site of the network initiative](#). We point out that Google has its own data

protection policy, which is independent from ours. Prior to using our website, inform yourself about the [Data protection policy of Google](#).

You can also use our website without cookies, by deactivating the storage of cookies in your browser. Most Web browsers accept cookies automatically. But please note that if cookies are deactivated, this may result in a restricted display of the Website and possibly also mean restricted user guidance.

## 7. Web analyses

On this website, **etracker GmbH** (<https://www.etracker.com/en/>) technologies are used for collecting and storing data for marketing and optimisation purposes. User profiles can be created from this data under an alias, for which cookies are also used. Without the separately granted consent of the party concerned, the pseudonym utilisation profiles are not used to personally identify the visitor to this website and are also not matched with data about the bearer of the pseudonym. The processing of the data by etracker GmbH can be objected to at any time with effect for the future. You can find further information about this at: <https://www.etracker.com/en/data-privacy/>

This website uses **Google Analytics**, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies (cf. "6. Cookies"), which are saved on your computer in order to analyse your usage of the website. The information created by the Cookie concerning the use of this website (including your IP address) is transmitted to a Google server in the USA and stored there. Due to the use of the anonymize\_IP plugin, the IP address is shortened by Google directly after storage in the USA. Google will use this information to evaluate your use of the website, to produce reports concerning the website activities for the website operator and to produce additional services associated with the use of the website and the Internet. Google may also transfer this information to third parties if this is legally permitted or if third parties process this data on behalf of Google. Third-party providers, including Google, place ads on websites on the Internet and use stored cookies to place ads on the basis of prior visits to this website. Google will not link your IP address to other data retrieved by Google. You can prevent the cookies from being installed by means of an appropriate setting in your browser software; however, we must point out that in this case not all functions of this website will be available to you in their full capacity. You can download a Google browser add-on here (<https://tools.google.com/dlpage/gaoptout?hl=en>). An opt-out cookie will then be set, which prevents the future storage of your data when visiting this website. If applicable, follow the further instructions stored there, in order to prevent the setting of cookies or their use for the aforementioned purposes entirely.

This website uses **Google AdWords Remarketing Tags**. These are services of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, hereinafter referred to as "Google"). Cookies, which are saved on your computer in order to analyse your usage of the website. The information created by the Cookie concerning the use of this website (including your IP address) is transmitted to a Google server in the USA and stored there. **The IP address is then shortened by Google by the last**

**three positions, a clear allocation of the IP address is therefore no longer possible (anonymize\_IP-Plugins).**

Google will use this information to evaluate your use of the website, to produce reports concerning the website activities for the website operator and to produce additional services associated with the use of the website and the Internet. Google may also transfer this information to third parties if this is legally permitted or if third parties process this data on behalf of Google.

Third-party providers, including Google, place ads on websites on the Internet. Third-party providers, including Google, place ads on websites on the Internet and use stored cookies to place ads on the basis of prior visits to this website. Google will not link your IP address to other data retrieved by Google. The collection and storage of data can be protested at any time with effect for the future.

You may deactivate the use of cookies by Google for this purpose, by opening the <https://www.google.com/settings/ads> site for the deactivation of Google advertising. However, we must point out that in this case not all functions of this website will be available to you in their full capacity. By using this website, you are declaring your consent to Google processing the data collected about you in the manner previously described and for the purpose previously referred to. The collection and storage of data can be protested at any time with effect for the future.

You can find additional information about the provisions of Google at <https://www.google.com/intl/en/policies/privacy>. You can prevent Google Analytics from recording your data by clicking on the following link. An opt-out cookie will then be set, which prevents the storage of your data when visiting this website in the future: Disable Google Analytics.

We have concluded a contract with Google for contract data processing and fully implement the strict specifications of the German data protection authorities for the use of Google Analytics.

## 8. Links to social platforms

On our website, we use so-called Social Plugins of the social networks i.e. YouTube. (see the provider website [www.youtube.com](http://www.youtube.com))

If you open our website in your webserver, the Social Plugin establishes a direct connection with the servers of the respective provider. This way, the provider at least receives the information that you have used our website. If you register with the relevant provider and are logged in, your visit may possibly also be allocated to your user account.

Depending on the functionality of the respective Social Plugins, additional processing steps are also possible, if you interact with the Social Plugin.

The above-mentioned data collection and processing takes place for marketing purposes of the respective provider and delta pronatura Dr. Krauss & Dr. Beckmann KG. As a rule, according to the explanations on the cookies, your web browser also offers the deactivation of Social Plugins in the respective settings. Furthermore, you can

protect your privacy, if you log out of the respective user account prior to visiting our website.

### **YouTube**

Our website uses plugins of the YouTube website operated by Google. The operator of the website is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit one of our websites that is fitted with a YouTube plugin, a connection will be established to the YouTube servers. The YouTube server is informed which of our websites you have visited.

If you are logged into your YouTube account, you will enable YouTube to allocate your surfing behaviour directly to your personal profile. You can prevent this by logging out of your YouTube account.

You can find further information about handling user data in the YouTube data protection policy at:

<https://www.google.com/intl/en/policies/privacy>.

#### 9. Data security and data protection, communication via e-mail

Your personal data are protected by technical and organisational measures during collection, storage and processing, such that it is not accessible to third parties. With communication by e-mail, the complete data security cannot be guaranteed by us, so that we recommend using the postal method for information with a high confidentiality requirement.

By providing us with your e-mail address, you expressly declare your consent to receive e-mails from us. **We take the liberty of using e-mails to communicate with you, in order to send you the requested information or information about the offered services.** We do not pass on your e-mail address to another party, which could use this to inform you about their products or services directly.

#### 10. Cancellation of consents - data information and change requests - information, deletion & blocking of data - data transfer

According to the German Data Protection Act and the European General Data Protection Regulation, you have a right to information free of charge about your recorded data, its origin and recipients and the purpose of the recording, as well as a possible right to correction, blocking or deletion of these data. In addition to this, you have a right to the transfer of your data into a machine-readable form. Your data will then be deleted, unless it is contrary to statutory provisions. You may cancel the permission granted to us to use your personal data at any time.

For information, deletion, correction and data portability requests concerning your data and any suggestions, please also contact our data security office (e-mail: [datenschutz@delta-pronatura.de](mailto:datenschutz@delta-pronatura.de), INTARGIA Managementberatung GmbH, Max-Planck-Straße 20, 63303 Dreieich, Germany).