



# DATA PROTECTION

## Cookies

### Cookie Guidelines

In these guidelines we use the term "cookies" to refer to cookies and other similar technologies that are covered by the EU directive on the processing of personal data concerning the protection of privacy in electronic communication.

### What is a cookie?

Cookies are small text files containing data, which are created by a visited website. They are saved on the computer of the visitor to a website, to allow the user access to various functions. A session cookie is temporarily saved on a computer while the visitor navigates through the website. A cookie of this type is deleted when the user closes his or her Internet-browser or after a certain period of time has passed (i.e. when the session expires). A permanent cookie remains on the visitor's computer until it is deleted.

### Which cookies are used?

*Google Analytics (<http://www.google.de/analytics>)*

This website uses Google Analytics, a web analysis service of Google Inc. („Google“, Google Ireland Ltd Gordon House, Barrow Street, Dublin 4, Ireland). Google Analytics uses so called "cookies", text documents stored on your computer which render an analysis of the way the website is used possible. The information generated by cookies concerning the use of the website (including the IP address) is transported to a server in the US where it is saved. Google will use this information to evaluate your use of the website in order to create reports on website activities for further use by website owners and to establish which further uses and services can be provided through website and internet use. Google will pass this information on to third parties in so far as this is a legal requirement or third parties are using the data on behalf of Google. Google will not connect your IP address with other information held by Google. You can prevent the installation of cookies by means of an appropriate setting of your browser software. We would like to point out that in the

event of this being the case then it may not be possible to make full use of all functions of this website. Using this website means that you agree with Google making further use of the data generated by your use of the website as described previously and for the aforementioned purposes.

This website also uses the function anonymize IP, which processes IP-addresses in a shortened form, so users can't be personally referenced.

You can find more information about Google Analytics on <http://www.google.com/analytics/>.

If you don't agree with the data acquisition, you can prevent it by using a Google Browser-Plugin (<https://tools.google.com/dlpage/gaoptout>).

### **How can I reject and delete cookies?**

We absolutely do not use cookies for the collection of personal information about a visitor. You can reject or block cookies by changing your browser settings if you wish to do so. You can find out more about this under your browser's "Help" function.

Please note that most browsers automatically accept cookies. Therefore, if you wish to suppress the use of cookies, you may have to actively delete or block them. You can find further information on the use of cookies in mobile telephone browsers and the possibilities to reject or delete such cookies in your mobile telephone handbook. Please note, however, that if you reject the use of cookies, although you will be able to continue to use our websites, the operation of some functions may be impaired.

## **Social Plugins**

### **Facebook**

Our website uses social plugins ("plugins") provided by the social network facebook.com, operated by Facebook Inc., 1601 S. California Avenue, Palo Alto, CA 94304, USA ("Facebook"). The plugins are identifiable by a Facebook logo (white letter f on blue background or a thumb up icon) or the notice "Facebook Social Plugin". For a full list of all social Plugins please see <http://developers.facebook.com/plugins>.

When you visit a page of our website that contains a social plugin, your browser establishes a direct connection to Facebook servers. Facebook directly transfers the plugin content to your browser which embeds the latter into the website, enabling Facebook to receive information about your having accessed the respective page of

our website. Thus we have no influence on the data gathered by the plugin and inform you according to our [state of knowledge](#):

The embedded plugins provide Facebook with the information that you have accessed the corresponding page of our website. If you are logged into Facebook, your visit can be assigned to your Facebook account. If you interact with the plugins, for example by clicking "Like", or entering a comment, the corresponding information is transmitted from your browser directly to Facebook and stored by it. Even if you are not logged into Facebook, there is possibility that the plugins transmits your IP-address to Facebook.

For the information on the purpose and scope of data collection and procession by Facebook, as well as your rights in this respect and settings options for protecting your privacy please visit Facebook's privacy policy:

<http://www.facebook.com/policy.php>.

If you are a Facebook member and do not want Facebook to connect the data concerning your visit to our website with your member data already stored by Facebook, please log off Facebook before entering our website. Further you can block Facebook social Plugins by using add-ons for your browser, like the "[Facebook Blocker](#)".

## **LinkedIn**

Our website employs components provided by the network LinkedIn. LinkedIn is a service of LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Each time our website receives an access request equipped with a LinkedIn component, the component prompts your browser to download an image of this component from LinkedIn. Through this process, LinkedIn is informed exactly which page of our website is being accessed. By clicking the LinkedIn "recommend button" while logged into your LinkedIn account, you can link content from our website to your LinkedIn profile. This allows LinkedIn to associate your visit to our site with your LinkedIn account.

We have no control over the data that LinkedIn collects thereby nor over the extent of the data that LinkedIn collects. Nor do we have any knowledge of the content of data transferred to LinkedIn. Details on data collection by LinkedIn as well as your rights in this regard and your browser setting options may be obtained from the LinkedIn data privacy policy, which may be accessed at: [www.linkedin.com/legal/privacy-policy](http://www.linkedin.com/legal/privacy-policy)