

DATA PROTECTION STATEMENT ONLINE ADVERTISING

1. Use of Google AdWords Conversion

(1) We use Google AdWords to draw attention to our attractive offers using advertising on external websites (so-called Google AdWords). We are able to determine how successful the individual advertising measures are in relation to the data of the advertising campaigns. Our aim in doing this is to display adverts that are of interest to you, to make the design of our website more interesting to you and to obtain a fair assessment of advertising costs.

(2) This advertising material will be delivered by Google via so-called "ad servers". For this we use ad server cookies, through which certain parameters for success measurement as well as the display of the ads or clicks by the user can be measured. If you arrive at our website via an advert placed by Google, Google AdWords will place a cookie on your computer. These cookies lose their effectiveness after 30 days and are not designed to be used to identify you personally. The unique cookie ID, number of ad impressions per placement (frequency), last impression (relevant for post-view conversions) and opt-out information (label indicating that the user does not wish to be addressed any longer) is stored on this cookie as analysis values.

(3) These cookies enable Google to recognise your Internet browser. If a user visits certain pages on the website of an AdWords customer and the cookie placed on his or her computer has not yet expired, Google and the customer can recognise that the customer has clicked on the advert and was forwarded to this page. A separate cookie is assigned to each AdWords customer. Cookies therefore cannot be traced via the websites of AdWords customers. We ourselves do not collect or process any personal data in the advertising measures specified. We simply receive statistical evaluations from Google. Using these evaluations we are able to recognise which of the advertising measures deployed have been particularly effective. We do not receive any further data from the placement of advertising; we are, in particular, not able to identify users using this information.

(4) Based on the marketing tools deployed your browser automatically establishes a direct connection with the Google server. We have no influence on the scope and further use of the data that Google collects through the use of this tool and are thus informing you on the basis of the information available to us: Integration of AdWords Conversion allows Google to receive the information that you have called up the corresponding part of our web offering or clicked on one of our adverts. If you are registered with a Google service, Google is able to assign the visit to your account. Even if you are not registered with Google and/or have not logged in, there is the possibility of the provider finding and storing your IP address.

(5) You can prevent participation in this tracking procedure in various ways:

a) by the corresponding setting in your browser software; in particular, suppressing third-party cookies will mean that you do not receive any third-party adverts;

b) by deactivating cookies for conversion tracking by setting your browser to block cookies from the domain “www.googleadservices.com”, <https://www.google.de/settings/ads>, whereby this setting will be deleted if you delete your cookies;

c) by deactivating interest-related adverts from providers which are part of the self-regulation campaign “About Ads”, via the link <http://www.aboutads.info/choice>, whereby this setting will be deleted if you delete your cookies;

d) by permanent deactivation in your Firefox, Internet Explorer or Google Chrome browser via the link <http://www.google.com/settings/ads/plugin>. We wish to point out that doing this may prevent you from using all of the website’s functions in full.

(6) The legal basis for the processing of your data is Article 6(1)(1)(f) GDPR. You can find further information on data protection at Google here: <http://www.google.com/intl/de/policies/privacy> and <https://services.google.com/sitestats/de.html>. Alternatively you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

2. Facebook Custom Audiences

(1) The website also uses the “Custom Audiences” remarketing function of Facebook Inc. (“Facebook”) on our website. This allows website users to be shown interest-based advertising (“Facebook Ads”) when visiting the Facebook social network or other websites that use this process. In doing this we are pursuing our legitimate interest in showing you advertising which is interesting to you, designing our website in a more interesting manner for you.

(2) Based on the marketing tools deployed your browser automatically establishes a direct connection with the Facebook server. We have no influence on the scope and further use of the data that Facebook collects through the use of this tool and are thus informing you on the basis of the information available to us: Integration of Facebook Custom Audiences allows Facebook to receive the information that you have called up the corresponding website or clicked on one of our adverts. If you are registered with a Facebook service, Facebook is able to assign the visit to your account. Even if you are not registered with Facebook and/or have not logged in, there is the possibility of the provider finding and storing your IP address and other identifying features.

(3) You can disable the “Facebook Custom Audiences” function [here and] for logged-in users at https://www.facebook.com/settings/?tab=ads#_.

(4) The legal basis for the processing of your data is Article 6(1)(1)(f) GDPR. You can find further information on data processing by Facebook at <https://www.facebook.com/about/privacy/>.