

## **DATA PROTECTION STATEMENT SOCIAL MEDIA, YOUTUBE and GOOGLE MAPS**

### 1. Use of social media plug-ins

(1) We use the following social media plug-ins: Facebook, LinkedIn. To do this, we use the two-click solution. This means that when you visit our website, initially no personal data are passed on to the plug-in provider. You can recognise the plug-in provider by the mark in the box above the first letter of its name or the logo. We give you the option of communicating directly with the plug-in provider via the button. Only if you click the selected field and thereby enable it does the plug-in provider receive the information that you have accessed the relevant website of our online presence. The data named under section 3 of this statement is also transferred. In the case of Facebook and Xing, according to the respective providers, in Austria the IP addresses are anonymised immediately after collection. By enabling the plug-in, personal data are sent by you to the respective plug-in provider and stored there (in the case of US providers, in the USA). As the plug-in provider collects data via cookies in particular, we recommend that you delete all cookies via your browser's security settings before clicking on the greyed-out box.

(2) We have no influence over the data collected and the data processing methods, nor do we know the full extent of the data collection, the purposes of processing or the storage periods. Nor do we have any information on deletion of the data collected by the plug-in provider.

(3) The plug-in provider stores the data collected as a user profile and uses this for the purposes of advertising, market research and / or the needs-based design of its website. This type of evaluation occurs, in particular (even for users that are not logged in), to display needs-based advertising and to inform other users of the social network about your activities on our website. You have the right to object to the creation of this user profile, whereby you must exercise this right against the respective plug-in provider. Via the plug-in, we offer you the option to interact with social networks and other users so that we can improve our content and make it more interesting for you as a user. The legal basis for the use of plug-ins is Article 6(1)(1)(f) GDPR.

(4) Data is forwarded irrespective of whether or not you have an account with the plug-in provider and are logged in there. When you are logged in to the plug-in provider, your data we have collected is assigned directly to your account with the plug-in provider. If you select the enabled button and, for example, link the page, the plug-in provider also stores this information in your user account and shares this publicly with your contacts. We recommend logging out regularly

after using a social network, particularly before enabling the button, as in this way you can avoid an assignment to your profile with the plug-in provider.

(5) You will find more information on the purpose and scope of data collection and its processing by the plug-in provider in the following data protection policies of these providers. You will also find further information about your rights and about how to adjust your settings to protect your privacy.

(6) Addresses of the respective plug-in providers and URLs with their data protection statements:

- a) [Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php>; further information on data collection: <http://www.facebook.com/help/186325668085084>, <http://www.facebook.com/about/privacy/your-info-on-other#applications> and <http://www.facebook.com/about/privacy/your-info#everyoneinfo>. Facebook is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- b) Google Inc., 1600 Amphitheater Parkway, Mountainview, California 94043, USA; <https://www.google.com/policies/privacy/partners/?hl=de>. Google is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- c) Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; <https://twitter.com/privacy>. Twitter is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.
- d) Xing AG, Gänsemarkt 43, 20354 Hamburg, DE; <http://www.xing.com/privacy>.
- e) T3N, yeebase media GmbH, Kriegerstr. 40, 30161 Hannover, Germany; <https://t3n.de/store/page/datenschutz>.
- f) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; <http://www.linkedin.com/legal/privacy-policy>. LinkedIn is subject to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>
- g) Flattr Network Ltd. with registered office at 2nd Floor, White Bear Yard 114A, Clerkenwell Road, London, Middlesex, EC1R 5DF, UK; <https://flattr.com/privacy>.]

## 2. AddThis bookmarking

- (1) Our websites also use AddThis plug-ins. These plug-ins allow you to set bookmarks and to share interesting content with other users. Via the plug-in, we offer you the option to interact with social networks and other users so that we can improve our content and make it more interesting for you as a user. The legal basis for the use of plug-ins is Article 6(1)(1)(f) GDPR.
- (2) Via this plug-in your Internet browser establishes a direct link to the servers of AddThis and, if necessary, to the selected social network or bookmarking service. The recipients receive the information that you accessed the corresponding website of our online presence and the data stated under section 3 of this statement. This information is processed on the AddThis servers in the USA. [We have signed standard data protection clauses with AddThis]. If you send content on our website to social networks or bookmarking services, a link can be established between the visit of our website and your user profile with the corresponding network. We have no influence over the data collected and the data processing methods, nor do we know the full extent of the data collection, the purposes of processing or the storage periods. Nor do we have any information on deletion of the data collected by the plug-in provider.
- (3) The plug-in provider stores this data as a user profile and uses this for the purposes of advertising, market research and / or the needs-based design of its website. This type of analysis is carried out in particular to provide personalised advertising and to inform other users on social networks about your activity on our website (even for users who are not logged in). You have the right to object to the creation of this user profile, whereby you must exercise this right against the respective plug-in provider.
- (4) If you do not wish to participate in this process, you can opt out of data collection and storage at any time with effect for the future by setting an opt-out cookie: <http://www.addthis.com/privacy/opt-out>. Alternatively, you can set up your browser in such a way that cookies are blocked.
- (5) You can obtain more information on the purpose and scope of data collection and its processing by the plug-in provider and further information on your rights and options for protecting your privacy in this regard from: AddThis LLC, 1595 Spring Hill Road, Sweet 300, Vienna, VA 22182, USA, [www.addthis.com/privacy](http://www.addthis.com/privacy).

### 3. Integration of YouTube videos

- (1) We have integrated YouTube videos in our online services, which are stored at <http://www.YouTube.com> and playable directly from our website. [These are all integrated in 'extended data protection mode', which means that if you do not play any of the videos, none of your personal data will be transferred to

YouTube. Only when you play the videos will data be transferred, as per paragraph 2. We have no influence on this data transfer.]

(2) When you visit our website, YouTube receives the information corresponding to the subpages that you have accessed on our website. The data named under section 3 of this statement is also transferred. This occurs regardless of whether or not you are logged in to a YouTube user account. If you are logged in with Google your data will be associated directly with your account. If you do not want this assigned to your YouTube profile, you must log out before activating the button. YouTube stores your data as user profiles and uses them for advertising and market research purposes and/or for any necessary changes to the design of its website. This type of analysis is carried out in particular to provide personalised advertising and to inform other users on social networks about your activity on our website (even for users who are not logged in). You have the right to object to the creation of this user profile, whereby you must contact YouTube to exercise this right.

(3) For more information on the purpose and scope of data collection and processing by YouTube, please refer to the data protection statement. You will also find further information about your rights and about how to adjust your settings to protect your privacy: <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>

#### 4. Integration of Google Maps

(1) We use Google Maps on our website. By using this service, we are able to display interactive maps for you directly on the website and allow you to use the map feature conveniently.

(2) When you visit our website, Google receives the information corresponding to the subpages that you have accessed on our website. The data named under section 3 of this statement is also transferred. This occurs regardless of whether or not you are logged in to a Google user account. If you are logged in with Google your data will be associated directly with your account. If you do not want this assigned to your Google profile, you must log out before activating the button. Google stores your data as user profiles and uses them for advertising and market research purposes and/or for any necessary changes to the design of its website. This type of analysis is carried out in particular to provide personalised advertising and to inform other users on social networks about your activity on our website (even for users who are not logged in). You have the right to object to the creation of this user profile, whereby you must exercise this right Google.

- (3) For more information on the purpose and scope of data collection and processing by the plug-in provider, please refer to the provider's privacy policy. You will also find further information about your rights in this regard and about how to adjust your settings to protect your privacy:  
<http://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and is subject to the EU-US Privacy Shield,  
<https://www.privacyshield.gov/EU-US-Framework>.