

Privacy policy

With this privacy policy we inform which personal data we collect in connection with in connection with our activities and operations, including our www.giroxp.com-Website. In particular, we inform you about what we process personal data for, how and where we process which personal data. We also provide information about the rights of persons whose data we process.

For individual or additional activities and activities, additional data protection declarations as well as other legal documents such as General Terms and Conditions (GTC), Terms of Use or Conditions of Participation may apply.

We are subject to Swiss data protection law as well as any applicable foreign data protection applicable foreign data protection law, in particular that of the European Union (EU) with the General Data Protection Regulation (DSGVO). The European Commission recognizes that the Swiss data protection law ensures adequate data protection.

1. Contact addresses

Responsibility for the processing of personal data:

Yannick Wyss
GiroXP AG
Alte Steinhäuserstrasse 33
6330 Cham
dataprotection@giroxp.com

We point out if in individual cases there are other persons responsible for the processing of personal data.

Data Protection Officer or Data Protection Advisor

We have the following data protection officer and data protection advisor as a contact point for data subjects and authorities with inquiries in connection with data protection:

Yannick Wyss
GiroXP AG
Alte Steinhäuserstrasse 33
6330 Cham
y.wyss@giroxp.com

2. Terms and legal basis

2.1 Terms

Personal data is any information relating to an identified or identifiable natural person. A data subject is a person about whom we process personal data.

Processing includes any handling of personal data, irrespective of the means and procedures used, such as querying, matching, adapting, archiving, storing, reading out, disclosing, procuring, recording, collecting, deleting, disclosing, arranging, organizing, storing, modifying, disseminating, linking, destroying and using personal data.

The European Economic Area (EEA) comprises the member states of the European Union (EU) as well as the Principality of Liechtenstein, Iceland and Norway. The Basic Data Protection Regulation (GDPR) refers to the processing of personal data as processing of personal data.

2.2 Legal basis

We process personal data in accordance with Swiss data protection law, such as, in particular, the Swiss Federal Act on Data Protection (Data Protection Act, DPA) and the Ordinance on Data Protection (Data Protection Ordinance, DPA).

We process - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - personal data in accordance with at least one of the following legal bases:

Art. 6 para. 1 lit. b DSGVO for the necessary processing of personal data for the performance of a contract with the data subject as well as for the implementation of pre-contractual measures.

Art. 6 para. 1 lit. f DSGVO for the necessary processing of personal data to protect the legitimate interests of us or of third parties, unless the fundamental freedoms and rights and interests of the data subject are infringed and fundamental rights and interests of the data subject prevail. Legitimate interests are, in particular, our interest in being able to carry out our activities and operations in a permanent, user-friendly, secure and reliable manner and to communicate about them, the guarantee of information security, protection against misuse, the enforcement of our own legal claims and compliance with Swiss law.

Art. 6 para. 1 lit. c DSGVO for the necessary processing of personal data to comply with a legal obligation to which we are subject under any applicable law of member states in the European Economic Area (EEA).

Art. 6 para. 1 lit. e DSGVO for the necessary processing of personal data for the performance of a task which is in the public interest.

Art. 6 para. 1 lit. a DSGVO for the processing of personal data with the consent of the person concerned.

Art. 6 para.1 lit. d of the GDPR for the processing of personal data necessary to protect the vital interests of the data subject or another natural person.

3. Nature, scope and purpose

We process those personal data that are necessary to carry out our activities and operations in a permanent, user-friendly, secure and reliable manner. In particular, such personal data may fall into the categories of inventory and contact data, browser and device data, content data, meta or marginal data and usage data, location data, sales data and contract and payment data.

We process personal data for the period of time required for the respective purpose(s) or as required by law. Personal data whose processing is no longer required will be anonymized or deleted.

We may have personal data processed by third parties. We may process personal data jointly with third parties or transmit it to third parties. Such third parties are, in particular, specialized providers whose services we use. We also guarantee data protection for such third parties.

As a matter of principle, we only process personal data with the consent of the persons concerned. If and to the extent that the processing is permitted for other legal reasons, we may waive the requirement to obtain consent. For example, we may process personal data process personal data without consent in order to fulfill a contract, to comply with legal obligations or to protect overriding interests.

In this context, we process in particular information that a data subject voluntarily provides to us when contacting us - for example, by letter, e-mail, instant messaging, contact form, social media or telephone - or when registering for a user account. We may store such information, for example, in an address book, in a customer relationship management system (CRM system) or with comparable tools. If we receive data about other persons, the transmitting persons are obligated to ensure data protection with respect to these persons as well as to ensure the accuracy of this personal data.

We also process personal data that we receive from third parties, obtain from publicly accessible sources or collect in the course of our activities and operations, if and to the extent that such processing is permitted for legal reasons.

4. Applications

We process personal data about applicants to the extent that it is required for assessing their suitability for an employment relationship or for the subsequent performance of an employment contract. The required personal data results in particular from the information requested, for example in the context of a job advertisement. We also process personal data that applicants voluntarily disclose or make public, in particular as part of cover letters, resumes and other application documents as well as online profiles.

We process - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - personal data about applicants in particular in accordance with Art. 9 (2) b GDPR.

5. Personal data abroad

We process personal data in Switzerland and in the European Economic Area (EEA). However, we may also export or transfer Personal Data to other countries, in particular in order to process it or have it processed there.

We may export personal data to all countries and territories on earth and elsewhere in the universe, provided that the local law guarantees adequate data protection in accordance with the decision of the Swiss Federal Council and - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - adequate data protection in accordance with the decision of the European Commission.

We may transfer personal data to countries whose laws do not ensure adequate data protection, provided that data protection is ensured for other reasons, in particular on the basis of standard data protection clauses or with other appropriate guarantees. Exceptionally, we may export personal data to countries without adequate or appropriate data protection if the special data protection requirements are met, for example the express consent of the data subjects or a direct connection with the conclusion or performance of a contract. Upon request, we will be happy to provide data subjects with information about any guarantees or a copy of any guarantees.

6. Rights of data subjects

6.1 Claims under data protection law

We grant data subjects all claims in accordance with the applicable data protection law. In particular, data subjects have the following rights:

- **Information:** Data subjects may request information as to whether we process personal data about them and, if so, what personal data is involved. Data subjects also receive the information required to assert their data protection rights and to ensure transparency. This includes the personal data processed as such, but also, among other things, information on the purpose of processing, the duration of storage, any disclosure or export of data to other countries and the origin of the personal data.
- **Correction and restriction:** Data subjects may correct inaccurate personal data, complete incomplete data and have the processing of their data restricted.
- **Deletion and objection:** Data subjects can have personal data deleted ("right to be forgotten") and object to the processing of their data with effect for the future.
- **Data release and data transfer:** Data subjects may request the surrender of personal data or the transfer of their data to another data controller.

We may postpone, restrict or refuse the exercise of the rights of data subjects to the extent permitted by law. We may draw the attention of data subjects to any requirements that must be met in order to exercise their rights under data protection law. For example, we may refuse to provide information in whole or in part with reference to business secrets or the protection of

other persons. We may also, for example, refuse to delete personal data in whole or in part with reference to statutory retention obligations.

We may exceptionally provide for costs for the exercise of rights. We will inform affected persons in advance of any costs.

We are obliged to take appropriate measures to identify data subjects who request information or assert other rights. The persons concerned are obliged to cooperate.

6.2 Right to complain

Data subjects have the right to enforce their data protection rights through legal channels or to lodge a complaint with a competent data protection supervisory authority.

The data protection supervisory authority for private data controllers and federal bodies in Switzerland is the Federal Data Protection and Information Commissioner (FDPIC).

Data subjects have the right - if and to the extent that the General Data Protection Regulation (GDPR) is applicable - to lodge a complaint with a competent European data protection supervisory authority.

7. Data security

We take suitable technical and organizational measures to ensure data security appropriate to the risk involved. However, we cannot guarantee absolute data security.

Our website is accessed using transport encryption (SSL / TLS, in particular with the Hypertext Transfer Protocol Secure, abbreviated HTTPS). Most browsers indicate transport encryption with a padlock in the address bar.

Our digital communication is subject - like all digital communication - to mass surveillance without cause or suspicion and other monitoring by security authorities in Switzerland, the rest of Europe, the United States of America (USA) and other countries. We cannot have any direct influence on the corresponding processing of personal data by secret services, police agencies and other security authorities.

8. Use of the website

8.1 Cookies

We use cookies. Cookies - our own cookies (first-party cookies) as well as cookies from third parties whose services we use (third-party cookies) - are data that are stored in the browser. Such stored data need not be limited to traditional cookies in text form.

Cookies can be stored in the browser temporarily as "session cookies" or for a certain period of time as so-called permanent cookies. "Session cookies are deleted automatically when the

browser is closed. Permanent cookies have a certain storage period. In particular, cookies make it possible to recognize a browser the next time it visits our website and thus, for example, to measure the reach of our website. Permanent cookies can also be used for online branding, for example.

Cookies can be completely or partially deactivated and deleted at any time in the browser settings. Without cookies, our website may no longer be fully available. We actively request - at least if and to the extent necessary - the express consent to the use of cookies.

In the case of cookies used for performance and reach measurement or for advertising, a general objection ("opt-out") is possible for numerous services via [AdChoices](#) (Digital Advertising Alliance of Canada), the [Network Advertising Initiative](#) (NAI), [YourAd- Choices](#) (Digital Advertising Alliance) or [Your Online Choices](#) (European Interactive Digital Advertising Alliance, EDAA).

8.2 Server log files

We may collect the following information for each access to our website, provided that this information is transmitted by your browser to our server infrastructure or can be determined by our web server: Date and time including time zone, IP address, access status (HTTP status code), operating system including user interface and version, browser including language and version, individual sub-page of our website accessed including amount of data transferred, website last accessed in the same browser window (referer or referrer).

We store such information, which may also constitute personal data, in server log files. The information is necessary to provide our website permanently, user-friendly and reliably and to ensure data security and thus in particular the protection of personal data - also by third parties or with the help of third parties.

8.3 Tracking pixel

We may use tracking pixels on our website. Tracking pixels are also referred to as web beacons. Tracking pixels - also from third parties whose services we use - are small, usually invisible images that are automatically retrieved when you visit our website. With pixel counters, the same information can be collected as in server log files.

8.4 Comments

We enable you to publish comments on our website. In this context, we process in particular the information that a commenting person transmits to us, but also the IP address used as well as the date and time. This information is required to enable the publication of comments and to ensure protection against misuse, which is in our overriding legitimate interest.

We enable you to subscribe to e-mail notifications about new comments from other people. In this context, we need your e-mail address in particular so that we can notify you or have you notified by e-mail. You may unsubscribe from such comment notifications at any time.

9. Notifications and messages

We send notifications and communications via email and other communication channels such as instant messaging or SMS.

9.1 Performance and reach measurement

Notifications and communications may contain web links or tracking pixels that record whether an individual communication has been opened and which web links have been clicked. Such web links and tracking pixels may also record the use of notifications and messages on a personal basis. We need this statistical recording of usage for performance and reach measurement in order to be able to send notifications and messages effectively and in a user-friendly manner based on the needs and reading habits of the recipients, as well as permanently, securely and reliably.

9.2 Consent and objection

In principle, you must expressly consent to the use of your e-mail address and other contact addresses, unless the use is permitted for other legal reasons. If possible, we will use the "double opt-in" method to obtain your consent, i.e. you will receive an e-mail with a web link that you must click on to confirm your consent so that no unauthorized third parties can misuse it. We may log such consents including IP address, date and time for reference and security reasons.

In principle, you can object to receiving notifications and communications such as newsletters at any time. With such an objection, you can at the same time object to the statistical recording of usage for performance and reach measurement. This is subject to any notifications and communications required in connection with our activities and operations.

9.3 Service providers for notifications and messages

We send notifications and communications using specialized service providers. In particular, we use:

- **MailerLite:** email marketing platform; provider: MailerLite Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom and Switzerland / MailerLite Inc. (USA) for users in the rest of the world; information on data protection: [data protection declaration](#), "Security Statement".
- **Twilio:** Communication platform; Provider: Twilio Inc. (USA) / Twilio Ireland Limited (Ireland); data protection information: [privacy statement](#).

10. Social media

We are present on social media platforms and other online platforms in order to communicate with interested persons and to inform them about our activities and operations. In connection with

such platforms, personal data may also be processed outside Switzerland and the European Economic Area (EEA).

The General Terms and Conditions (GTC) and terms of use as well as data protection declarations and other provisions of the individual operators of such platforms also apply in each case. These provisions inform in particular about the rights of affected persons directly vis-à-vis the respective platform, which includes, for example, the right to information.

11. Third party services

We use the services of specialized third parties in order to carry out our activities and operations in a durable, user-friendly, secure and reliable manner. With such services we can, among other things, embed functions and content into our website. In the case of such embedding, the services used record the IP addresses of the users at least temporarily for technically compelling reasons.

For necessary security-related, statistical and technical purposes, third parties whose services we use may process data in connection with our activities and operations in aggregated, anonymized or pseudonymized form. This is, for example, performance or usage data in order to be able to offer the respective service.

We use in particular:

- **Services of Google:** Providers: Google LLC (USA) / Google Ireland Limited (Ireland) for users in the European Economic Area (EEA) and Switzerland; General information on data protection: ["Privacy and security principles"](#), [data protection statement](#), ["Google is committed to complying with applicable data protection laws"](#), ["Guide to data protection in Google products"](#), ["How we use data from websites or apps on or in which our services are used"](#) (information provided by Google), ["Types of cookies and other technologies used by Google"](#), ["Personalized advertising"](#) (activation / deactivation). in which our services are used".
- **Services of Microsoft:** Provider: Microsoft Corporation (USA) / Microsoft Ireland Operations Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom and Switzerland; General information on data protection: ["Data protection at Microsoft"](#), ["Data protection and privacy \(Trust Center\)"](#), [privacy statement](#), [privacy dashboard \(data and privacy settings\)](#).

11.1 Digital infrastructure

We use services from specialized third parties to provide the digital infrastructure required in connection with our activities and operations. These include, for example, hosting and storage services from selected providers.

In particular, we use:

- **Cloudflare:** Content Delivery Network (CDN); Cloudflare Inc. (USA); information on data protection: ["Data protection"](#), [privacy policy](#), [cookie policy](#).
- **Hostpoint:** Hosting; Provider: Hostpoint AG (Switzerland); Information on data protection: [Data protection declaration](#).
- **Microsoft Azure:** Storage and other infrastructure; Provider: Microsoft; Microsoft Azure-specific disclosures: ["Privacy in Azure"](#).
- **StackPath CDN:** Content Delivery Network (CDN); Provider: StackPath LLC (USA) / Highwinds Network Group Inc. (USA); privacy-specific disclosures: [privacy policy](#).
- **WordPress.com:** Blog hosting and website builder; Providers: Automattic Inc. (USA) / Automattic A8C Ireland Ltd. (Ireland) for users in Europe, among other countries; Privacy policy: [Privacy policy](#), [Cookie policy](#).

11.2 Automation and integration of apps and services

We use specialized platforms to integrate and connect existing third-party apps and services. We can also use such "no-code" platforms to automate processes and activities with third-party apps and services.

In particular, we use:

- **Microsoft Power Automate including Microsoft Power Platform:** integrated app platform; provider: Microsoft; Microsoft Power Platform-specific privacy disclosures: ["Compatibility and Privacy"](#), ["Data Storage and Governance"](#), ["Security"](#).

11.3 Contact options

We use services from selected providers to better communicate with third parties such as potential as well as existing customers.

In particular, we use:

- **Microsoft Dynamics 365:** Customer Relationship Management (CRM); Provider: Microsoft; Microsoft Dynamics-specific disclosures: ["Data protection and personal data in Microsoft Dynamics 365"](#).

11.4 Appointment scheduling

We use the services of specialized third parties to schedule appointments online, for example for meetings. In addition to this privacy policy, any directly visible conditions of the services used, such as terms of use or privacy statements, also apply.

We use in particular:

- **Calendly:** appointment automation platform; provider: Calendly LLC (USA); information on data protection: [data protection declaration](#), ["Security"](#).
- **Microsoft Bookings:** online appointment scheduling; provider: Microsoft; Microsoft Bookings-specific information: ["Microsoft Bookings: Frequently Asked Questions"](#).

11.5 Audio and video conferencing

We use specialized audio and video conferencing services to communicate online. For example, we can use them to hold virtual meetings or conduct online classes and webinars. For participation in audio and video conferences, the legal texts of the individual services, such as data protection declarations and terms of use, also apply.

Depending on your life situation, we recommend muting the microphone by default when participating in audio or video conferences, as well as blurring the background or fading in a virtual background.

In particular, we use:

- **Google Meet:** video conferencing; provider: Google; Google Meet-specific disclosures: ["Google Meet - Security and Privacy for Users"](#).
- **Microsoft Teams:** platform for audio and video conferencing, among other things; provider: Microsoft; Teams-specific information: ["Privacy and Microsoft Teams"](#).
- **Skype:** audio and video conferencing; Skype-specific provider: Skype Communications SARL (Luxembourg) / Microsoft Corporation (USA) / Microsoft Ireland Operations Limited (Ireland) for users in the European Economic Area (EEA), the United Kingdom, and Switzerland; privacy information: ["Legal information about Skype"](#), ["Privacy and security"](#).
- **Zoom:** Video conferencing; provider: Zoom Video Communications Inc. (USA); privacy information: [privacy statement](#), ["Privacy at Zoom"](#), ["Legal Compliance Center"](#).

11.6 Online collaboration

We use third-party services to enable online collaboration. In addition to this data protection declaration, any directly visible conditions of the services used, such as terms of use or data protection declarations, also apply.

We use in particular:

- **Miro:** whiteboard platform; provider: RealtimeBoard Inc (USA); data protection information: [privacy policy](#), ["Trust in Miro"](#) ("[Miro Trust Center](#)").

11.7 Social media functions and social media content

We use third-party services and plugins to embed functions and content from social media platforms and to enable the sharing of content on social media platforms and in other ways.

In particular, we use:

- **Instagram platform:** embedding Instagram content; provider: Meta Platforms Ireland Limited (Ireland) and other Meta companies (including in the USA); information on data protection: data protection declaration (Instagram), data protection declaration (Facebook).
- **LinkedIn Consumer Solutions Platform:** embedding functions and content from LinkedIn, for example with plugins such as the "Share Plugin"; provider: Microsoft; LinkedIn-specific details: "Datenschutz" ("Privacy"), privacy policy, cookie policy, cookie management / objection to e-mail and SMS communication from LinkedIn, objection to interest-based advertising.
- **Twitter for websites:** Integration of functions and content from Twitter, for example embedded tweets or "Follow" and "Tweet" buttons; Twitter International Unlimited Company (Ireland) for users in the European Economic Area (EEA), the United Kingdom and Switzerland / X Corp. (USA) in the rest of the world; privacy disclosures: privacy policy, "Additional information on data processing", "Privacy [...] on Twitter for websites", "Personalization based on derived identity", "Privacy controls for personalized ads".
- **XING (social plugins):** Embedding functions and content from XING, for example "Sharing" ("Share"); provider: New Work SE (Germany); data protection information: "Your data. Our responsibility.", "Data protection at XING", privacy policy.

11.8 Maps

We use third-party services to embed maps on our website.

In particular, we use:

- **Google Maps including Google Maps Platform:** map service; provider: Google; Google Maps-specific disclosures: "How Google uses location information".

11.9 Digital audio and video content

We use services from specialized third parties to enable direct playback of digital audio and video content, such as music or podcasts.

In particular, we use:

- **Vimeo:** video platform; provider: Vimeo Inc. (USA); information on data protection: data protection declaration, "Data protection".

- **YouTube:** Video platform; provider: Google; YouTube-specific information: "[Data protection and security center](#)", "[My data on YouTube](#)".

11.10 Documents

We use third-party services to embed documents on our website. Such documents may include, for example, forms, PDF files, presentations, tables and text documents. We can thus enable not only viewing, but also editing or commenting on such documents.

In particular, we use:

- **Canva Docs:** Digital Documents; Provider: Canva Pty Ltd (Australia); Privacy Disclosures: [Privacy Policy](#), "[Trust](#)", "[Security at Canva](#)", [Cookie Policy](#), "[Policies](#)".
- **Microsoft 365 (also Microsoft Office 365):** text documents as well as forms, presentations and spreadsheets; provider: Microsoft; Microsoft 365-specific information: "[Privacy and Security with Microsoft 365](#)".
- **SlideShare:** Presentations; provider: Scribd Inc. (USA); privacy information: [privacy statement](#).

11.11 Fonts

We use third party services to embed selected fonts as well as icons, logos and symbols on our website.

In particular, we use:

- **Font Awesome:** Icons and logos; Provider: Fonticons Inc. (USA); Information on data protection: [Privacy policy](#).
- **fonts.com:** Fonts; Provider: Monotype Imaging Holdings Inc. (USA); [Privacy policy](#): "[Your Privacy](#)", [Privacy Policy](#), "[Web Font Tracking Privacy Policy](#)".
- **Fontstand:** Fonts; Provider: Fontstand BV (Netherlands); Privacy information: [Privacy Policy](#).
- **Google Fonts:** Fonts; Provider: Google; Google Fonts-specific information: "[Privacy and Google Fonts](#)", "[Privacy and Data Collection](#)".
- **IcoMoon:** Icons; Provider: Roonas (USA); Privacy information: [Privacy statement](#).
- **MyFonts (by Monotype):** Fonts; Provider: Monotype Imaging Holdings Inc. (USA) / MyFonts Inc. (USA); privacy information: "[Your Privacy](#)", [privacy statement](#), "[Web Font Tracking Privacy Policy](#)".

11.12 Advertising

We use the option of displaying targeted advertising for our activities and operations on third parties such as social media platforms and search engines.

With such advertising, we would like to reach in particular persons who are already interested in our activities and operations or who might be interested in them (remarketing and targeting). For this purpose, we may transmit corresponding - possibly also personal - information to third parties that enable such advertising. We may also determine whether our advertising is successful, i.e. in particular whether it leads to visits to our website (conversion tracking).

Third parties with whom we advertise and where you are logged in as a user may be able to associate the use of our website with your profile there.

We use in particular:

- **Google Ads:** search engine advertising; provider: Google; Google Ads-specific indicia: Advertising based on search queries, among other things, with various domain names - in particular doubleclick.net, googleadservices.com and googlesyndication.com - being used for Google Ads, "[Advertising](#)" (Google), "[Why am I seeing a particular ad?](#)".
- **LinkedIn Ads:** social media advertising; provider: LinkedIn Corporation (USA) / LinkedIn Ireland Unlimited Company (Ireland); privacy disclosures: remarketing and targeting in particular with the LinkedIn Insight Tag, "[Privacy Policy](#)", [privacy policy](#), [cookie policy](#), [objection to personalized advertising](#).
- **Microsoft Advertising:** search engine advertising on Bing, DuckDuckGo and Yahoo!; provider: Microsoft; Microsoft Advertising-specific disclosures: "[Microsoft Advertising Privacy Policy](#)", "[Microsoft Advertising Policy: Legal, Privacy and Security](#)", "[Advertising Settings](#)" (objection to personalized advertising).

12. Extensions for the website

We use extensions for our website in order to be able to use additional functions.

In particular, we use:

- **Akismet:** spam protection (distinguishing between wanted comments from people and unwanted comments from bots as well as spam); provider: Automattic Inc. (USA) / Automattic A8C Ireland Ltd. (Ireland) for users in Europe and elsewhere; data protection information: [Privacy Notice for Visitors to Our Users' Sites](#), [Privacy Policy](#) (from Automattic), [Cookie Policy](#).
- **Google reCAPTCHA:** Spam protection (differentiation between wanted comments from humans and unwanted comments from bots as well as spam); provider: Google; Google reCAPTCHA-specific information: "[What is reCAPTCHA?](#)" ("[What is reCAPTCHA?](#)").

- **jQuery (OpenJS Foundation):** Free JavaScript library; provider: OpenJS Foundation (USA) using StackPath CDN; privacy information: [privacy statement \(OpenJS Foundation\)](#), [cookie policy \(OpenJS Foundation\)](#).

13. Success and reach measurement

We try to determine how our online offering is used. In this context, we can, for example, measure the success and reach of our activities and operations as well as the effect of third-party links to our website. We can also, for example, test and compare how different parts or versions of our online offering are used ("A/B test" method). Based on the results of the success and reach measurement, we can in particular correct errors, strengthen popular content or make improvements to our online offering.

In most cases, the IP addresses of individual users are stored for the purpose of measuring success and reach. In this case, IP addresses are generally shortened ("IP masking") in order to comply with the principle of data economy through the corresponding pseudonymization.

Cookies may be used and user profiles may be created when measuring success and reach. Any user profiles created include, for example, the individual pages visited or content viewed on our website, information on the size of the screen or browser window and the - at least approximate - location. In principle, any user profiles are created exclusively pseudonymously and are not used to identify individual users. Individual services of third parties with which users are registered can, if necessary, assign the use of our online service to the user account or user profile with the respective service.

We use in particular:

- **Google Analytics:** performance and reach measurement; provider: Google; Google Analytics-specific data: Measurement also across different browsers and devices (cross-device tracking) as well as with pseudonymized IP addresses, which are only transmitted in full to Google in the USA as an exception, "[Privacy Policy](#)", "[Browser Add-on to deactivate Google Analytics](#)".

14. Final provisions

We have created this data protection declaration with the [data protection generator](#) of [Datenschutzpartner](#).

We can adapt and supplement this data protection declaration at any time. We will inform about such adjustments and additions in an appropriate form, in particular by publishing the respective current privacy policy on our website.

Status: 10.2023