

# Data Protection Notice

This Data Protection Notice informs you about the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") within the scope of our website service and the associated web pages, functions and contents as well as external online presence, e.g. our social media profile (hereinafter collectively referred to as "website service"). We also refer to data processing outside the scope of our website service on a case-by-case basis in this Data Protection Notice and explicitly point such out in the respective text of this Data Protection Notice. All information and guidance provided in this Data Protection Notice analogously apply to data processing outside the scope of our website service if applicable.

In respect of the terms used, such as "personal data" or "processing", we refer to the relevant definitions in Article 4 of the EU General Data Protection Regulation (hereinafter referred to as "GDPR").

## Responsible Party/Controller:

Name/Company: Westfalahallen Unternehmensgruppe GmbH  
Street, House No.: Strobelallee 45  
Postcode, Town, Country: 44139 Dortmund, Germany  
Commercial Register No.: Dortmund Local Court, HRB 2522  
CEO: Sabine Loos  
Telephone number: +49(0)231-12040



Email address: [redacted]medien[VIA]westfalahallen.de

## Data Protection Officer:

Name: Christian Volkmer, Projekt 29 GmbH & Co. KG  
Street no.: Ostengasse 14  
Postcode, City, Country: 93047 Regensburg  
Phone Number: 0231 1204 368  
Email: datenschutz[VIA]westfalahallen.de

## Types of Processed Data:

- User data (e.g. salutation, first name, surname, title, home address, country, business address, date of birth if necessary, full legal capacity, industry, job title / position,

decision-making power, areas of responsibility, fields of interest)

- Contact data (email address and fixed-network / mobile telephone numbers, fax number)
- Content data (e.g. text input in contact form, photographs, videos)
- Contract data (e.g. subject matter of the contract, term, customer category, username)
- Payment data (e.g. bank details, bank account data, credit card data, payment history)
- Usage data (e. g. visited web pages, usage of services, interest in contents, access times)
- Meta/communication data (e.g. terminal equipment information, IP addresses, browser type)
- Health data (disability)

### **Processing of Special Categories of Data (Article 9 (1) GDPR):**

We process health data (question about any disability) if and when necessary for the specific case. We process no special categories of data unless such are entered by you, e.g. in contact forms, for processing.

### **Categories of Data Subjects:**

- Customers / interested parties /suppliers / partners
- Visitors and users of our website service. Below, we also collectively refer to such data subjects as “users”.

### **Purpose of the Processing:**

- Provision of the website service, its contents and functions/features
- Rendering of contractual services (e.g. ticketing)
- Service and customer care
- Answering of contact enquiries and communication
- Marketing, advertising, public relations, and market research
- Security measures

**Data Protection Notice Last Updated: 22.01.2019**

## **1. Applicable Legal Basis**

In accordance with Article 13 GDPR, we inform you of the legal basis of our data processing. If the legal basis is not mentioned in the Data Protection Notice, the following applies: The legal basis for obtaining consents is Article 6 (1), lit. a), Article 7 GDPR and Article 9 (2), lit. a) GDPR, the legal basis for processing for the rendering of our services and performance of contractual measures as well as for answering enquiries is Article 6 (1), lit. b) GDPR, the legal basis for processing for the fulfilment of our legal obligations is Article 6 (1) lit. c) GDPR, and the legal basis for processing for the protection of our legitimate interests is Article 6 (1), lit. f) GDPR. In the event that the vital interests of the data subject or another natural person require the processing of personal data, Article 6 (1) (d) GDPR serves as the legal basis.

## **2. Changes and Updates to the Data Protection Notice**

We ask you to inform yourself regularly about the contents of our Data Protection Notice. We will adapt the Data Protection Notice as soon as changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require your cooperation (e.g. consent) or other individual notification.

## **3. Security Measures**

3.1. We take appropriate technical and organisational measures to ensure a level of protection appropriate to the risk in accordance with Article 32 GDPR and take into account the state of the

art, implementation costs and the nature, scope, circumstances and purposes of the processing as well as the different probability of occurrence and severity of the risk for the rights and freedoms of natural persons; the measures particularly include the ensuring of the confidentiality, integrity and availability of data by controlling physical access to the data, as well as the access, input, transmission/transfer, protection of availability and their separation. We have also established procedures that guarantee the exercise of data subject rights, erasure of data and response to data risks. Furthermore, we already consider the protection of personal data during the development or selection of hardware, software and procedures, in accordance with the principle of data protection through technology design and data-protection-friendly presets (Article 25 GDPR).

3.2. The security measures include in particular the encrypted transmission of data between your browser and our server.

#### **4. Co-operation with Contract Processors and Third Parties**

4.1. If we disclose data to other persons and companies (order processors or third parties) within the scope of our processing, transfer data to them or otherwise grant them access to the data, such shall only occur on the basis of a statutory permission (e.g. if a transfer of the data to third parties, such as payment service providers, is required for contract performance pursuant to Article 6 (1), lit. b) GDPR), if you have consented, if a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

4.2. If we contract third parties for the processing of data on the basis of a so-called "order processing contract", such is done on the basis of Article 28 GDPR.

#### **5. Transfers to Third Countries**

If we process data in a third country (i.e. outside the European Union (EU) or the European Economic Area (EEA)) or if that occurs within the scope of the use of third-party services or disclosure or transfer of data to third parties, such will only occur within the scope of the fulfilment of our (pre)contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we process the data or let the data be processed in a third country only if the special requirements of Article 44 ff. GDPR are fulfilled. This means, for example, that the processing will be carried out on the basis of special guarantees, such as the officially recognised determination of a data protection level corresponding to the EU (e.g. for the USA by the "Privacy Shield") or compliance with officially recognised special contractual obligations (so-called "standard contractual clauses").

#### **6. Rights of Data Subjects**

6.1. You have the right to request confirmation as to whether the data concerned is being processed and to request information about such data as well as further information and a copy of the data in accordance with Article 15 GDPR.

6.2. In accordance with Article 16 GDPR, you have the right to request the completion of data concerning you or the correction of incorrect data concerning you.

6.3. In accordance with Article 17 GDPR, you have the right to demand that data concerning you be erased immediately or, alternatively, that the processing of your data be restricted pursuant to Article 18 GDPR.

6.4. You have the right to receive the data concerning you which you have provided to us in a specific format in accordance with Article 20 GDPR and to request that it be forwarded to another Controller.

6.5. You also have the right to file a complaint with the competent supervisory authority pursuant to Article 77 GDPR.

## **7. Right of Revocation**

You have the right to revoke given consents pursuant to Article 7 (3) GDPR with effect for the future.

## **8. Right of Objection**

You can object to the future processing of the data concerning you in accordance with Article 21 GDPR at any time. The objection may be lodged in particular against processing for direct marketing purposes.

## **9. Collection of Access Data and Log Files**

9.1. On the basis of our legitimate interests within the meaning of Article 6 (1), lit. f. GDPR, we collect data on each access to the server on which this service is located (so-called server log files). Access data includes the path/name of the accessed web page, linked files, date and time of access, transferred data volume, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address, the requesting provider and further browser header data.

9.2. Log file information is stored for a maximum of six months for security reasons (e.g. to investigate misuse or fraud) and then erased. Data for which a longer storage is required for evidentiary purposes are excluded from erasure until the respective incident has been finally clarified. Such data will not be passed on to third parties unless that is necessary for the assertion of our claims or there is a legal obligation to do so pursuant to Article 6 (1), lit. c) GDPR.

## **10. Analysis, Tracking, Optimisation**

Our technologies and third-party technologies that serve not only for the provision of a function within the scope of our website service but exclusively or additionally for the analysis of user behaviour, tracking, optimisation of our marketing activities or other purposes are primarily described in our Cookie Policy.

## **11. Cookies**

You can primarily find Information on cookies used by us in our Cookie Policy.

## **12. Erasure, Anonymisation and Retention of Data**

12.1. The data processed by us will be erased in accordance with Article 17 GDPR. Unless expressly stated in this Data Protection Notice, the data stored by us will be erased as soon as it is no longer required for its intended purpose, provided that the erasure does not conflict with any statutory retention obligations. If the data is not erased because its processing is necessary for other and legally permissible purposes, its processing will be restricted. This means that the data is blocked and not processed for other purposes.

12.2. Instead of an erasure of your data, we may anonymise your data in such a way that a future re-identification of the data subject is made impossible in the future.

12.3. In accordance with statutory provisions, data retention shall be effected specifically for 6 years in accordance with Section 257 (1) of the German Commercial Code (HGB) (trading books, inventories, opening balance sheets, annual financial statements, commercial letters, accounting documents, etc.) or for 10 years in accordance with Section 147 (1) of the German Fiscal Code

(AO) (books, records, management reports, accounting documents, commercial and business letters, documents relevant to taxation, etc.).

### **13. Rendering of Contractual Services**

13.1. We process user data (e.g., salutation, first name and surname, title, home address or company address) contract data (e.g. subject matter of the contract, username or payment information) and contract data for the purpose of fulfilling our contractual obligations and rendering services pursuant to Article 6 (1) lit b) GDPR. The information marked as mandatory in online forms is required for the conclusion of the contract.

13.2. We always set up user accounts within the scope of the performance of our contractual obligations and services – particularly ticketing. The user accounts will especially allow you to view your purchase orders. The required mandatory information will be communicated to you during the registration process. The user accounts are not public and cannot be indexed by search engines. Within the scope of the erasure of your user account (cf. sub-section 13.3 below), we will irretrievably remove all data stored by you or us during the term of the contract from all systems. You are therefore responsible for saving your data after termination of the contract or before the expiry of 3 years.

13.3. Your user account and all data stored therein (e.g. purchase order data) will always be erased after the expiry of 3 years following your registration or at an earlier point in time upon receipt of your notice of termination unless such erasure would conflict with statutory retention periods for commercial or tax reasons pursuant to Article 6 (1) lit. c) GDPR.

13.4. Within the scope of registration, subsequent log-ins and usage of our online services, we store your IP address and the respective time of user activity for a period of 6 months. This data is stored on the basis of our and your legitimate interests for proof of the respective activity and for protection against misuse and other unauthorised use. We will erase such data after the expiry of 6 months. If the continued retention of such data is necessary for evidentiary purposes, such data will be excluded from erasure until the respective incident has been finally clarified. Such data will not be passed on to third parties unless that is necessary for the assertion of our claims or if there is a legal obligation to do so in accordance with Article 6 (1) lit. c) GDPR.

### **14. Trade Fair or Event Visits, Site Surveillance, Pictures (outside the scope of the website service)**

14.1. Pictures in the form of videos, photographs and TV shots are usually taken during trade fairs, exhibitions and other events. The data will be processed on the basis of our legitimate interests pursuant to Article 6 (1) lit. f) GDPR (public relations / marketing purposes). The pictures may be published on our web pages, on social media platforms and in print media to show our activities. We will provide you with further information on the respective processing – where necessary – on the respective day of the trade fair or event or even in advance on a case-by-case basis.

14.2. We usually use video surveillance cameras with recording function on the exhibition site during exhibitions and other events. We store the pictures taken. The pictures will only be stored for as long as necessary for the below-mentioned purposes. In this case, the data will be erased after expiry of 72 hours, i.e. after 3 days. The processing occurs on the basis of Section 4 (1), sentence 1, items 2 and 3, of the German Federal Data Protection Act (BDSG) or, where applicable, Article 6 (1) lit. f) GDPR within the scope of the assertion of our right to ban people from our premises or the safeguarding of our legitimate interests or the compliance with a legal obligation which we are subject to (cf. Article 6 (1), lit. c) GDPR, e.g. for securing evidence). Processing pursuant to Section 4 (1), sentence 1, items 2 and 3 of the German Federal Data Protection Act (BDSG) is done for the protection of life, health and freedom of the persons on the

site (visitors) pursuant to Section 4 (1), sentence 2, item 1, of the German Federal Data Protection Act (BDSG). We also have a legitimate interest in the deterrence of potential criminal offenders and the securing of evidence in the event of an attempted or accomplished criminal offence to our detriment or to a visitor's detriment. There is therefore a legitimate interest in the prevention and, if applicable, prosecution of criminal offences. We will provide you with further information on the respective processing – where necessary – on the respective day of the trade fair or event or even in advance on a case-by-case basis.

14.3. We always use one, or sometimes several, video surveillance cameras without a recording function on our site. The image data of the camera is transmitted in real time to a monitor in the fire prevention control centre (camera-monitor principle) where the images are displayed but cannot be stored. A recording or storage of the image data will therefore not take place. The processing is done for the protection of vital interests of persons on the site (fire detection) in accordance with Article 6 Abs. 1 lit. d) GDPR. For this purpose, we have a fire prevention concept including, for example, a real-time video surveillance system, in place to ensure the detection of any fire. The processing is also done to safeguard legitimate interests under Section 4 (1), sentence 1, item 3, of the German Federal Data Protection Act (BDSG), i.e. to specifically protect the life and health of the persons on the site (cf. Section 4 (1), sentence 2, item 1, of the German Federal Data Protection Act (BDSG)). We will provide you with further information on the respective processing – where necessary – on the respective day of the trade fair or event or even in advance on a case-by-case basis.

## **15. Making Contact**

15.1. When contacting us (by contact form, telephone, fax, post or email), your data will be processed for the purpose of processing your enquiry in accordance with Article 6 (1) lit. b GDPR. The information marked as mandatory in the contact form is needed for the processing of your enquiry.

15.2. We usually erase enquiries 3 months after their receipt or after having answered them at the latest. In the case of statutory archiving obligations, the erasure takes place after their expiry (commercial law obligation: 6 years; tax law obligation: 10 years).

## **16. Comments and Contributions**

16.1. We provide blogs with comment function on our website. Such blogs are operated by the following service provider: Daniel Große, Gartenstraße 17, 04425 Taucha, Germany. For the comment function, information about the time your comment was created, your email address and, unless you posted the comment anonymously, the username chosen by you are stored in addition to your comment. Comments remain in the blog for as long as such blog is operated or until you request the erasure of your comment.

16.2. If you create a comment, your IP address and the creation time will be stored for 6 months on the basis of our legitimate interests within the meaning of Article 6 (1) lit. f) GDPR and erased thereafter. This takes place for our safety, i.e. if someone leaves illegal contents in comments (e.g. insulting contents, prohibited political propaganda, etc.) that must be investigated, especially for establishing the identity of the author. Comments with the aforementioned content will be deleted by us immediately. If the continued retention of your IP address and the creation time of the respective comment is necessary for evidentiary purposes, such data will be excluded from erasure until the respective incident has been finally clarified. Such data will not be passed on to third parties unless that is necessary for the assertion of our claims or there is a legal obligation to do so pursuant to Article 6 (1) lit. c) GDPR.

## **17. Integration of Share Buttons to Share Contents in Social Media Networks**

We do not use any data-collecting social plug-ins from social media networks on our web pages. To allow uncomplicated sharing of contents on our web pages in social media networks, the so-called Shariff solution is used for our Share buttons (see <https://www.heise.de/ct/artikel/Shariff-Social-Media-Buttons-mit-Datenschutz-2467514.html> for further information). That prevents the transfer of data of our users, without their knowledge, to social media networks when they access our web pages. The Shariff Share buttons only establish a link to the respective social media network upon request – i.e. after the user has clicked on a Share button. The user can share the contents of our web pages with other users provided that he/she is registered with the relevant social media network. This process is different for each social media network. After a click on the Share button, the contents to be shared, the IP address and the general header information of the user's browser will be sent to the respective social media network. We point out that we have no knowledge of the contents of the personal data passed on in the following process and their use by the social media networks.

**The above-described Shariff Share buttons are provided for the following social media networks:**

**Provider:** Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland

**Data Privacy Notice:** <https://www.facebook.com/about/privacy/>

**Opt-Out:** <https://www.facebook.com/settings?tab=ads>

**Provider:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland

**Data Privacy Notice:** <https://twitter.com/de/privacy>

**Opt-Out:** <https://twitter.com/personalization>

**Provider:** LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA

**Data Privacy Notice:** <https://www.linkedin.com/legal/privacy-policy>

**Opt-Out:** <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

**Provider:** XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany

**Data Privacy Notice:** [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

## **18. Web Pages on Social Media Networks**

18.1. We maintain web pages on social media networks and platforms in order to communicate with the customers, interested parties and users active there and to inform them about our services. When accessing the respective networks and platforms, the terms and conditions and the data processing guidelines of their respective operators apply.

18.2. Unless otherwise stated in our Data Protection Notice, we process your data if you communicate with us via social media networks and platforms, e.g. write articles on our social media network web pages or send us messages.

18.3. We point out that your data can also be processed outside the European Union or European Economic Area by the respective operator. That may therefore pose a risk to you, especially because the enforcement of your rights can be more difficult as a result. We also point out that US operators certified under the EU-US Privacy Shield have undertaken to comply with the EU data protection standards.

18.4. When you click on the button of the respective operator, you will be transferred to our respective online presence in a separate browser window and can, for example, share our news or subscribe to our newsletter there provided that you are logged in to your user account. The respective operator will then receive the information that you visited our web page with your IP address. The respective operator can collect further data as soon as you use its website.

Furthermore, the respective operator will then be able to assign your visit on our web page to you and your user account – provided that you are logged in to your user account.

18.5. Furthermore, your data will usually be processed for market research and advertising purposes. That means that profiles based on your usage behaviour and the associated preferences and interests can be created. Such profiles can be used, for example, to place targeted advertisements based on your identified interests on our online presence or on other online presences or web pages. For this purpose, cookies are placed and stored on your terminal equipment and can be used for the collection and bundling of data on usage behaviour and for further processing to ascertain your interests. The collection and bundling of such data can also be implemented across several terminal equipment devices used by you – especially if you are logged in to your user account.

18.6. The data is processed on the basis of our legitimate interest in effective information sharing and direct communication with you in connection with our website service pursuant to Article 6 (1) lit. f) GDPR.

18.7. If you want to request information or exercise other legitimate rights, we ask you to first contact the respective operator directly because only the respective operators have access to your data and can provide you with the relevant information and take further action if necessary. However, if you need assistance in exercising your legitimate rights, you can also contact us at any time.

18.8. You can find a description of the data processing implemented by the respective operator and the prerequisites of filing an objection (opt-out) in the information provided by the respective operator.:

**Provider:** Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland

**Data Privacy Notice:** <https://www.facebook.com/about/privacy/>

**Opt-Out:** <https://www.facebook.com/settings?tab=ads>

**Provider:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland

**Data Privacy Notice:** <https://twitter.com/de/privacy>

**Opt-Out:** <https://twitter.com/personalization>

**Provider:** LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA

**Data Privacy Notice:** <https://www.linkedin.com/legal/privacy-policy>

**Opt-Out:** <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

**Provider:** XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany

**Data Privacy Notice:** [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

**Provider:** YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA

**Data Privacy Notice:** <https://policies.google.com/privacy?hl=de&gl=de>

**Provider:** (Instagram) Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland

**Data Privacy Notice:** <https://help.instagram.com/519522125107875>

**Provider:** Pinterest Europe Ltd., Palmerston House, 2nd Floor, Fenian Street, Dublin 2, Ireland

**Data Privacy Notice:** <https://policy.pinterest.com/de/privacy-policy>

**Opt-Out:** <https://help.pinterest.com/de/articles/notifications#Web>

19. Links We do not use any data-collecting social plug-ins from social media networks on our web pages. We only use links to social media networks on our web pages if we do not use the Shariff



solution. That prevents the transfer of data of our users, without their knowledge, to social media networks when they access our web pages. The links only connect with our online presence of the respective social media network upon request, i.e. after the user has clicked on the link. After a click on the link, the IP address and the general header information of the user's browser will be sent to the respective social media network. The respective social media network can collect further data if you use its website service. We point out that we have no knowledge of the contents of the personal data passed on in the following process and their use by the social media networks.

**The above-described links are used for the following social media networks:**

**Provider:** Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland

**Data Privacy Notice:** <https://www.facebook.com/about/privacy/>

**Provider:** Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07, Ireland

**Data Privacy Notice:** <https://twitter.com/de/privacy>

**Provider:** LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA

**Data Privacy Notice:** <https://www.linkedin.com/legal/privacy-policy>

**Provider:** XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany

**Data Privacy Notice:** [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection)

**Provider:** Facebook Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland

**Data Privacy Notice:** <https://help.instagram.com/519522125107875/>

## **20. Newsletter**

20.1. With the following information, we inform you about the contents of our newsletter, the registration, dispatch and statistical evaluation procedure and your right of objection. By subscribing to our newsletter, you agree to the receipt and the described procedures.

20.2. Content of the Newsletter: We send emails and other (electronic) notifications containing advertising information (hereinafter referred to as "newsletters") only with your consent or on the basis of a legal permission. If the contents of a newsletter are specifically described within the scope of a registration, they are decisive for the consent. In addition, our newsletters contain information about our products, offers, sales campaigns and about our company.

20.3. Logging, Double Opt-In and Changes: Subscription to our newsletter occurs with a so-called double opt-in procedure. This means that after registration you will receive an email asking you to confirm your registration. This confirmation is necessary so that no one can log in with a third-party email address. Subscriptions to the newsletter are recorded in order to be able to prove the registration process in accordance with legal requirements. This includes the storage of the registration and confirmation times, as well as the IP address. The changes to your data stored with the bulk email service provider are also logged.

20.4. Bulk email service provider: The newsletter is sent by artegic AG, Zanderstraße 7, 53177 Bonn, Germany, hereinafter referred to as "bulk email service provider".

20.5. The bulk email service provider may, according to its statement, use your data in pseudonymous form, i.e. without assignment to a user, in order to optimise and improve its own services, e.g. for technical optimisation of the dispatch and presentation of the newsletter or for statistical purposes in order to determine from which countries the recipients come. However, the bulk email service provider does not use your data to write to you on its own behalf or pass your data on to third parties.

20.6. Subscription data: To subscribe to the newsletter, it is sufficient to enter your e-mail address. Optionally we ask you to indicate your first name and surname for the purpose of a personal addressing.

20.7. Success measurement: The newsletters contain a so-called "web beacon", i.e. a pixel-sized file that is retrieved from the bulk email service provider's server when the newsletter is opened. Within the scope of this retrieval, technical information, such as information about the browser and your system, as well as your IP address and the time of retrieval are initially collected. This information is particularly used to technically improve the services and identify your reading habits. The statistical surveys also include a determination of whether or not the newsletter is opened, when it is opened and which links are clicked. For technical reasons, this information can be assigned to you.

20.8. The dispatch of the newsletter and the success measurement are based on your consent pursuant to Article 6 (1) lit. a) and Article 7 GDPR in combination with Section 7 (2), item 3, of the German Unfair Competition Act (UWG). The registration process is recorded on the basis of our legitimate interests pursuant to Article 6 (1) lit. f) GDPR and serves as proof of consent to the receipt of the newsletter.

20.9. Cancellation: You can cancel the receipt of our newsletter at any time. You will find a link for the cancellation of the newsletter at the end of each newsletter. Your data will be erased if you cancel the subscription.

## **21. Integration of Third-Party Services and Contents**

21.1. We use third-party services and contents on our web pages on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our website service within the meaning of Article 6 (1) lit. f) GDPR). That means that we incorporate contents and services of third-party providers, such as videos or fonts (hereinafter collectively referred to as "contents"). A prerequisite for that is that the third-party providers get your IP address because they cannot send the contents to your browser without knowing the IP address. The IP address is therefore required for the display of contents. Third-party providers may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. "Pixel tags" can be used to evaluate information such as visitor traffic on the web page. The pseudonymous information may also be stored in cookies on your terminal equipment and may include technical information about the browser and operating system, the referring web page, the visiting time and other information about the usage of our website service and may be linked to such information from other sources.

21.2. The following information provides an overview of third-party providers and their website contents, together with links to their Data Protection Notices, which may contain further information on the processing of data and possibilities of objection. Please note that we listed further third-party providers in our Cookie Policy.

- Payment services provided by TeleCash GmbH & Co. KG

**Data Privacy Notice:** <https://www.telecash.de/datenschutz/>

- External code of the JavaScript Framework, "jQuery", provided by the JS Foundation

- Incorporation of event apps (web apps called up via a URL in the browser of a smartphone) provided by LINEUPR GmbH

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