



Data protection information for visitors to our website, recipients of information and business partners

We're delighted that you're interested in our company and its services. We'd now like to tell you about those elements of your personal data that we store and what we use this data for. We're particularly concerned about the confidentiality and integrity of your personal data (if applicable). It goes without saying that we observe the legal provisions relating to data protection, in particular the General Data Protection Regulation (GDPR), the Federal Data Protection Act and the Telecommunications-Telemedia Data Protection Act (TTDSG).

Person or body responsible ('data controller')

Vocatus AG, Oppelner Strasse 5, 82194 Gröbenzell, Germany is the data controller – as defined by the General Data Protection Regulation (GDPR) – for the processing of your personal data. You can find further contact details by going to [Legal Notice](#).

Reasons for collecting and processing personal data

Vocatus collects and processes your personal data in – amongst other things – the following circumstances:

- If you contact us directly, e.g. via our website, by email, letter, or on the phone, and you are (for example) interested in our products and services or have a different issue.
- If you request information about our products and services or purchase our products and services
- If you respond to our direct marketing activities, e.g. if you fill out a response card or provide your data online on one of our websites
- If our business partners legitimately provide us with personal information about you
- If third parties (e.g. certified address providers) legitimately pass on personal information about you

Categories of personal data that are collected and processed

The following categories of personal data may be collected:

- Contact data, in particular your name, address, phone number, email address, and other personal data such as your employer, professional role, and date of birth
- Your interest in our products and services
- Information about purchases of products and services; contractual data
- Account information for access to Vocatus portals
- Usage of websites and communication: the following data is automatically stored if you access our internet pages:
 - Date and time of access
 - Your IP address plus the name of the browser you're using and the operating system of the computer making the request
 - The name of the page/website from which you are making this visit (which might include the search engine(s) you use)
 - The names of the pages you're accessing on our website, plus the names of files you download
 - The amount of data that's been transferred
 - The access status (file transferred, file not found, etc.).
- Interactions with Vocatus' customer care, e.g. via email, web form, or phone

Why personal data is processed; transfer to third parties and in third countries

The data that has been collected is processed for the following purposes:



- To satisfy our contractual obligations within the context of our products and services (Art. 6 para. 1b GDPR)
- Customer care (Art. 6 para. 1b, 1f GDPR)
- Advertising communication where your consent has been obtained (Art. 6 para. 1a GDPR)
- Assuring the quality of products and services (Art. 6 para. 1f GDPR)

If your personal data is processed on the basis of consent (Art. 6 para. 1a GDPR), you can revoke consent you have already given at any time. The legitimacy of the data processing carried out until the revocation remains unaffected by the revocation.

We only evaluate the data we've collected about website usage and communication for statistical purposes and to identify and eradicate any technical problems.

We exclusively use your personal data for our own purposes, and will not transfer it / pass it on to any third parties unless this is necessary for one of the stated purposes. Unless otherwise indicated, your personal data is solely processed in the EU.

Notice on data transfer to the United States of America and other third countries

Among other things, we use tools from companies based in the United States of America (USA) or other third countries that are not secure under data protection law. If these tools are active, your personal data may be transferred to these third countries and processed there. We would like to point out that no level of data protection comparable to that in the EU can be guaranteed in these countries. For example, US companies are obliged to hand over personal data to security authorities without you as a data subject being able to take legal action against this. It can therefore not be ruled out that US authorities (e.g. intelligence services) process, evaluate and permanently store your personal data for monitoring purposes. We have no influence on these processing activities.

Deletion

Your personal data is deleted as soon as it is no longer required to achieve the given purpose.

In particular, data that has been collected in order to fulfil contractual obligations is stored for as long as the contract is effective and – depending on the nature and scope of the contract – for up to 10 years more in order to satisfy the legal duties of storage and clarify possible queries or claims once the contract has expired.

In order to ensure appropriate customer care and facilitate marketing, the data that has been collected from you can be stored for up to 10 years following the date of its collection unless you want it to be deleted or revoke your consent to data processing and there are no contractual obligations or legal duties of storage that stand in the way of this request.

Data we have collected about the usage of our website(s) is automatically deleted after a fixed period (currently 90 days).

If we process data for several purposes, it will be deleted as soon as the final specific purpose has been fulfilled.

Security

We have undertaken technical and organisational security measures to protect your personal data from loss, destruction, manipulation, and unauthorised access. Our employees as well as the service providers we commission to process your personal data are obliged to adhere to the legal data protection provisions and to maintain confidentiality.

Data subjects' rights

In accordance with the GDPR, you – as the 'data subject' – particularly have the following rights you may assert against us:

- The right to (access) information (Art. 15 GDPR)
- The right to rectification (Art. 16 GDPR)
- The right to erasure/deletion (Art. 17 GDPR)
- The right to restriction of processing (Art. 18 GDPR)
- The right to data portability (Art. 20 GDPR)
- The right to object (Art. 21 GDPR)

If you would like to exercise one or more of these rights, please contact us via our company contact details (see [Legal Notice](#)) or email us at dataprotection@vocatus.com.

It goes without saying that we take your rights and reservations very seriously. However, if you feel that we have not adequately catered for your complaints or reservations you are entitled to submit a complaint to a competent data protection body.

Cookies

In some circumstances we store information on your computer in the form of so-called 'cookies'. Cookies are small text files whose purpose is to automatically recognise you when you next visit our website, for example so that we can adapt our internet presence to your needs. Cookies are likewise used for Google Services (see separate paragraph).

Cookies are stored either temporarily for the duration of a session ('session cookies') or permanently (permanent 'cookies') on your terminal device. 'Session cookies' are automatically deleted at the end of your visit. Permanent 'cookies' remain stored on your end device until you delete them yourself or until they are automatically deleted by your web browser.

'Cookies' have various functions. Many 'cookies' are technically necessary, as certain website functions would not work without them (e.g. the display of videos). Other 'cookies' are used to evaluate user behaviour or to display advertising.

'Cookies' that are necessary to carry out the electronic communication process, to provide certain functions you have requested (e.g. to store your 'cookie' preferences) (essential 'cookies') are stored on the basis of Art. 6 para. 1f GDPR, unless another legal basis is specified. The website operator has a legitimate interest in storing essential 'cookies' for the technically error-free and optimised provision of its services. If consent to the storage of 'cookies' and comparable recognition technologies has been requested, the processing is carried out exclusively on the basis of this consent (Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG); the consent can be revoked at any time.

You can set your browser so that you are informed about the setting of 'cookies' and only allow 'cookies' in individual cases, exclude the acceptance of 'cookies' for certain cases or in general and activate the automatic deletion of 'cookies' when closing the browser. When entering the website, you will also be asked via the 'Cookie Box' of the provider Borlabs Cookie whether you would like to allow other 'cookies' in addition to the essential 'cookies'. This setting is permanently stored on your device for 14 months in the form of a 'cookie', provided it is not overwritten via the browser setting. You can change your selected 'cookie' settings accordingly at any time via the icon at the bottom left of our website (see figure 1). If you deactivate 'cookies', the functionality of this website may be limited.

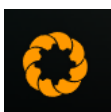


Figure 1: Adjusting the cookie settings



Insofar as 'cookies' are used by third-party companies or for analysis purposes, we will inform you separately about this within the framework of this data protection policy and, if necessary, request your consent.

External links

This data protection policy does not extend to the website content of other providers/suppliers which you reach by using external links within our internet presence. You can recognise external links because they have a different URL (not www.vocatus.de/en/).

Facebook Pixel

This website uses 'Facebook Pixel'. Facebook Pixel is operated by Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ('Facebook') for retargeting/remarketing purposes. However, according to Facebook, the data collected is also transferred to the USA and other third countries. If you visit our website and have given us your consent to do so via the cookie content manager (Facebook Pixel), a direct connection is established between your browser and the Facebook server via Facebook Pixel. Facebook receives the information that you have visited our website and allows us to structure our Facebook activities more effectively and, for example, display posts or ads only for our website visitors. Facebook Pixel also enables us to serve ads about content and offers that may be of interest to you. We do not use the 'advanced matching' function that combines information such as first name, last name, and email address.

The data collected is anonymous for us as the operator of this website, we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes in accordance with the Facebook [data usage policy](#). This allows Facebook to serve advertisements on Facebook pages as well as outside of Facebook. This use of the data cannot be influenced by us as site operator.

The use of Facebook Pixel is based on Art. 6 para. 1f GDPR. The website operator has a legitimate interest in effective advertising measures including social media. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, insofar as the consent includes the storage of 'cookies' or access to information in the user's terminal device (e.g. device fingerprinting) as defined by the TTDSG.

You can object to the acquisition of data by Facebook Pixel and the use of your data for the display of Facebook Ads at any time or revoke your consent, e.g., by changing your cookie settings on our website at any time by clicking on the icon at the bottom left of our website (see Figure 1, page 3). You can set which types of ads are displayed to you within Facebook by visiting the website page created by Facebook and following the instructions regarding the settings for usage-based advertising:

<https://www.facebook.com/settings/?tab=ads#> = . This link also allows you to deactivate the remarketing feature 'Custom Audiences'. You must be logged in to Facebook to do so. The settings are platform-independent, i.e., they are applied to all devices, such as desktop computers or mobile devices.

Alternatively, you can also prevent the data acquisition by Facebook Pixel by deactivating it above. This will set an 'opt-out cookie' that prevents the future acquisition of your data. The opt-out cookie is only valid for the browser used to set it and only for our website and is stored on your end device. If you delete the cookies in your browser, you must set the opt-out cookie again.

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum and <https://de-de.facebook.com/help/566994660333381>.

Insofar as personal data is collected on our website with the help of the tool described here and forwarded to Facebook, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). The joint responsibility is limited exclusively to the collection of the data and its forwarding to Facebook. The processing by Facebook that takes place after the forwarding is not part of the joint responsibility. The obligations incumbent on us jointly

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have been set out in a joint processing agreement. The text of the agreement can be found at: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the data protection information when using the Facebook tool and for the data protection-secure implementation of the tool on our website. Facebook is responsible for the data security of the Facebook products. You can assert data subject rights (e.g. requests for information) regarding the data processed by Facebook directly with Facebook. If you assert the data subject rights with us, we are obliged to forward them to Facebook.

For more information about Facebook Pixel, the nature, scope, purposes, legal basis, options for objecting to data processing by Facebook, and your settings options for protecting your privacy, please refer to Facebook's privacy policy at <https://www.facebook.com/about/privacy/>.

Google Services

This website uses services (i.e. Google Analytics (incl. the service Google Optimize), Google Ads and Google Tag Manager) provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ('Google'). The legal basis for the use of the Google services mentioned is Art. 6 para. 1f GDPR. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG.

The visitor can change the consent at any time via the icon at the bottom left of our website (see Figure 1, page 3). However, we would like to point out that if you refuse/prevent cookies, you may not be able to use all the functions of this website to their full extent.

You can also prevent the collection and transmission of the data generated by Google Analytics cookies and related to your use of the website (incl. your IP address) to Google, as well as the processing of this data by Google, by downloading and installing the browser plugin provided by Google under the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

We have concluded a data processing agreement with Google for the use of those Google services that require the transfer of your personal data to Google. Through this agreement, Google assures that they process the data in accordance with the General Data Protection Regulation and ensure the protection of the rights of the data subject. Details can be found here: <https://business.safety.google/adsprocessor/terms/>.

The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

The storage of cookies for the individual Google services requires the express consent of the website visitor. The visitor can change this at any time via the icon at the bottom left of our website (see Figure 1, page 3).

Your data will be processed pseudonymously within the Google advertising network. This means that Google does not store and process your name or e-mail address, for example, but processes the relevant data on a cookie basis within pseudonymous user profiles. This means that from Google's perspective, the ads are not managed and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if you have expressly allowed Google to process the data without this pseudonymisation. The information collected about you will be transmitted to Google and stored on Google's servers in the USA.

For more information on Google's use of data, settings and opt-out options, please refer to [Google's privacy policy](#) and [settings for the display of advertisements by Google](#).

Google Analytics incl. the related service **Google Optimize**. Google Optimize analyses the use of different variants of websites and helps to improve the user experience according to the behaviour of our users on the websites. Google Optimize is a tool connected to Google Analytics. Google Analytics and Google Optimize use so-called 'cookies': these are text files stored on your computer which make it possible to analyse your website usage (comparable technologies can be used instead of cookies). The information

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about your use of this website which is generated by the cookie is normally transferred to a Google server in the USA, where it is stored. However, because IP anonymization has been activated on this website your IP address will generally have been previously abbreviated by Google within the Member States of the European Union or in other countries that are signatories to the Treaty on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and then abbreviated there. Google will use this information on our behalf to evaluate your use of the website, compile reports on website activity, and provide other services relating to website and internet usage for the benefit of the website operator. The IP address that has been transferred from your browser within the context of Google Analytics will not be merged with any other Google data. The data we have sent and which is linked to cookies, user identifications (e.g. User-ID), or advertising IDs will be automatically deleted after 14 months. Data whose storage period has expired is automatically deleted once a month.

Further information on data protection in connection with Google Analytics can be found in the [Google Analytics Help](#). Information on Google's use of data can be found in their [privacy policy](#).

We use **Google Ads**, an online marketing procedure which enable us to place advertisements in the Google advertising network (for example, in search results and videos, on web pages, etc.) so that they're shown to you because you're presumably interested in these advertisements. The above-mentioned services enable us to display advertisements for and within our online offering in a more targeted way so that we only show you advertisements that potentially match your interests. For example, if you're shown advertisements for products you've been interested in on other online offerings, this is referred to as 'remarketing'. In order for this to happen, if you access our (and other) web pages on which the Google advertising network is active, Google directly executes a Google code and so-called (re)marketing tags (invisible graphics or code, also designated as 'web beacons') are incorporated in the web page. With their help, an individual cookie (i.e. a small file) is stored on your device; comparable technologies can also be used instead of cookies. This file records the web pages you've visited, the content you were interested in, and which offers you clicked on, together with technical information about the browser and operating system, linking web pages, the time of the visit, plus further information about usage of the online offering.

You also receive an individual 'conversion cookie'. The information that's collected with the help of this cookie enables Google to produce conversion statistics for us. However, we only discover the (anonymized) total number of users who clicked on our advertisement and were transferred to a page that's provided with a conversion tracking tag. We receive no information that allows users to be identified in person. Google also records your IP address, although within the Member States of the European Union or in other countries that are signatories to the Treaty on the European Economic Area it is abbreviated and only in exceptional cases is it transferred in its entirety to a Google server in the USA, where it is then abbreviated. Google may also combine the above-mentioned information with similar information from other sources. If you subsequently visit other web pages, you may – on the basis of your user profile – be shown other advertisements that match your presumed interests.

Google Tag Manager is a solution whereby we can use an interface to manage so-called website tags (and thus – for example – incorporate Google Analytics as well as other Google marketing services in our online offering). The Tag Manager itself (which implements the tags) doesn't process any of your personal data. If you'd like to know more about how your personal data is processed, please look at the following information about Google Services ([Use Policy](#)).

LinkedIn Insight Tag

This website uses the conversion tool 'LinkedIn Insight Tag' of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland ('LinkedIn'). Data processing via LinkedIn Insight Tag is based on your consent via the cookie content manager of the website (Google Tag Manager) and thus subject to the legal basis of Art. 6 para. 1a GDPR. The tool is connected via the Google Tag Manager and creates a cookie in your web browser that enables the acquisition of the following and other data: IP address, device and browser properties, and page events (e.g., page views). LinkedIn analyzes this data, encrypts, and anonymizes it within seven days. The anonymized data is deleted within 90 days. LinkedIn does not share any personal data with Vocatus but offers anonymized reports on the website target group and display performance. LinkedIn also offers the possibility of retargeting via the Insight Tag. Vocatus can use this data to display targeted advertising outside the website without identifying you as a website visitor. For more information on data privacy at LinkedIn, please refer to the [LinkedIn Privacy Policy](#). The activation of the 'LinkedIn Insight



Tag' requires express consent from the website visitor. The visitor can change this at any time via the icon on the bottom left of our website using the Google Tag Manager setting (see Figure 1, page 3).

LinkedIn also processes your personal data in the USA. The data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://de.linkedin.com/legal/dpa> and <https://www.linkedin.com/legal/eu-sccs>.

You can object to the analysis of usage behaviour and targeted advertising by LinkedIn at the following link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>. LinkedIn's members can control the use of their personal data for advertising purposes in their account settings. To prevent LinkedIn from linking data collected on our website with your LinkedIn account, you must log out of your LinkedIn account before visiting our website. See LinkedIn's privacy policy at <https://www.linkedin.com/legal/privacy-policy> for more information on data acquisition and use, as well as the options and rights available to protect your privacy.

YouTube

Our website uses **plug-ins from the YouTube website**. The operator of the pages is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA.

We use YouTube in the 'extended data protection mode', which according to YouTube means that YouTube doesn't store any information about you before you watch the respective video. On the other hand, the passing on of data to YouTube partners isn't necessarily excluded by the extended data protection mode.

A connection is established with YouTube's servers as soon as you start a YouTube video on our website, and the YouTube server is told which of our pages you've visited. If you're logged into your YouTube account, you're allowing YouTube to directly assign your surfing behavior to your personal profile. You can prevent this by logging out of your YouTube account.

Furthermore, YouTube can store various cookies on your end device after you've started a video. These cookies can help YouTube to obtain information about you. Amongst other things, this information is used to compile video statistics, improve user-friendliness, and prevent attempted fraud. The cookies remain on your end device until you delete them. Additional data processing procedures might be triggered once a YouTube video has started, but we have no influence over this.

We would like to point out that YouTube may use Google Analytics and refer to Google's privacy policy (<https://policies.google.com/privacy?hl=en>) as well as the opt-out options for Google Analytics (<https://tools.google.com/dlpage/gaoptout?hl=en>) or Google's settings for data use for marketing purposes (<https://adssettings.google.com/>).

YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1f GDPR. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. The visitor can change the consent at any time via the icon on the bottom left of our website (see Figure 1, page 3).

Data transfer to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: <https://privacy.google.com/businesses/controllerterms/mccs/>.

For more information about data protection at YouTube, please see their privacy policy at: <https://policies.google.com/privacy?hl=en>.

Vimeo

Our website uses **plugins from the website Vimeo**. The operator of these pages is Vimeo Inc., 555 West 18th Street New York, New York 10011, USA.

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As soon as you start a Vimeo video on our website, a connection to the Vimeo servers is established. This tells the Vimeo server which of our pages you have visited. If you are logged into your Vimeo account, you enable Vimeo to assign your surfing behaviour directly to your personal profile. You can prevent this by logging out of your Vimeo account.

Furthermore, Vimeo can save various cookies on your end device after starting a video. With the help of these cookies, Vimeo can obtain information about you. This information is used, among other things, to collect video statistics, improve the user experience and prevent fraud attempts.

The cookies remain on your terminal device until you delete them. If necessary, further data processing processes may be triggered after the start of a Vimeo video, over which we have no control.

We would like to point out that Vimeo may use Google Analytics and refer you to the Google privacy policy (<https://policies.google.com/privacy?hl=en>) and the opt-out options for Google Analytics (<https://tools.google.com/dlpage/gaoptout?hl=en>) or the Google settings for data use for marketing purposes (<https://adssettings.google.com/>).

Vimeo is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1f GDPR. If a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. The visitor can change the consent at any time via the icon at the bottom left of our website (see Figure 1, page 3).

Data transfer to the USA is based on legitimate business interests and the standard contractual clauses of the EU Commission. Details and further information about data protection at Vimeo can be found in their privacy policy at: <https://vimeo.com/privacy>.

GoToWebinar

We use the GoToWebinar tool to conduct webinars. GoToWebinar is a service of the company GoTo, which is based in Boston, Massachusetts, USA. GoTo's contractual partner in Europe is GoTo Technologies Ireland Unlimited Company at The Reflector 10 Hanover Quay, Dublin 2, D02R573, Ireland. The data controller for data processing directly related to the delivery of 'webinars' is Vocatus.

If you access the website of GoToWebinar (<https://www.goto.com/webinar>), its provider GoTo is responsible for data processing. You can find the data protection information of this provider on its website: <https://www.goto.com/company/legal/privacy/international>. Calling up the GoToWebinar website is necessary for the use of 'GoToWebinar' for two purposes:

- to download the software for the use of GoToWebinar
- to register for a webinar.

What data is processed?

When using GoToWebinar, different types of data are processed. The scope of the data also depends on the data entry and input you make before or during participation in a webinar. In order to participate in a 'webinar' or to enter the 'virtual webinar room', you must at least provide information about your name.

The following personal data are subject to processing:

User details: first name, last name, email address, personal participation link.

Webinar metadata: Topic, description (optional), participant IP addresses, device/hardware information, time of webinar entry and exit and duration of participation.

Text, audio and video data: You may have the opportunity to use the chat, question or survey functions in a webinar. In this respect, the text entries you make will be processed in order to display them in the webinar and, if necessary, to record them. In order to enable the display of video and the playback of audio, the data from the microphone of your terminal device and from any video camera of the terminal device as well as the video data displayed on your screen are processed accordingly for the duration of the meeting. You can switch off or mute the camera and microphone yourself at any time via the GoToWebinar applications.

Scope of processing

Recording of webinars is technically possible, but does not take place on a regular basis. If we want to record the webinar you are attending, we will transparently inform you in advance and - if necessary - ask for your consent. The fact of the recording will also be displayed to you in the GoToWebinar application. Participants are prohibited from making recordings of the webinar of any kind. Sound, image or text data may not be recorded, copied or stored. You confirm this by entering the virtual webinar room.

If it is necessary for the purposes of logging the results of a webinar, we will log the chat content. However, this will not usually be the case. For the purposes of follow-up to webinars, we may also process questions asked by webinar participants.

Furthermore, in addition to your registration data, we receive information about the duration of participation, interest in the webinar and questions asked or answers given.

Automated decision-making within the meaning of Art. 22 GDPR is not used.

Legal basis of data processing

The use of GoToWebinar is in the interest of an effective implementation of webinars. This constitutes a legitimate interest within the meaning of Art. 6 para. 1f GDPR. Furthermore, the legal basis for data processing in the implementation of webinars is Art. 6 para. 1b GDPR, insofar as the webinars are carried out within the framework of contractual relationships. Insofar as a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. The visitor can change the consent at any time via the icon at the bottom left of our website (see Figure 1, page 3).

Data processing outside the European Union

GoToWebinar is a service provided by a provider headquartered in the USA. Processing of personal data may therefore also take place outside the European Union. We have concluded an data processing agreement with GoTo for the use of those GoToWebinar services that require the transfer of your personal data. Through this contract, GoTo assures that they process the data in accordance with the General Data Protection Regulation and ensure the protection of the rights of the data subject.

Further information on GoTo's data protection and data security can be found here:

<https://www.goto.com/company/trust>.

Microsoft products

This website uses the marketing automation system **Microsoft Dynamics 365**, a product of the provider Microsoft Corp., One Microsoft Way, Redmond, WA 98052-6399, USA. The legal basis for the use of the Microsoft product mentioned is Art. 6 para. 1f GDPR. The website operator has a legitimate interest in effective advertising measures and in the continuous improvement of its website.

An assignment of the pseudonymized data collected with the aforementioned Microsoft product to your person only takes place if you have given your consent to this. Provided that a corresponding consent has been requested, the processing is carried out exclusively on the basis of Art. 6 para. 1a GDPR and Section 25 para. 1 TTDSG, as far as the consent includes the storage of cookies or access to information in the user's terminal device (e.g. device fingerprinting) within the meaning of the TTDSG. You can object to the personal use of your data at any time or revoke your consent, e.g. by changing your cookie settings accordingly at any time via the icon at the bottom left of our website (see Figure 1, page 3).

The data stored in the cookie is transferred to a server in a Microsoft Azure Data Center and stored there. In accordance with Microsoft's security policy (see <https://www.microsoft.com/en/trust-center/privacy/data-location>), the servers used for this purpose are located in the EU, although in exceptional cases access from the USA to the data stored in the EU cannot be ruled out (e.g. by Microsoft employees for support purposes). Data transfer to the USA is based on the EU adequacy decision for the EU-U.S. Data Privacy Framework. Microsoft is certified in accordance with this agreement.



We have concluded a data processing agreement with Microsoft for the use of those Microsoft products that require the transfer of your personal data to Microsoft. Through this agreement, Microsoft assures that they process the data in accordance with the General Data Protection Regulation and ensure the protection of the rights of the data subject. Details can be found here:

<https://www.microsoft.com/licensing/docs/view/Microsoft-Products-and-Services-Data-Protection-Addendum-DPA>.

For general information about data protection at Microsoft, please see the privacy statement at <https://privacy.microsoft.com/en/privacystatement>.

The Microsoft Dynamics 365 marketing automation system is used by us to carry out marketing campaigns, for e-mail campaigns, for analysis purposes, and to address customers and potential customers in a target group-specific manner. This system enables us to make a personalized evaluation of user behavior on our website (if a cookie is activated) and, if you have given us permission to send you a newsletter, from the analyzed e-mail communication, such as whether and when newsletters were opened and which links were clicked. This tells us how we can optimize our marketing activities in line with your interests and in a targeted manner. You can object to the personal use of your newsletter data at any time or revoke your consent to receive the newsletter by unsubscribing from the newsletter. You will find the unsubscribe link in every marketing e-mail. If, in addition, you generally wish to object to the use of your personal data for Microsoft Dynamics 365, please revoke any cookie consent you may have given by clicking on the icon at the bottom left of our website (see Figure 1, page 3). For more information on the use of cookies in connection with Microsoft Dynamics 365, please visit <https://learn.microsoft.com/en-us/dynamics365/marketing/cookies>.

Further questions; Data Protection Officer

You're welcome to ask any further questions relating to data protection and the processing of your data by directly contacting our Data Protection Officer who you can reach via the company contact details listed in [Legal Notice](#) and by emailing dataprotection@vocatus.com.