

Declaration of Data Protection

As a rule, our web site can be used without disclosing personal data.

If personal data are recorded during a visit to our web site, we process these solely in accordance with the General Data Protection Regulation ((EU) 2016/679; GDPR), the Federal Data Protection Act of 30th July 2017 (BDSG new) and the Telemedia Act (TMG). Personal data are processed solely in accordance with this declaration of data protection.

This declaration of data protection applies to use of the web site at the address www.publitech.tv. The declaration of data protection recorded on web pages we link to is decisive for the linked contents of other providers.

We point out that security flaws can occur during data transmissions via the Internet. Not even the technical design of this web site can prevent these. Flawless protection of personal data is not possible when using the Internet.

1. Responsible Office

The office responsible for processing personal data during the use of this web site is:

publitech Präsentationssysteme & Eventservice GmbH
General managers: Jens Richter, Andreas Flemming
Gahlenfeldstrasse 7a
D-58313 Herdecke
Telephone: +49 (0)2330-8032-0 | Fax: +49 (0)2330-801880
E-Mail: info@publitech.tv

2. Data Protection Officer

The data protection officer appointed by us is:

Mr Olaf Tenti (Dipl.-Inform.)
GDI Gesellschaft für Datenschutz und Informationssicherheit mbH
Fleyer Straße 61, 58097 Hagen (NRW)
Telephone: +49 (0)2331/356832-0
E-Mail: datenschutz@gdi-mbh.eu
Internet: www.gdi-mbh.eu

3. Hosting

Our web site is operated on servers from:

ALL-INKL.COM – Neue Medien Münnich
Owner: René Münnich

Hauptstraße 68
D-02742 Friedersdorf
VAT ID: DE 212657916
(host)

3.1 Recorded Data

When our web site is called up, data are automatically recorded and saved in log files on the servers of our host. These data can have a personal reference. The data recorded include:

- Time and date of the call-up
- Type and version of the browser
- The operating system used
- Referrer URL
- Domain of the accessing computer
- IP address (last 3 digits anonymised)

3.2 Purpose of Recording by the Host

The host uses the recorded data to operate the web site and to ensure IT security. If there are tangible suspicions, the log data may be analysed subsequently.

3.3 Duration of Storage by the Host

The data saved by the host are automatically deleted again after seven days.

4. Integration of Services and Functions

Personal data are transmitted to third parties during the use of our web site.

4.1 Details of the Purpose of Processing and the Legal Basis of Processing

Data recording conform to Art. 6 Para. 1 P. 1 GDPR is based on the following: the consent you have possibly issued (Letter a); possibly the processing of information to fulfil a contract or to negotiate a contract (Letter b), possibly to fulfil a legal obligation (Letter b). Insofar as data is recorded in the legitimate interests of our company (Letter f), separate reference is made to this in the course of the individual process.

4.2 Integrated Services and Service Providers

4.2.1 Cookies

We deploy cookies to provide our web site. Cookies are small text files saved on your end device, which enable your device to be recognised again.

Cookies serve to provide the technical services on our web site to you and in order to optimise our web site. We use session cookies for this purpose, which enable a visit to our pages to be recognised again. At the end of your visit, the cookies set are automatically deleted again by your browser.

We furthermore deploy cookies, which serve to recognise your device again beyond a particular session. For this purpose, cookies saved on your device are not deleted after every session.

You can object to the use of cookies through the settings of your browser and thus prevent cookies being set. However, we point out that the use of single functions on our web site may then not be possible in some circumstances.

4.2.2 Contact Options

There is the option of getting in touch with us by contact form on our web site. In this context, your personal data are stored and processed for the purpose of communication. The data recorded for this purpose (name, e-Mail address and/or telephone number) are not passed on to third parties. The data are not merged with other data recorded on this web site. The data are possibly stored for the purpose of Customer Relations Management (CRM), insofar as you are already a customer of our company.

Data recording conform to Art. 6 Para. 1 P. 1 GDPR is based on the following: the consent you have possibly issued (Letter a); possibly the processing of information to fulfil a contract or to negotiate a contract (Letter b), possibly to fulfil a legal obligation (Letter b) and in the legitimate interests of our company in the communication you have initiated (Letter f).

The data are deleted, as soon as the purpose of the communication has been achieved, unless we require the data to further process the contract. In this case, the retention periods set by law apply. The legal basis of data recording is then Art. 6 Para. 1 P. 1 (Letter b) GDPR.

4.2.3 Newsletter

You have the opportunity to subscribe to a newsletter on our web site, which is sent to you by e-Mail. Dispatch to your e-Mail address is made on the basis of your personal registration with subsequent confirmation (double opt-in), with which you consent to the dispatch of the newsletter.

We store your e-Mail address in order to send the newsletter.

The data are forwarded to our service provider [Newsletter2Go GmbH](#) in order to send the newsletter.

Our newsletter system has a function, with which we can track the time that a particular recipient opened the newsletter. These data are saved and used to evaluate the coverage of individual campaigns.

4.2.3.1 Revocation of Consent

You can object to the use of your data at any time with effect for the future. You will find an option to unsubscribe from the newsletter at the end of each newsletter mail.

4.2.3.2 Deletion

The personal data stored in our newsletter tool are saved by us after a subscription is cancelled for up to six months for documentation purposes. The data are subsequently deleted.

4.2.4 Google Analytics

We deploy Google Analytics on our web site. The service is offered by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (referred to below as "Google"). Google may save cookies on your end device to provide the service. Cookies are small text files that allow your browser to be recognised again.

Google stores the following data during your use of the web site: apart from the IP address, the time, place, duration and frequency of your web site visits are stored. We have set up Google Analytics in such a way that the IP address is anonymised. This involves abbreviating the IP address.

Google uses the data to compile reports about the use of our web pages on our behalf. These reports allow us to recognise flows of users to our site and to optimise our web site using this knowledge.

Google transmits the information to third parties, if this is prescribed by law. Under no circumstances will Google merge your IP address with other Google data.

In the course of processing through Google Analytics, personal data are transmitted to the USA. In this case, the IP address is always anonymised on servers within the Member States of the European Union before it is transmitted to the USA. Personal data are transmitted to the USA on the basis of a resolution adopted by the European Commission of 12th July 2016 ("EU-US Privacy Shield").

4.2.4.1 Objection to Recording Data

You can object to data recording by Google Analytics in the following way: Google provides a deactivation add-on that you can install in your browser. Insofar as this is properly installed in your browser, data are not recorded by Google during the Analytics program. The objection option offered by the Analytics program does not have any effect on the possible passing on of data to other web services.

The deactivation add-on can be downloaded from Google's Internet site under this link:

<http://tools.google.com/dlpage/gaoptout?hl=de>

As an alternative, you can set an "opt-out cookie" for your browser by clicking on the following link. Data are then no longer forwarded to Google Analytics the next time you visit this web site.

- *Set an opt-out cookie: set an opt-out cookie*

Please note that the opt-out cookie can be deleted. The deletion of the opt-out cookie depends on your individual browser settings. If the cookie is deleted, it must be re-set by clicking again on the link stated above. In case of an objection to recording data by Google Analytics, it can happen that not all of the services provi-

ded by us can be used properly.

4.2.5 Google Tag Manager

We deploy "Google Tag Manager" on our Internet presence, a service offered by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (referred to below as "Google"). Google Tag Manager enables us to administer web site tags via an interface. The Google Tag Manager tool - which implements the tags - is a non-cookie domain and does not itself record any personal data. Google Tag Manager serves to trigger other tags, which may then record data under certain circumstances. Google Tag Manager does not access these data. If de-activation is made at domain or cookie level, this remains in place for all tracking tags that are implemented with Google Tag Manager.

Google is subject to the Privacy Shield agreement concluded between the European Union and the USA and has been certified. This obliges Google to uphold the standards and provisions of European data protection laws. You can find more detailed information from the following link:

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Information on the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. You can find further information on data privacy from Google's following web pages:

- Privacy policy: <http://www.google.de/intl/de/policies/privacy>
- FAQ Google Tag Manager: <https://www.google.com/intl/de/tagmanager/faq.html>
- Terms of use for Google Tag Manager: <https://www.google.com/intl/de/tagmanager/use-policy.html>

4.2.6 Google Ads

We have integrated services from Google Ads on our internet site. Google Ads is an Internet advertising service, which allows advertisers to place advertisements both in the results from Google's search engines as well as on Google's advertising network. Google Ads enables advertisers to determine certain key words in advance. Using these key words, an advertisement is only shown in the results from Google's search engines when a user calls up a key word-relevant search result with the search engine. The advertisements are distributed in Google's advertising network to subject-relevant Internet sites using an automated algorithm and in observance of the pre-determined key words.

The company operating services from Google Ads is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google Ads is to promote our Internet site by placing interest-relevant advertising on the Internet sites of third-party companies and in the results from Google's search engines and to place outside advertising on our Internet site.

If an affected person reaches our Internet site from a Google advertisement, Google places a conversion cookie on the user's end device. Cookies are small text files saved on a user's end device by their Internet browser. A conversion cookie loses its validity after thirty days and does not serve to identify the affected person. Providing the conversion cookie is still valid, it is used to trace whether certain sub-pages (for example, the shopping trolley of an online shop system) on our Internet site have been called up. The conversion cookie allows both Google and ourselves to trace whether an affected person, who reached our Internet site via an Ads advertisement, generated turnover. In other words, if goods were purchased or if the transaction was aborted.

Google uses the data and information recorded through the use of the conversion cookie to compile visitor statistics for our Internet site. These visitor statistics are in turn used by us to determine the overall number of users who reached us through Ads advertisements. In other words, we can determine the success or failure of the respective Ads advertisement and optimise our Ads advertisements in future. Neither our company nor other advertising customers of Google-Ads receive information from Google, which could be used to identify the affected person.

Conversion cookies are used to save personal information (for example, the Internet sites visited by the affected person). Each time our Internet pages are visited, personal data, including the IP address of the Internet connection used by the affected person, are therefore transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Under certain circumstances, Google forwards the personal data recorded by technical processes to third parties.

You can prevent cookies being set by our Internet site at any time by declaring an appropriate setting in your Internet browser and thereby permanently preventing the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a cookie on the information technology system of the affected person. Moreover, a cookie already set by Google Analytics through the Internet browser or some other software program can be deleted.

You furthermore have the opportunity to object to interest-related advertising from Google. To do so, each Internet browser you use must call up the link <https://www.google.de/settings/ads> and the desired settings made there.

Further information and Google's present privacy policy can be called up at <https://www.google.de/intl/de/policies/privacy/>.

4.2.7 MaTelSo Telephone Tracking

We use telephone numbers on our web site, which are provided by matelso GmbH (Heilbronner Str. 150, 70191 Stuttgart, Germany).

These are telephone call tracking numbers, which serve to analyse and evaluate user behaviour. In particular, we deploy these numbers to analyse the paths in which our advertisements reach customers.

If you call on a number switched for us by matelso, information on the telephone call is saved. Such information is processed by matelso and stored on servers in the EU.

Telephone numbers are integrated on our site by Java script. This script likewise sets cookies to control the display of telephone numbers, based on the referrer delivered by the browser.

By deploying telephone tracking numbers from matelso, we particularly process the following (also personal) data:

- Caller ID (least 3 digits anonymised)
- Content of the data of the telecoms services
- Cookie IDs

The purpose of processing personal data is to analyse the measured data and to evaluate surfing behaviour and the success of our advertising channels among users. This enables us to track the success and coverage of our promotional campaigns.

The legal basis for the processing of personal data described here is Art. 6 Para. 1 Letter f) GDPR. The necessary legitimate interest we have here is the great benefit that the aforesaid functions have for our services. The statistical evaluation of user behaviour and the assignment of telephone numbers to our advertising channels particularly enable us to do justice to interests and to optimise our services.

4.2.7.1 Right of Objection

You have a right of objection. You can change your cookie settings (e.g. delete or block cookies etc.). Further information on this can be found under "Cookies".

The information processed is only saved for as long as this is necessary for the intended purpose or is prescribed by law.

The provision of personal data is not prescribed by law or by contract and is also not necessary for the conclusion of a contract. You are not obliged to provide personal data. In some circumstances, however, non-provision could mean that you are unable to use our web site, or at least not in the full scope.

4.2.8 Use of YouTube Components with Privacy-Enhanced Mode

We deploy components (videos) from YouTube, LLC 901 Cherry Ave., 94066 San Bruno, CA, USA, a company belonging to Google Inc., Amphitheatre Parkway, Mountain View, CA 94043, USA, on our web site; the "privacy-enhanced mode" provided by YouTube is activated. Only the data required to display the videos – thus the information on which of our pages you are visiting – is hereby transmitted to the service provider. If you are logged-in to YouTube during your visit to our Internet presence, the transmitted information is assigned to your member account with YouTube. You can prevent this by logging-off from your member account before visiting our web site.

Calling-up a page with a video embedded from You Tube creates a connection to the YouTube servers, which displays the content (thus the video) on our pages by notifying your browser.

Further information on data privacy at YouTube is provided by Google at the following link:

<https://www.google.de/intl/de/policies/privacy/>

4.2.9 Use of Vimeo

We deploy components from the provider Vimeo on our site. The service is offered by Vimeo LCC, 555 West 18th Street, New York, New York 10011, USA. Each time our web pages that are linked to such a component are called-up, this component orders the browser you use to download a corresponding display of the components from Vimeo. If you call-up such Vimeo components on our web pages whilst you are still logged-in to Vimeo, Vimeo recognises the actual page you are visiting from the information collected by the components and assigns this information to your personal account with Vimeo. If, for example, you press the play button or leave a comment, this information is transmitted to your personal member account with Vimeo where it is saved. In addition, the information that you have visited our web pages is forwarded to Vimeo. This happens regardless of whether or not you click on components or leave comments.

You can prevent this by logging-off from your member account with Vimeo before visiting our web site. Further information on data privacy, particularly the recording and use of data by Vimeo, is provided by Vimeo at the following link: <https://vimeo.com/privacy>

4.2.10 Deployment of Mynewsdesk

Our press releases are provided on the sub-domain <https://publitec.tv/presse>.

Our web site uses [Mynewsdesk](#), a service offered by Mynewsdesk AB, Rosenlundsgatan 40, 118 53 Stockholm, Sweden (Reg.no: 5566341276), for our marketing and press work.

Mynewsdesk deploys cookies. These are small text files that are saved on your computer. The following cookie guideline from Mynewsdesk explains which cookies are deployed, why these are used and how you can deactivate the use of cookies:

<https://www.mynewsdesk.com/de/about/terms-and-conditions/cookies>

If Mynewsdesk services are used, customers and users can provide personal data, either as a private person or as a representative of a company. Mynewsdesk acts as the responsible office for your personal data and their processing in accordance with the following privacy policy:

https://www.mynewsdesk.com/de/about/terms-and-conditions/privacy_policy

4.3 Further Forwarding of Data

In addition, we forward personal data to the authorities and/or under court instructions. Personal data beyond the spheres named in this declaration of data protection are not forwarded.

5. Rights of Affected Parties

5.1 Your Rights and the Pursuit of Rights

You have the rights stated below. You can pursue these rights against us. To do so, please use the data stated above or send an e-Mail to: datenschutz@gdi-mbh.eu

5.1.1 Right to Information

You have a right to information on whether we process personal data concerning you, the purposes for which we process such data, the categories of personal data concerning you that we process, if and to whom the data are passed on, if and how long the data are stored for and the rights that you have.

5.1.2 Right to Correct Data

You have the right to have inaccurate personal data concerning you that we have saved corrected. You likewise have the right to have an incomplete data record that we have saved supplemented by us.

5.1.3 Deletion

You can demand that we delete the personal data concerning you if (1) the data have been processed illegally,

(2) the purpose for which the data were recorded has been achieved, (3) you have revoked your consent to the processing of data and there is no other legal basis for processing, (4) we are subject to a legal duty to delete the data, (5) you are less than 16-years old or (6) you have objected to processing and there are no overriding, legitimate reasons for processing on our part.

5.1.4 Right to Restrict Processing

You can demand that we restrict processing in the following cases. In such cases, we will mark the data with a blockage notice and not process them further. (1) If you dispute the accuracy of the personal data for the duration of our review. (2) If you have demanded their deletion and we cannot or may not perform the deletion. (3) If you need the data to pursue claims, although we would be obliged to delete the data because the purpose of processing has been achieved. (4) If you have lodged an objection to processing and a definitive decision is still outstanding.

5.1.5 Objection to Processing

If the processing of personal data concerning you is based on our legitimate interests, you can object to their processing for reasons arising from your particular situation.

5.2 Revocation of Consent Issued

If you have given your consent to us to process personal data, you can revoke your consent at any time. Please send your revocation to the data stated above or send an e-Mail to: datenschutz@gdi-mbh.eu

5.3 Right of Objection to Data Protection Supervisory Bodies

You have the right to lodge an objection under data protection laws to the supervisory authorities. The supervisory authority responsible for us is the State Office for Data Protection and Freedom of Information of North Rhine-Westphalia. However, an objection can be lodged with any supervisory authority, regardless of responsibility.