

Privacy policy

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Privacy Policy

We created this Privacy Policy (version 01.01.1970-121505776), to declare which information we collect, how we use data and which options the users of our website have, according to the guidelines of the [General Data Protection Regulation \(EU\) 2016/679](#)

Unfortunately, these subjects sound rather technical due to their nature, but we have put much effort into describing the most important things as simply and clearly as possible.

Automatic Data Retention

Every time you visit a website nowadays, certain information is automatically created and saved, just as it happens on this website.

Whenever you visit our website such as you are doing right now, our webserver (computer on which this website is saved/stored) automatically saves data such as

- the address (URL) of the accessed website
- browser and browser version
- the used operating system
- the address (URL) of the previously visited site (referrer URL)
- the host name and the IP-address of the device the website is accessed from
- date and time

in files (webserver-logfiles).

Generally, webserver-logfiles stay saved for two weeks and then get deleted automatically. We do not pass this information to others, but we cannot exclude the possibility that this data will be looked at in case of illegal conduct.

Cookies

Our website uses HTTP-cookies to store user-specific data.

For your better understanding of the following Privacy Policy statement, we will explain to you below what cookies are and why they are in use.

What exactly are cookies?

Every time you surf the internet, you use a browser. Common browsers are for example Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites store small text-files in your browser. These files are called cookies.

What should not be dismissed, is that cookies are very useful little helpers. Nearly all websites use cookies. More accurately speaking these are HTTP-cookies, since there are also different cookies for other uses. http-cookies are small files which our website stores on your computer. These cookie files are automatically put into the cookie-folder, which is like the “brain” of your browser. A cookie consists of a name and a value. Moreover, to define a cookie, one or multiple attributes must be specified.

Cookies save certain parts of your user data, such as e.g. language or personal page settings. When you re-open our website, your browser submits these “user specific” information back to our site. Thanks to cookies, our website knows who you are and offers you the settings you are familiar to. In some browsers every cookie has its own file, in others such as Firefox, all cookies are stored in one single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, while third-party cookies are created by partner-websites (e.g. Google

Analytics). Every cookie is individual, since every cookie stores different data. The expiration time of a cookie also varies – it can be a few minutes, or up to a few years. Cookies are no software-programs and contain no computer viruses, trojans or any other malware. Cookies also cannot access your PC's information.

This is an example of how cookie-files can look:

name: _ga

value:GA1.2.1326744211.152121505776-9

purpose:differentiation between website visitors

expiration date:after 2 years

A browser should support these minimum sizes:

- at least 4096 bytes per cookie
- at least 50 cookies per domain
- at least 3000 cookies in total

Which types of cookies are there?

What exact cookies we use, depends on the used services. We will explain this in the following sections of the Privacy Policy statement. Firstly, we will briefly focus on the different types of HTTP-cookies.

There are 4 different types of cookies:

Essential Cookies

These cookies are necessary to ensure the basic function of a website. They are needed when a user for example puts a product into their shopping cart, then continues surfing on different websites and comes back later in order to proceed to the checkout. Even when the user closed their window priorly, these cookies ensure that the shopping cart does not get deleted.

Purposive Cookies

These cookies collect info about the user behaviour and record if the user potentially receives any error messages. Furthermore, these cookies record the website's loading time as well as its behaviour within different browsers.

Target-orientated Cookies

These cookies care for an improved user-friendliness. Thus, information such as previously entered locations, fonts or data in forms stay saved.

Advertising Cookies

These cookies are also known as targeting-Cookies. They serve the purpose of delivering individually adapted advertisements to the user. This can be very practical, but also rather annoying.

Upon your first visit to a website you are usually asked which of these cookie-types you want to accept. Furthermore, this decision will of course also be saved in a cookie.

How can I delete cookies?

You yourself take the decision if and how you want to use cookies. Thus, no matter what service or website cookies are from, you always have the option to delete, deactivate or only partially allow them. Therefore, you can for example block cookies of third parties but allow any other cookies.

If you want change or delete cookie-settings and would like to determine which cookies have been saved to your browser, you can find this info in your browser-settings:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser in a way, to notify you whenever a potential cookie is about to be set. This gives you the opportunity to manually decide to either permit or deny the placement of every single cookie. The settings for this differ from browser to browser. Therefore, it might be best for you to search for the instructions in Google. If you are using Chrome, you could for example put the search phrase “delete cookies Chrome” or “deactivate cookies Chrome” into Google.

How is my data protected?

There is a “cookie policy” that has been in place since 2009. It states that the storage of cookies requires the user’s consent. However, among the countries of the EU, these guidelines are often met with mixed reactions. In Austria the guidelines have been implemented in § 96 section 3 of the Telecommunications Act (TKG).

If you want to learn more about cookies and do not mind technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Request for Comments of the Internet Engineering Task Force (IETF) called “HTTP State Management Mechanism”.

Storage of Personal Data

Any personal data you electronically submit to us on this website, such as your name, email address, home address or other personal information you provide via the transmission of a form or via any comments to the blog, are solely used for the specified purpose and get stored securely along with the respective submission times and IP-address. These data do not get passed on to third parties.

Therefore, we use personal data for the communication with only those users, who have explicitly requested being contacted, as well as for the execution of the services and products offered on this website. We do not pass your personal data to others without your approval, but we cannot exclude the possibility this data will be looked at in case of illegal conduct.

If you send us personal data via email – and thus not via this website – we cannot guarantee any safe transmission or protection of your data. We recommend you, to never send confidential data via email.

Rights in accordance with the General Data Protection Regulation

You are granted the following rights in accordance with the provisions of the [GDPR](#)(General Data Protection Regulation) and the Austrian [Data Protection Act \(DSG\)](#):

- right to rectification (article 16 GDPR)
- right to erasure (“right to be forgotten”) (article 17 GDPR)
- right to restrict processing (article 18 GDPR)
- right to notification – notification obligation regarding rectification or erasure of personal data or restriction of processing (article 19 GDPR)
- right to data portability (article 20 GDPR)
- Right to object (article 21 GDPR)
- right not to be subject to a decision based solely on automated processing – including profiling – (article 22 GDPR)

If you think that the processing of your data violates the data protection law, or that your data protection rights have been infringed in any other way, you can lodge a complaint with your respective regulatory authority. For Austria this is the data protection authority, whose website you can access at <https://www.data-protection-authority.gv.at/>.

Evaluation of Visitor Behaviour

In the following Privacy Policy, we will inform you on if and how we evaluate the data of your visit to this website. The evaluation is generally made anonymously, and we cannot link to you personally based on your behaviour on this website.

You can find out more about how to disagree with the evaluation of visitor data, in the Privacy Policy below.

TLS encryption with https

We use https to transfer information on the internet in a tap-proof manner (data protection through technology design [Article 25 Section 1 GDPR](#)). With the use of TLS (Transport Layer Security), which is an encryption protocol for safe data transfer on the internet, we can ensure the protection of confidential information. You can recognise the use of this safeguarding tool by the little lock-symbol, which is situated in your browser's top left corner, as well as by the use of the letters https (instead of http) as a part of our web address.

Google Analytics Privacy Policy

We use the tracking and analysis tool Google Analytics (GA) of the US-American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). Google Analytics collects data on your actions on our website. Whenever you click a link for example, this action is saved in a cookie and transferred to Google Analytics. With the help of reports which we receive from Google Analytics, we can adapt our website and our services better to your wishes. In the following, we will explain the tracking tool in more detail, and most of all, we will inform you what data is saved and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool with the purpose of conducting data traffic analysis of our website. For Google Analytics to work, there is a tracking code integrated to our website. Upon your visit to our website, this code records various actions you perform on your website. As soon as you leave our website, this data is sent to the Google Analytics server, where it is stored.

Google processes this data and we then receive reports on your user behaviour. These reports can be one of the following:

- Target audience reports: With the help of target audience reports we can get to know our users better and can therefore better understand who is interested in our service.

- Advertising reports: Through advertising reports we can analyse our online advertising better and hence improve it.
- Acquisition reports: Acquisition reports provide us helpful information on how we can get more people enthusiastic about our service.
- Behaviour reports: With these reports, we can find out how you interact with our website. By the means of behaviour reports, we can understand what path you go on our website and what links you click.
- Conversion reports: A conversion is the process of leading you to carry out a desired action due to a marketing message. An example of this would be transforming you from a mere website visitor into a buyer or a newsletter subscriber. Hence, with the help of these reports we can see in more detail, if our marketing measures are successful with you. Our aim is to increase our conversion rate.
- Real time reports: With the help of these reports we can see in real time, what happens on our website. It makes us for example see, we can see how many users are reading this text right now.

Why do we use Google Analytics on our website?

The objective of our website is clear: We want to offer you the best possible service. Google Analytics' statistics and data help us with reaching this goal.

Statistically evaluated data give us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimise our page in a way, that makes it easier to be found by interested people on Google. On the other hand, the data helps us to get a better understanding of you as our visitor. Therefore, we can very accurately find out what we must improve on our website, in order to offer you the best possible service. The analysis of that data also enables us to carry out our advertising and marketing measures in a more individual and more cost-effective way. After all, it only makes sense to show our products and services exclusively to people who are interested in them.

What data gets stored by Google Analytics?

With the aid of a tracking code, Google Analytics creates a random, unique ID which is connected to your browser cookie. That way, Google Analytics recognises you as a new user. The next time you visit our site, you will be recognised as a "recurring" user. All data that is collected gets saved together with this very user ID. Only this is how it is made possible for us to evaluate and analyse pseudonymous user profiles.

Your interactions on our website are measures by tags such as cookies and app instance IDs. Interactions are all kinds of actions that you perform on our website. If you are also using other Google systems (such as a Google Account), data generated by Google Analytics can be linked with third-party cookies. Google does not pass on any Google Analytics data, unless we as the website owners authorise it. In case it is required by law, exceptions can occur.

The following cookies are used by Google Analytics:

Name: _ga

Value:2.1326744211.152121505776-5

Purpose:By default, analytics.js uses the cookie _ga, to save the user ID. It generally serves the purpose of differentiating between website visitors.

Expiration date:After 2 years

Name: _gid

Value:2.1687193234.152121505776-1

Purpose:This cookie also serves the purpose of differentiating between website users

Expiration date:After 24 hours

Name: _gat_gtag_UA_ <property-id>

Value:1

Verwendungszweck:It is used for decreasing the demand rate. If Google Analytics is provided via Google Tag Manager, this cookie gets the name _dc_gtm_ <property-id>.

Expiration date: After 1 minute

Name:AMP_TOKEN

Value:No information

Purpose:This cookie has a token which is used to retrieve the user ID by the AMP Client ID Service. Other possible values suggest a logoff, a request or an error.

Expiration date:After 30 seconds up to one year

Name: __utma

Value:1564498958.1564498958.1564498958.1

Purpose:With this cookie your behaviour on the website can be tracked and the site performance can be measured. The cookie is updated every time the information is sent to Google Analytics.

Expiration date:After 2 years

Name: __utmt

Below we will give you an overview of the most important data that can be evaluated by Google Analytics:

Heatmaps: Google creates so-called Heatmaps. These Heatmaps make it possible to see the exact areas you click on, so we can get information on what routes you make on our website.

Session duration: Google calls the time you spend on our website without leaving it session duration. Whenever you are inactive for 20 minutes, the session ends automatically.

Bounce rate If you only look at one page of our website and then leave our website again, it is called a bounce.

Account creation: If you create an account or make an order on our website, Google Analytics collects this data.

IP-Address: The IP address is only shown in a shortened form, to make it impossible to clearly allocate it.

Location: Your approximate location and the country you are in can be defined by the IP address. This process is called IP location determination.

Technical information: Information about your browser type, your internet provider and your screen resolution are called technical information.

Source: Both, Google Analytics as well as ourselves, are interested what website or what advertisement led you to our site.

Further possibly stored data includes contact data, potential reviews, playing media (e.g. when you play a video on our site), sharing of contents via social media or adding our site to your favourites. This list is not exhaustive and only serves as general guidance on Google Analytics' data retention.

How long and where is the data saved?

Google has servers across the globe. Most of them are in America and therefore your data is mainly saved on American servers. Here you can read detailed information on where Google's data centres are located: <https://www.google.com/about/datacenters/inside/locations/?hl=en>

Your data is allocated to various physical data mediums. This has the advantage of allowing to retrieve the data faster, and of protecting it better from manipulation. Every Google data centre has respective emergency programs for your data. Hence, in case of a hardware failure at Google or a server error due to natural disasters, the risk for a service interruption stays relatively low.

Google Analytics has a 26 months standardised period of retaining your user data. After this time, your user data is deleted. However, we have the possibility to choose the retention period of user data ourselves. There are the following five options:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatical deletion

As soon as the chosen period is expired, the data is deleted once a month. This retention period applies to any of your data which is linked to cookies, user identification and advertisement IDs (e.g. cookies of the DoubleClick domain). Any report results are based on aggregated information and are stored independently of any user data. Aggregated information is a merge of individual data into a single and bigger unit.

How can I delete my data or prevent data retention?

Under the provisions of the European Union's data protection law, you have the right to obtain information on your data and to update, delete or restrict it. With the help of a browser add on that can deactivate Google Analytics' JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download this add on at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>. Please consider that this add on can only deactivate any data collection by Google Analytics.

Should you generally want to deactivate, delete or manage all cookies (independently of Google Analytics), you can use one of the guides that are available for any browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Google Analytics is an active participant of the EU-U.S. Privacy Shield Framework, which regulates correct and save transfer of personal data.

You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=121505776>. We hope we were able to make you more familiar with the most important information on Google Analytics' data processing. If you want to learn more about the tracking service, we recommend

both of the following links: <https://marketingplatform.google.com/about/analytics/terms/gb/>and <https://support.google.com/analytics/answer/6004245?hl=en>.

Facebook Pixel Privacy Policy

We use Facebook's Facebook pixel on our website. For that, we have implemented a code on our website. The Facebook pixel is a segment of a JavaScript code, which, in case you arrived on our website via Facebook ads, loads an array or functions that enable Facebook to track your user actions. For example, if you buy a product on our website, the Facebook pixel is triggered and then saves your actions on our website in one or more cookies. These cookies enable Facebook to match your user data (customer data such as IP address, user ID) with the data of your Facebook account. After that, Facebook deletes your data again. The collected data is anonymous as well as inaccessible and can only be used for ad placement purposes. If you are a Facebook user and you are logged in, your visit to our website is automatically assigned to your Facebook user account.

We exclusively want to show our products or services to persons, who are interested in them. With the aid of the Facebook pixel, our advertising measures can get better adjusted to your wishes and interests. Therefore, Facebook users get to see suitable advertisement (if they allowed personalised advertisement). Moreover, Facebook uses the collected data for analytical purposes and for its own advertisements.

In the following we will show you the cookies, which were set on a test page through the integration of the Facebook pixel. Please consider that these cookies are only examples. Depending on the interaction that is made on our website, different cookies are set.

Name: _fbp

Value:fb.1.1568287647279.257405483-6121505776-7

Purpose:Dieses Cookie verwendet Facebook, um Werbeprodukte anzuzeigen.

Expiration date:nach 3 Monaten

Name:fr

Value:0aPf312HOS5Pboo2r..Bdeiuf...1.0.Bdeiuf.

Purpose:Dieses Cookie wird verwendet, damit Facebook-Pixel auch ordentlich funktioniert.

Expiration date:nach 3 Monaten

Name:comment_author_50ae8267e2bdf1253ec1a5769f48e062121505776-3

Value:Name of the author

Purpose:This cookie saves the text and name of a user who e.g. leaves a comment.

Expiration date:after 12 months

Name:comment_author_url_50ae8267e2bdf1253ec1a5769f48e062

Value:https%3A%2F%2Fwww.testseite...%2F (URL of the author)

Purpose:This cookie saved the URL of the website that the user types into a text box on our website.

Expiration date:after 12 months

Name:comment_author_email_50ae8267e2bdf1253ec1a5769f48e062

Value:email address of the author

Purpose:This cookie saves the email address of the user, if they provided it on the website.

Expiration date:after 12 months

Note: The above-mentioned cookies relate to an individual user behaviour. Moreover, especially concerning the usage of cookies, changes at Facebook can never be ruled out.

If you are registered at Facebook, you can change the settings for advertisements yourself at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. If you are not a Facebook user, you can manage your user based online advertising at <https://www.youronlinechoices.com/uk/your-ad-choices>. You have the option to activate or deactivate any providers there.

If you want to learn more about Facebook's data protection, we recommend you the view the company's in-house data policies at <https://www.facebook.com/policy.php>.

Newsletter Privacy Policy

When you subscribe to our Newsletter you submit your personal data and give us the right to contact you via email. We use the data that is stored for the registration for the Newsletter exclusively for our Newsletter and do not pass them on.

If you unsubscribe from the newsletter – for which you can find a link in the bottom of every newsletter – we will delete all data that was saved when you registered for the newsletter.

Embedded Social Media elements Privacy Policy

We have embedded elements from social media services on our website, to display pictures, videos and texts. By visiting pages that present such elements, data is transferred from your browser to the respective social media service, where it is stored. We do not have access to this data.

The following links lead to the respective social media services' sites, where you can find a declaration on how they handle your data:

- Instagram Data Policy: <https://help.instagram.com/519522125107875>
- For YouTube, the Google Privacy Policy applies: <https://policies.google.com/privacy?hl=en-GB>
- Facebook Data Policy: <https://www.facebook.com/about/privacy>
- Twitter Privacy Policy: <https://twitter.com/en/privacy>

Facebook Data Policy

We use selected Facebook tools on our website. Facebook is a social media network of the company Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the aid of this tool we can provide the best possible offers to you and anyone interested in our products and services. In the following we will give you an overview on the different Facebook tools, as well as on what data is sent to Facebook and how you can delete these data.

What are Facebook tools?

Along with many other products, Facebook also offers so called "Facebook Business Tools". This is Facebook's official name for the tools, but it is not very common. Therefore, we decided to merely call them "Facebook tools". They include the following:

- Facebook-Pixel
- social plugins (e.g. the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (application programming interface)
- SDKs (Software development kits)
- Plattform-integrations
- Plugins
- Codes
- Specifications
- Documentations
- Technologies and Services

With these tools Facebook can extend its services and is able to receive information on user activities outside of Facebook.

Why do we use Facebook tools on our website?

We only want to show our services and products to people who are genuinely interested in them. With the help of advertisements (Facebook Ads) we can reach exactly these people. However, to be able to show suitable adverts to users, Facebook requires additional information on people's needs and wishes. Therefore, information on the user behaviour (and contact details) on our website, are provided to Facebook. Consequently, Facebook can collect better user data and is able to display suitable adverts for our products or services. Thanks to the tools it is possible to create targeted, customised ad campaigns of Facebook.

Facebook calls data about your behaviour on our website "event data" and uses them for analytics services. That way, Facebook can create "campaign reports" about our ad campaigns' effectiveness on our behalf. Moreover, by analyses we can get a better insight in how you use our services, our website or our products. Therefore, some of these tools help us optimise your user experience on our website. With the social plugins for instance, you can share our site's contents directly on Facebook.

What data is saved by the Facebook tools?

With the use of the Facebook tools, personal data (customer data) may be sent to Facebook. Depending on the tools used, customer data such as name, address, telephone number and IP address may be transmitted.

Facebook uses this information to match the data with the data it has on you (if you are a Facebook member). However, before the customer data is transferred to Facebook, a so called "Hashing" takes place. This means, that a data record of any size is transformed into a string of characters, which also has the purpose of encrypting data.

Moreover, not only contact data, but also "event data" is transferred. These data are the information we receive about you on our website. To give an example, it allows us to see what subpages you visit or what products you buy from us. Facebook does not disclose the obtained information to third parties (such as advertisers), unless the company has an explicit permission or is legally obliged to do so. Also, "event data" can be linked to contact information, which helps Facebook to offer improved, customised adverts. Finally, after the previously mentioned matching process, Facebook deletes the contact data.

To deliver optimised advertisements, Facebook only uses event data, if they have been combined with other data (that have been collected by Facebook in other ways). Facebook also uses event data for the purposes of security, protection, development and research. Many of these data are transmitted to Facebook via cookies. Cookies are little text files, that are used for storing data or information in browsers. Depending on the tools used, and on whether you are a

Facebook member, a different number of cookies are placed in your browser. In the descriptions of the individual Facebook tools we will go into more detail on Facebook cookies. You can also find general information about the use of Facebook cookies at <https://www.facebook.com/policies/cookies>.

How long and where are the data saved?

Facebook fundamentally stores data, until they are no longer of use for their own services and products. Facebook has servers for storing their data all around the world. However, customer data is cleared within 48 hours after they have been matched with their own user data.

How can I delete my data or prevent data retention?

In accordance with the General Data Protection Regulation (GDPR) you have the right of information, rectification, transfer and deletion of your data.

The collected data is only fully deleted, when you delete your entire Facebook account. Deleting your Facebook account works as follows:

- 1) Click on settings in the top right side in Facebook.
- 2) Then, click “Your Facebook information“ in the left column.
- 3) Now click on “Deactivation and deletion”.
- 4) Choose “Permanently delete account“ and then click on “Continue to account deletion“.
- 5) Enter your password, click on “continue“ and then on “Delete account“.

The retention of data Facebook receives via our site is done via cookies (e.g. with social plugins), among others. You can deactivate, clear or manage both all and individual cookies in your browser. How this can be done differs depending on the browser you use. The following instructions show, how to manage cookies in your browser:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

If you generally do not want to allow any cookies at all, you can set up your browser to notify you whenever a cookie is about to be set. This gives you the opportunity to decide upon the permission or deletion of every single cookie.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which regulates correct and secure transfer of personal data. You can find more information at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we could give you an understanding of the most important information about the use of Facebook tools and data processing. If you want to find out more on how Facebook use your data, we recommend reading the data policies at <https://www.facebook.com/about/privacy/update>.

Instagram Privacy Policy

We have integrated functions of Instagram to our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Since 2012, Instagram is a subsidiary company of Facebook Inc. and is a part of Facebook's products. The inclusion of Instagram's contents on our website is called embedding. With this, we can show you Instagram contents such as buttons, photos or videos directly on our website. If you open websites of our online presence, that have an integrated Instagram function, data gets transmitted to, as well as stored and processed by Instagram. Instagram uses the same systems and technologies as Facebook. Therefore, your data will be processed across all Facebook firms.

In the following, we want to give you a more detailed insight on why Instagram collects data, what data these are and how you can control data processing. As Instagram belongs to Facebook Inc., we have, on the one hand received this information from the Instagram guidelines, and on the other hand from Facebook's Data Policy.

What is Instagram?

Instagram is one of the most famous social media networks worldwide. Instagram combines the benefits of a blog with the benefits of audio-visual platforms such as YouTube or Vimeo. To "Insta" (how the platform is casually called by many users) you can upload photos and short videos, edit them with different filters and also share them to other social networks. Also, if you do not want to be active on Instagram yourself, you can just follow other interesting users.

Why do we use Instagram on our website?

Instagram is a social media platform whose success has skyrocketed within recent years. Naturally, we have also reacted to this boom. We want you to feel as comfortable as possible on our website. Therefore, we attach great importance to diversified contents. With the embedded Instagram features we can enrich our content with helpful, funny or exciting Instagram contents. Since Instagram is a subsidiary company of Facebook, the collected data can also serve us for

customised advertising on Facebook. Hence, only persons who are genuinely interested in our products or services can see our ads.

Instagram also uses the collected data for tracking and analysis purposes. We receive summarised statistics and therefore more insight to your wishes and interests. It is important to mention that these reports do not identify you personally.

What data is saved by Instagram?

Whenever you land on one of our sites, which have Instagram functions (i.e. Instagram photos or plugins) integrated to them, your browser automatically connects with Instagram's servers. Thereby, data is sent to, as well as saved and processed by Instagram. This always happens, whether you have an Instagram account or not. Moreover, it includes information on our website, your computer, your purchases, the advertisements you see and on how you use our offer. The date and time of your interaction is also stored. If you have an Instagram account or are logged in, Instagram saves significantly more data on you.

Facebook distinguishes between customer data and event data. We assume this is also the case for Instagram. Customer data are for example names, addresses, phone numbers and IP addresses. These data are only transmitted to Instagram, if they have been "hashed" first. Thereby, a set of data is transformed into a string of characters, which encrypts any contact data. Moreover, the aforementioned "event data" (data on your user behaviour) is transmitted as well. It is also possible, that contact data may get combined with event data. The collected data is matched with any data Instagram already has on you.

Furthermore, the gathered data are transferred to Facebook via little text files (cookies) which usually get set in your browser. Depending on the Instagram function used, and whether you have an Instagram account yourself, the amount of data that gets stored varies.

We assume data processing on Instagram works the same way as on Facebook. Therefore, if you have an account on Instagram or have visited www.instagram.com, Instagram has set at least one cookie. If this is the case, your browser uses the cookie to send information to Instagram, as soon as you come across an Instagram function. No later than 90 days (after matching) the data is deleted or anonymised. Even though we have studied Instagram's data processing in-depth, we cannot tell for sure what exact data Instagram collects and retains.

In the following we will show you a list of the least cookies placed in your browser when click on an Instagram function (e.g. button or an Insta picture). In our test we assume you do not have an Instagram account, since if you would be logged in to your Instagram account, your browser would place significantly more cookies.

The following cookies were used in our test:

Name: csrftoken

Value: ""

Purpose: This cookie is most likely set for security reasons to prevent falsifications of requests. We could not find out more information on it.

Expiry date: after one year

Name: mid

Value: ""

Purpose: Instagram places this cookie to optimise its own offers and services in- and outside of Instagram. The cookie allocates a unique user ID.

Expiry date: after end of session

Name: fbsr_121505776124024

Value: no information

Purpose: This cookie stores the login request of Instagram app users.

Expiry date: after end of session

Name: rur

Value: ATN

Purpose: This is an Instagram cookie which guarantees functionality on Instagram.

Expiry date: after end of session

Name: urlgen

Value: "{194.96.75.33": 1901};1iEtYv:Y833k2_UjKvXgYe121505776"

Purpose: This cookie serves Instagram's marketing purposes.

Expiry date: after end of session

Note: We do not claim this list to be exhaustive. The cookies that are placed in each individual case, depend on the functions embedded as well as on your use of Instagram.

How long and where are these data stored?

Instagram shares the information obtained within the Facebook businesses with external partners and persons you are globally connected with. Data processing is done according to

Facebook's internal data policy. Your data is distributed to Facebook's servers across the world, partially for security reasons. Most of these servers are in the USA.

How can I delete my data or prevent data retention?

Thanks to the General Data Protection Regulation (GDPR), you have the right of information, rectification, transfer and deletion of your data. Furthermore, you can manage your data in Instagram's settings. If you want to delete your data on Instagram completely, you will have to delete your Instagram account permanently.

And this is how an Instagram account can be deleted:

First, open the Instagram app. Then, navigate to your profile page, select the three bars in the top right, choose "Settings" and then click "Help". Now, you will be redirected to the company's website, where you must click on "Managing Your Account" and then "Delete Your Account".

When you delete your account completely, Instagram deletes posts such as your photos and status updates. Any information other people shared about you are not a part of your account and do therefore not get deleted.

As mentioned before, Instagram primarily stores your data via cookies. You can manage, deactivate or delete these cookies in your browser. Depending on your browser, managing them varies a bit. We will show you the instructions of the most relevant browsers here.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Generally, you can set your browser to notify you whenever a cookie is about to be set. Then you can individually decide upon the permission of every cookie.

Instagram is a subsidiary company of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework regulates correct transfer between the USA and the European Union. At

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC> you can find out more about this. We gave our best to make you familiar with the most important information on data processing by Instagram. At <https://help.instagram.com/519522125107875> you can find out more on Instagram's data policies.

Twitter Privacy Policy

We have incorporated Twitter functions on our website. These are, for example, embedded tweets, timelines, buttons or hashtags. Twitter is a short message service and social media platform from the firm Twitter Inc., One Cumberland Place, Fenian Street, Dublin 2 D02 AX07, Ireland.

To our knowledge, in the European Economic Area and Switzerland, a mere integration of the Twitter function does not transfer any personal data or data about your web activities to Twitter. Only when you interact with the Twitter functions, such as by clicking a button, data could be sent to Twitter and get saved as well as processed there. We have no influence on this processing of data and do not bear any responsibility for it. Within this privacy statement, we want to give you an overview of what data Twitter stores, what Twitter does with this data and how you can largely protect yourself from data transmission.

What is Twitter?

For some, Twitter is a news service, for others, a social media platform, and for others still it is a microblogging service. All these terms are justified and mean pretty much the same.

Both individuals as well as companies use Twitter for communicating with interested people via short messages. Twitter only allows 280 characters per message. These messages are called “tweets”. In contrast to Facebook, for example, the service does not focus on the expansion of a network of “friends”, but strives to be regarded as an open, worldwide news platform. On Twitter you can also have an anonymous account and tweets can be deleted by both, either the company or the users themselves.

Why do we use Twitter on our website?

Like many other websites and companies, we try to use different channels for offering our services and communicating with our customers. Twitter is a truly useful “small” news service, which is why it has grown dear to us. We regularly tweet or retweet exciting, funny or interesting content. We understand that you do not have the time to follow every channel after channel, as you surely have enough other things to do. That is why we also have integrated Twitter functions to our website. That way, you can experience our Twitter activities “on site” or come to our Twitter page via a direct link. With the integration, we want to strengthen the service and user-friendliness on our website.

What data is stored by Twitter?

You will find integrated Twitter functions on some of our subpages. If you interact with Twitter content, such as by clicking a button, Twitter may collect and save data. This can happen even if you don't have a Twitter account yourself. Twitter calls this data “log data”. It includes

demographic data, browser cookie IDs, your smartphone's ID, hashed email addresses, and information on which pages you have visited on Twitter and what actions you have taken there. Of course, Twitter stores more data if you have a Twitter account and are logged in. This retention is usually done via cookies. Cookies are small text files that are usually set in your browser and transmit various information to Twitter.

We will now show you which cookies are placed if you are not logged in to Twitter but visit a website with built-in Twitter functions. Please consider this list as an example. We do not claim for this list to be extensive, since the array of cookies always changes and depends on your individual actions with Twitter content.

The following cookies have been used in our test:

Name:personalization_id

Value:"v1_cSJIsogU51SeE121505776"

Purpose: This cookie stores information on how you use the website and what ad may have led you to Twitter.

Expiry date:after 2 years

Name: lang

Value: en

Purpose: This cookie stores your default or preferred language.

Expiry date: after end of session

Name: guest_id

Value: 121505776v1%3A157132626

Purpose: This cookie is set to identify you as a guest.

Expiry date: after 2 years

Name: fm

Value: 0

Purpose: Unfortunately, we could not find out the purpose of this cookie.

Expiry date: after end of session

Name: external_referer

Value: 1215057762beTA0sf5lkMrIGt

Purpose: This cookie collects anonymous data, such as how often you visit Twitter and how long you visit Twitter.

Expiry date: after 6 days

Name: eu_cn

Value: 1

Purpose: This cookie stores user activity and is used for Twitter's various advertising purposes.

Expiry date: after one year

Name: ct0

Value: c1179f07163a365d2ed7aad84c99d966

Purpose: Unfortunately we could not find any information on this cookie.

Expiry date: after 6 hours

Name: _twitter_sess

Value: 53D%253D-dd0248121505776-

Purpose: With this cookie you can use functions within Twitter's website.

Expiry date: after end of session

Note: Twitter also works with third parties. Therefore, we have recognized the three Google Analytics cookies `_ga`, `_gat`, `_gid` in our test.

On the one hand, Twitter uses the collected data for gaining better understand on user behaviour, and thus to improve their own services and advertising offers. On the other hand, the data are also used for internal security measures.

How long and where are the data stored?

When Twitter collects data from other websites, after a maximum of 30 days, they will be deleted, summarized or otherwise concealed. Twitter's servers are in various server centres in the United States. Accordingly, it can be assumed that the gathered data will be collected and stored in America. In our research we could not clearly determine whether Twitter also owns servers in Europe. Generally, Twitter may keep collected data stored until either the data are no longer useful to the company, until you delete the data or until a potential legal deletion period has been reached.

How can I delete my data or prevent data retention?

In their Privacy Policy, Twitter repeatedly emphasize that they do not save data from external website visits, provided you or your browser are in the European Economic Area or Switzerland. However, if you interact directly with Twitter, the company will of course store your data.

If you have a Twitter account, you can manage your data by clicking on “More” under the “Profile” button. Then click on “Settings and privacy”. Here you can manage data processing individually.

If you do not have a Twitter account, you can go to twitter.com and click “Settings”. At “Personalization and data” you can manage data that is collected on you.

As mentioned above, most data are stored via cookies, which you can manage, deactivate or delete in your browser. Please note that when changing cookie settings in your browser, the edits will only affect that very browser. This means that if you use another browser in the future, you will have to manage your cookie settings there again. In the following you will find instructions for managing cookies in the most popular browsers.

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can also set your browser to notify you about each individual cookie. This lets you decide individually whether you want to allow or deny a cookie.

Twitter also uses the data for personalised advertising in-and outside of Twitter. You can switch off personalised advertising in the settings under “Personalization and data”. If you use Twitter on a browser, you can deactivate personalised advertising at <http://optout.aboutads.info/?c=2&lang=EN>.

Twitter is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures correct data transmission between the USA and the European Union. You can learn more about it at <https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO>.

We hope we could give you a basic overview of Twitter’s data processing. We do not receive any data from Twitter and are not responsible for what Twitter does with your data. If you have any further questions on this topic, we recommend reading Twitter’s privacy statement at <https://twitter.com/en/privacy>.

LinkedIn Privacy Policy

On our website we use social plugins from the social media network LinkedIn, of the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Social plugins can be feeds, content sharing or a link to our LinkedIn page. Social plugins are clearly marked with the well-known LinkedIn logo and for example allow sharing interesting content directly via our website. Moreover, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing in the European Economic Area and Switzerland.

By embedding these plugins, data can be sent to, as well as stored and processed by LinkedIn. In this privacy policy we want to inform you what data this is, how the network uses this data and how you can manage or prevent data retention.

What is LinkedIn?

LinkedIn is the largest social network for business contacts. In contrast to e.g. Facebook, LinkedIn focuses exclusively on establishing business connections. Therefore, companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to find a job or to find suitable employees for their own company. In Germany alone, the network has over 11 million members. In Austria there are about 1.3 million.

Why do we use LinkedIn on our website?

We know how busy you are. You just cannot keep up with following every single social media channel. Even if it would really be worth it, as it is with our channels, since we keep posting interesting news and articles worth spreading. Therefore, on our website we have created the opportunity to share interesting content directly on LinkedIn, or to refer directly to our LinkedIn page. We consider built-in social plugins as an extended service on our website. The data LinkedIn collects also help us to display potential advertising measures only to people who are interested in our offer.

What data are stored by LinkedIn?

LinkedIn stores no personal data due to the mere integration of social plugins. LinkedIn calls the data generated by plugins passive impressions. However, if you click on a social plugin to e.g. share our content, the platform stores personal data as so-called "active impressions". This happens regardless of whether you have a LinkedIn account or not. If you are logged in, the collected data will be assigned to your account.

When you interact with our plugins, your browser establishes a direct connection to LinkedIn's servers. Through that, the company logs various usage data. These may include your IP address, login data, device information or information about your internet or cellular provider. If you use LinkedIn services via your smartphone, your location may also be identified (after you

have given permission). Moreover, LinkedIn can share these data with third-party advertisers in “hashed” form. Hashing means that a data set is transformed into a character string. This allows data to be encrypted, which prevents persons from getting identified.

Most data on of your user behaviour is stored in cookies. These are small text files that usually get placed in your browser. Furthermore, LinkedIn can also use web beacons, pixel tags, display tags and other device recognitions.

Various tests also show which cookies are set when a user interacts with a social plug-in. We do not claim for the information we found to be exhaustive, as it only serves as an example. The following cookies were set without being logged in to LinkedIn:

Name:bcookie

Value:=2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16121505776-

Purpose: This cookie is a so-called “browser ID cookie” and stores your identification number (ID).

Expiry date:after 2 years

Name:lang

Value:v=2&lang=en-gb

Purpose:This cookie saves your default or preferred language.

Expiry date:after end of session

Name:lidc

Value:1818367:t=1571904767:s=AQF6KNnJ0G121505776...

Purpose:This cookie is used for routing. Routing records how you found your way to LinkedIn and how you navigate through the website.

Expiry date:after 24 hours

Name:rtc

Value:kt0Irv3NF3x3t6xvDgGrZGDKkX

Purpose:No further information could be found about this cookie.

Expiry date:after 2 minutes

Name:JSESSIONID

Value:ajax:1215057762900777718326218137

Purpose:This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.

Expiry date:after end of session

Name:bscookie

Value:"v=1&201910230812...

Purpose:This cookie is a security cookie. LinkedIn describes it as a secure browser ID cookie.

Expiry date:after 2 years

Name:fid

Value:AQHj7li23ZBcqAAAA...

Purpose:We could not find any further information about this cookie.

Expiry date:after 7 days

Note:LinkedIn also works with third parties. That is why we identified the Google Analytics cookies `_ga` and `_gat` in our test.

How long and where are the data stored?

In general, LinkedIn retains your personal data for as long as the company considers it necessary for providing its services. However, LinkedIn deletes your personal data when you delete your account. In some exceptional cases, LinkedIn keeps some summarised and anonymised data, even account deletions. As soon as you delete your account, it may take up to a day until other people can no longer see your data. LinkedIn generally deletes the data within 30 days. However, LinkedIn retains data if it is necessary for legal reasons. Also, data that can no longer be assigned to any person remains stored even after the account is closed. The data are stored on various servers in America and presumably also in Europe.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. In your LinkedIn account you can manage, change and delete your data. Moreover, you can request a copy of your personal data from LinkedIn.

How to access account data in your LinkedIn profile:

In LinkedIn, click on your profile icon and select the “Settings & Privacy” section. Now click on “Privacy” and then on the section “How LinkedIn uses your data on”. Then, click “Change” in the row with “Manage your data and activity”. There you can instantly view selected data on your web activity and your account history.

In your browser you also have the option of preventing data processing by LinkedIn. As mentioned above, LinkedIn stores most data via cookies that are placed in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, these settings work a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

You can generally set your browser to always notify you when a cookie is about to be set. Then you can always decide individually whether you want to allow the cookie or not.

LinkedIn is an active participant in the EU-U.S. Privacy Shield Frameworks. This framework ensures correct data transmission between the USA and the European Union. You can find out more about it at <https://www.privacyshield.gov/participant?id=a2zt0000000L0UZA0>. We gave our best to provide you the most essential information about LinkedIn’s data processing. At <https://www.linkedin.com/legal/privacy-policy> you can find out more about data processing of the social media network LinkedIn.

Pinterest Privacy Policy

On our website we use buttons and widgets of the social media network Pinterest, by the company Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA.

By opening pages that use these functions, data (IP address, browser data, date and time, cookies) are transmitted to, and stored and evaluated by Pinterest.

The privacy guidelines on what information Pinterest collects and how they use it, can be found at <https://policy.pinterest.com/en-gb/privacy-policy>.

Gravatar Privacy Policy

We have integrated the Gravatar plugin from Automattic Inc. (60 29th Street # 343, San Francisco, CA 94110, USA) into our website. Gravatar is automatically activated on all WordPress websites. The function enables user images (avatars) to be displayed in published articles or comments, provided the respective email address is registered at www.gravatar.com.

This function sends data to Gravatar or Automattic Inc. where it gets stored and processed. In this privacy statement we would like to inform you what data this is, how the network uses it and how you can manage or prevent data retention.

What is Gravatar?

Gravatar stands for “Globally Recognized Avatar” which is a globally available avatar (a user picture) that is linked to an email address. The company Gravatar is the world’s leading provider for this service. As soon as a user enters their email address which is also registered with www.gravatar.com to a website, the user’s previously stored image is automatically displayed with their post or comment.

Why do we use Gravatar on our website?

Anonymity on the internet is a popular topic. An avatar gives people that make posts or comments a face. Moreover, it makes it easier to be recognised on the web and to make oneself known. Many users enjoy the advantages of user pictures as they want to appear on the web in a personal and authentic manner. Of course, we want to offer you the possibility to display your Gravatar also on our website. Furthermore, we also like to see faces of our commenting users. With the activated Gravatar function, we are expanding the service on our website. After all, we want you to feel comfortable on our website and enable you to receive an extensive and interesting offer.

What data is retained by Gravatar?

When you publish a comment to a blogpost which requires an email address, WordPress checks whether your email address is linked to an avatar on Gravatar. For this, your email address gets encrypted and hashed and sent to Gravatar’s or Automattic’s servers, together with your IP address and our URL. Then Gravatar will check whether the email address is registered with the platform.

If the email address is registered with Gravatar, the image (gravatar) stored there will be displayed in the published comment. If you have registered your email address with Gravatar and comment on our website, further data will be transmitted to Gravatar, where it will be saved and processed. In addition to IP address and user behaviour data, this includes e.g. your browser type, the unique device identification, your preferred language, the data and time of the page visit, your operating system and information on the mobile network. Gravatar use this information to improve their services and offers and to gain better insight into the use of their service.

The following cookies are set by Automattic when a user enters an email address that is registered with Gravatar, for submitting a comment:

Name:gravatar

Value:16b3191024acc05a238209d51ffcb92bdd710bd19121505776-7

Purpose: We could not find any exact information about the cookie.

Expiry date: after 50 years

Name:is-logged-in

Value: 1121505776-1

Purpose: This cookie stores the information that the user is logged in via the registered email address.

Expiry date: after 50 years

How long and where is the data retained?

Automattic deletes the collected data either if they are no longer used for their services, or if the company is not legally obliged to keep the data. Web server logs such as IP addresses, browser types and operating systems will be deleted after about 30 days. Until deletion, Automattic use the data to analyse traffic on their own websites (for example all WordPress sites) and to fix potential problems. The data is also stored on Automattic's American servers.

How can I delete my data or prevent data retention?

You have the right to access and delete your personal data at any time. If you have registered with Gravatar with an email address, you can delete your account or email address there at any time.

Since images are only displayed when using an email address registered with Gravatar, and data is therefore transferred to Gravatar, you can prevent transmission of your data to Gravatar by submitting comments or articles on our website with an email address that is not registered with Gravatar.

You can manage, deactivate or delete cookies that may be set in your browser when commenting. Please note that in this case comment functions may no longer be available in their intended scope. Depending on the browser you use, the management of cookies works a little different. You can find the instructions for the most common browsers here:

[Chrome: Clear, enable and manage cookies in Chrome](#)

[Safari: Manage cookies and website data in Safari](#)

[Firefox: Clear cookies and site data in Firefox](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete cookies in Microsoft Edge](#)

Automattic is an active participant in the EU-U.S. Privacy Shield Framework which regulates correct and secure transfer of personal data. You can find more information on this at <https://www.privacyshield.gov/participant?id=a2zt0000000CbqcAAC>.

You can find more details on the privacy policy and what data is collected by Gravatar at <https://automattic.com/privacy/>. Moreover, at <https://en.gravatar.com/> you can find general information on Gravatar.

Zoom Privacy Policy

On our website we use the video conferencing tool Zoom by the American software company Zoom Video Communications. The company's head office is in 55 Almaden Boulevard, 6th Floor, San Jose, CA 95113, California. Thanks to "Zoom", we can easily hold video conferences with customers, business partners, clients, and employees without having to install any software. In this privacy policy we will go into more detail of the service and inform you on the most important data protection aspects.

What is Zoom?

Zoom is one of the world's most well-known video conferencing solutions. With the "Zoom Meetings" service, we can hold an online video conference with you, our employees, or other users via a digital conference room. This allows us to easily get in touch digitally, exchange information on various topics, send text messages or even make calls. You can also use Zoom to share your screen, exchange files and to use a whiteboard.

Why do we use Zoom on our website?

It is important to us that we can communicate with you quickly and easily. And this is exactly what Zoom offers us. Moreover, the software program also works directly via a browser. This means we can simply send you a link for starting our video conference. In addition, Zoom's further functions such as screen sharing, or file exchange are also very handy.

What data is stored by Zoom?

When you use Zoom, your data is collected so Zoom can provide its services. On the one hand, this is data that you deliberately make available to the company. This includes for example your name, telephone number or your email address. On the other hand, there is certain data which is automatically transmitted to Zoom where it is stored. This includes for example your browser's technical data or your IP address. In the following, we will go into more detail on the specific data of yours which Zoom can collect and store:

If you provide data such as your name, username, email address or your telephone number, these data will be stored at Zoom. Any contents you upload while using Zoom are also retained. This can include files or chat logs for example.

In addition to the IP address as mentioned above, Zoom automatically stores technical data such as MAC addresses, further device IDs, device types, which operating system you use, what client you use, and also the type of your camera, microphone and speaker. Furthermore, your approximate location is also determined and stored. Additionally, Zoom store information on how you use the service. To give an example, this can include details on whether you "zoom" in or out via desktop or smartphone, whether you are using a telephone call or VoIP, whether you are participating with or without video or whether you request a password. What is more, Zoom also records so-called metadata such as the duration of the meeting or call, the start and end of your participation in it, as well as your meeting name and chat status.

In their privacy policy, Zoom mention that the company does not use advertising cookies or tracking technologies for its services. These tracking methods are only used on their marketing websites, such as www.zoom.us. Zoom neither sell personal data nor use them for advertising purposes.

How long and where is the data stored?

In this regard, Zoom do not specify a precise time frame, but they emphasise that the collected data remain stored for as long as it is necessary for both, to provide its services and for their own purposes. The data will only be retained for longer if required for legal reasons.

Zoom generally store collected data on American servers, but the data can make their way through different data centers across the globe.

How can I delete my data or prevent data retention?

If you do not want any of your data to be stored during a zoom meeting, you have to do without the meeting. However, you always have both the option and the right to have all your personal data deleted. If you have a Zoom account, you can find instructions on how to delete your account at <https://support.zoom.us/hc/en-us/articles/201363243-How-Do-I-Delete-Terminate-My-Account>.

Zoom Video Communications is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information at auf <https://www.privacyshield.gov/participant?id=a2zt0000000TNkCAAW&status=Active>.

We hope we were able to give you an overview on Zoom's data processing. Of course, it could always happen that the company's data protection guidelines may change. Therefore, for more information we recommend you to read Zoom's privacy policy at <https://zoom.us/privacy>.

Quelle: Erstellt mit dem Datenschutz Generator von [Content Marketing Agentur AdSimple.at](https://www.adsimple.at)