

# Data protection:

This Privacy Policy clarifies the nature, scope and purpose of the processing of personal data (hereinafter referred to as "Data") in the course of the provision of our services, as well as our online offerings and related websites, features and content, and external online presence, such as web sites. Our Social Media Profile (collectively referred to as the "Online Offering"). With regard to the terminology used, e.g. "Processing" or "Responsible" we refer to the definitions in Article 4 of the General Data Protection Regulation (GDPR).

## Responsible

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Geschäftsführer/ Inhaber: Martin, Seiser  
Link zum Impressum: <https://www.seiser-pro.com/impressum>  
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## Types of processed data

- Content data (text input, photographs, videos).
- Usage data (websites visited, interest in content, customer information, access times).
- Meta / communication data (device information, IP addresses).

## Categories of affected persons

Visitors and users of the online offer (hereinafter we refer to the affected persons as "users").

## Purpose of processing

- Provision of the online offer, its functions and contents.
- Answering contact requests and communicating with users.
- Safety measures.
- Reach Measurement / Marketing

## **Used terms**

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter the "data subject"); a natural person is considered as identifiable, which can be identified directly or indirectly, in particular by means of assignment to an identifier such as a name, to an identification number, to location data, to an online identifier (eg cookie) or to one or more special features, are the expression of the physical, physiological, genetic, mental, economic, cultural or social identity of this natural person.

"Processing" means any process performed with or without the aid of automated procedures, or any such process associated with personal data. The term covers a wide range and covers practically every handling of data.

"Pseudonymisation" means the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without additional information being provided, provided that such additional information is kept separate and subject to technical and organizational measures to ensure that the personal data not assigned to an identified or identifiable natural person.

"Profiling" means any kind of automated processing of personal data which involves the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular aspects relating to job performance, economic situation, health, personal To analyze or predict preferences, interests, reliability, behavior, whereabouts, or relocation of that natural person.

'Responsible person' means the natural or legal person, public authority, body or body which, alone or in concert with others, decides on the purposes and means of processing personal data.

"Processor" means a natural or legal person, public authority, body or body that processes personal data on behalf of the controller.

## **Relevant legal bases**

In accordance with Art. 13 GDPR, we inform you about the legal basis of our data processing. For users within the scope of the General Data Protection Regulation (DSGVO), i. the EU and the EEC, if the legal basis in the data protection declaration is not mentioned, the following applies:

The legal basis for obtaining consent is Article 6 (1) lit. a and Art. 7 GDPR;

The legal basis for the processing for the performance of our services and the execution of contractual measures as well as the response to inquiries is Art. 6 para. 1 lit. b DSGVO;

The legal basis for processing in order to fulfil our legal obligations is Art. 6 (1) lit. c DSGVO;

In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d DSGVO as legal basis.

The legal basis for the processing required carrying out a task in the public interest or in the exercise of official authority which has been delegated to the controller is Article 6 (1) lit. e DSGVO.

The legal basis for processing in order to safeguard our legitimate interests is Article 6 (1) lit. f DSGVO.

The processing of data for purposes other than those for which they were collected is governed by the provisions of Article 6 (4) GDPR.

The processing of special categories of data (pursuant to Art. 9 (1) GDPR) is governed by the provisions of Art. 9 (2) GDPR.

### **Safety measures**

We will take appropriate technical and organizational measures in accordance with legal requirements, taking into account the state of the art, the implementation costs and the nature, scope, circumstances and purposes of the processing and the different likelihood and severity of the risk to the rights and freedoms of individuals to ensure a level of protection appropriate to the risk.

Measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data, as well as their access, input, disclosure, availability and disconnection. In addition, we have established procedures to ensure the enjoyment of data subject rights, the erasure of data and the response to data compromise. Furthermore, we consider the protection of personal data already in the development, or selection of hardware, software and procedures, according to the principle of data protection through technology design and privacy-friendly default settings.

### **Collaboration with contract processors, joint controllers and third parties**

If, in the context of our processing, we disclose data to other persons and companies (contract processors, joint controllers or third parties), transmit them to them or otherwise grant access to the data, this will only be done on the basis of a legal permission (eg if the data has been transmitted to third parties, such as payment service providers, to fulfil the contract), users have consented to a legal obligation to do so or on the basis of our legitimate interests (eg the use of agents, webhosts, etc.).

Insofar as we disclose data to other companies in our group, convey it or otherwise grant access to it, this is done in particular for administrative purposes as a legitimate interest and, moreover, on a basis that complies with the legal requirements.

### **Transfers to third countries**

If we process data in a third country (ie outside the European Union (EU), the European Economic Area (EEA) or the Swiss Confederation) or in the context of the use of third party services or disclosure, or transmission of data to other persons or companies This will only happen if it is to fulfil our (pre) contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to express consent or contractually required transmission, we process or disclose the data only in third countries with a recognized level of privacy, including those certified under the Privacy Shield, or on the basis of specific warranties, such as limited liability. contractual obligation by so-called standard protection clauses of the European Commission, the existence of certifications or binding internal data protection regulations (Art. 44 to 49 GDPR, [information page of the European Commission](#)).

**Rights of data subjects**

You have the right to ask for confirmation as to whether such data is being processed and for information about this data, as well as for further information and copy of the data in accordance with legal requirements.

You have accordingly. The legal requirements to request the completion of the data concerning you or the correction of the incorrect data concerning you.

In accordance with the legal requirements, they have the right to demand that the relevant data be deleted immediately or alternatively to demand a restriction of the processing of the data in accordance with the statutory provisions.

You have the right to request that the data relating to you provided to us be obtained in accordance with the statutory requirements and to request their transmission to other persons responsible.

They also have the right, in accordance with the statutory provisions, to submit a complaint to the competent supervisory authority.

**Withdrawal**

You have the right to revoke granted consent with effect for the future.

**Right of objection**

**You may object to the future processing of your data in accordance with legal requirements at any time. The objection may in particular be made against processing for direct marketing purposes.**

### **Cookies and right to object to direct advertising**

"Cookies" are small files that are stored on users' computers. Different information can be stored within the cookies. A cookie serves primarily to store the information about a user (or the device on which the cookie is stored) during or after his visit to an online offer. Temporary cookies, or "session cookies" or "transient cookies", are cookies that are deleted after a user leaves an online service and closes his browser. In such a cookie, e.g. the contents of a shopping cart are stored in an online shop or a login status. "Persistent" or "persistent" refers to cookies that remain stored even after the browser has been closed. Thus, e.g. the login status will be saved if users visit it after several days. Likewise, in such a cookie the interests of the users can be stored, which are used for range measurement or marketing purposes. A "third-party cookie" refers to cookies that are offered by providers other than the person responsible for providing the online offer (otherwise, if only their cookies are called "first-party cookies").

We can use temporary and permanent cookies and clarify this in the context of our privacy policy.

Insofar as we ask users for consent to the use of cookies (for example, in the context of a cookie consent), the legal basis of this processing is Article 6 (1) lit. a. DSGVO. Otherwise, the personal cookies of the users according to the following explanations in the context of this Privacy Policy on the basis of our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 para 1 lit. DSGVO) or if the use of cookies to provide our contractual services is required, in accordance with Art. Art. 6 para. 1 lit. b. DSGVO, or if the use of cookies is required for the performance of a task that is in the public interest or in the exercise of official authority, in accordance with. Art. 6 para. 1 lit. e. DSGVO, processed.

If users do not want cookies stored on their machine, they will be asked to disable the option in their browser's system settings. Saved cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

A general objection to the use of cookies used for online marketing purposes can be found in a variety of services, especially in the case of tracking, via the US website <http://www.aboutads.info/choices/> or the EU site <http://www.youronlinechoices.com/> be explained. Furthermore, the storage of cookies can be achieved by switching them off in the settings of the browser. Please note that not all features of this online offer may be used.

### **Deletion of data**

The data processed by us will be deleted or restricted in accordance with legal requirements. Unless explicitly stated in this privacy statement, the data stored by us will be deleted as soon as they are no longer necessary for their intended purpose and the deletion does not conflict with any statutory storage requirements.

Unless the data is deleted because it is required for other and legally permitted purposes, its processing will be restricted. That the data is blocked and not processed for other purposes. This applies, for example for data that must be kept for commercial or tax reasons.

### **Changes and updates to the privacy policy**

We ask you to inform yourself regularly about the content of our privacy policy. We will adjust the privacy policy as soon as the changes to the data processing we make require it. We will notify you as soon as the changes require your participation (eg consent) or other individual notification.

### **Business-related processing**

In addition, we process

- contract data (e.g., subject, term, customer category).
- Payment data (e.g., bank details, payment history)

by our customers, prospects and business partners for the purpose of providing contractual services, service and customer care, marketing, advertising and market research.

### **Agency services**

We process our clients' data as part of our contractual services that include conceptual and strategic consulting, campaign planning, software and design development / consulting or maintenance, campaign / process / handling implementation, server administration, data analysis / consulting services, and training services.

Here we process stock data (eg, customer master data, such as names or addresses), contact data (eg, e-mail, telephone numbers), content data (eg, text input, photographs, videos), contract data (eg, subject matter, term), payment data (eg, Bank details, payment history), usage and metadata (eg as part of the evaluation and success measurement of marketing measures). In principle, we do not process special categories of personal data, unless these are components of a commissioned processing. Those affected include our customers, prospects and their customers, users, website visitors or employees as well as third parties. The purpose of the processing is the provision of contract services, billing and our customer service. The legal basis for processing results from Art. 6 para. 1 lit. b DSGVO (contractual services), Art. 6 para. 1 lit. f DSGVO (analysis, statistics, optimization, security measures). We process data necessary for the establishment and performance of the contractual services and indicate the necessity of their information. Disclosure to external parties will only be made if required by an order. In the processing of the data provided to us within the framework of an order, we act in accordance with the instructions of the client as well as the legal requirements of a order processing acc. Art. 28 DSGVO and process the data for no other purpose than the order.

We delete the data after expiration of legal warranty and comparable obligations. the necessity of keeping the data is checked every three years; in the case of legal archiving obligations, the deletion takes place after its expiry (6 years, pursuant to § 257 (1) HGB, 10 J, in accordance with § 147 (1) AO). In the case of data disclosed to us in the context of an order by the client, we delete the data according to the specifications of the order, in principle after the end of the order.

### **Administration, financial accounting, office organization, contact management**

We process data in the context of administrative tasks and organization of our business, financial accounting and compliance with legal obligations, such as archiving. In doing so, we process the same data that we process in the course of rendering our contractual services. The processing principles are Art. 6 para. 1 lit. c. DSGVO, Art. 6 para. 1 lit. f. DSGVO. The processing affects customers, prospects, business partners and website visitors. The purpose and interest in processing lies in administration, financial accounting, office organization, data archiving, that is, tasks that serve to maintain our business, perform our duties and provide our services. The deletion of the data with regard to contractual services and contractual communication corresponds to the information provided in these processing activities.

We disclose or transmit data to the financial administration, consultants, such as tax accountants or auditors, and other fee agents and payment service providers.

Furthermore, based on our business interests, we store information about suppliers, promoters and other business partners, e.g. for later contact. We generally store this majority of company-related data permanently.

## **Google Cloud Services**

We leverage Google's cloud and cloud software services (called Software as a Service, such as Google Suite) for the following purposes: document storage and management, calendaring, e-mailing, spreadsheets and presentations, sharing documents, content and information with particular recipients or publication of web pages, forms or other content and information as well as chats and participation in audio and video conferencing.

Here, the personal data of the users are processed, as far as they become part of the documents and contents processed within the described services or are part of communication processes. For this, e.g. Master data and contact data of users, data on transactions, contracts, other processes and their contents belong. Google also processes usage data and metadata used by Google for security and service optimization purposes.

When using publicly available documents, websites or other content, Google may save cookies on users' computers for the purposes of web analysis or to remember users' settings.

We use Google Cloud services based on our legitimate interests. Art. 6 para. 1 lit. f DSGVO on efficient and secure administrative and cooperation processes. Further, processing is based on a contract processing contract with Google (<https://cloud.google.com/terms/data-processing-terms>).

For more information, see the Google Privacy Policy (<https://www.google.com/policies/privacy>) and the Google Cloud Services Security Advisory (<https://cloud.google.com/security/privacy/>). You may object to the processing of your data in the Google Cloud to us in accordance with legal requirements. Incidentally, the deletion of the data within Google's cloud services is determined by the other processes in which the data is processed (e.g., deletion of data that is no longer required for storage or storage required for taxation purposes).

The Google Cloud Services are offered by Google Ireland Limited. To the extent that a transfer to the US occurs, we refer to the Google US certification under the Privacy Shield (<https://www.privacyshield.gov/participant?id=a2zt00000000000000001L5AAI&status=Active>) and Standard Protection Terms (<https://cloud.google.com/terms/data-processing-terms>).

## **Contact**

When contacting us (for example, by contact form, e-mail, telephone or via social media), the information of the user to process the contact request and their processing acc. Art. 6 para. 1 lit. b. (in the context of contractual / pre-contractual relationships), Art. 6 para. 1 lit. f. (other requests) DSGVO processed. The information provided by the users can be stored in a Customer Relationship Management System ("CRM System") or comparable request organization.

We delete the requests, if they are no longer required. We check the requirement every two years; Furthermore, the legal archiving obligations apply.

## **Newsletter**

With the following information we inform you about the content of our newsletter as well as the registration, shipping and statistical evaluation procedures as well as your right of objection. By subscribing to our newsletter, you agree to the receipt and the procedures described.

Content of the newsletter: We send newsletters, e-mails and other electronic notifications with advertising information (hereinafter "newsletter") only with the consent of the recipient or a legal permission. Insofar as the content of a newsletter is concretely described in the context of an application for the newsletter, it is decisive for the consent of the user. Incidentally, our newsletters contain information about our services and us.

Double opt-in and logging: Registration for our newsletter is done in a so-called double opt-in procedure. That After registration, you will receive an e-mail asking you to confirm your registration. This confirmation is necessary so that nobody can register with external e-mail addresses. The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the logon and the confirmation time, as well as the IP address. Likewise, changes to your data stored with the shipping service provider will be logged.

Credentials: To subscribe to the newsletter, it is sufficient to provide your e-mail address. Optionally, we ask you to give a name in the newsletter for personal address.

The dispatch of the newsletter and the related performance measurement are based on the consent of the recipient acc. Art. 6 para. 1 lit. a, Art. 7 DSGVO i.V.m § 7 Abs. 2 No. 3 UWG or if consent is not required, based on our legitimate interests in the direct marketing acc. Art. 6 para. 1 lit. F. DSGVO i.V.m. § 7 Abs. 3 UWG.

The logging of the registration process is based on our legitimate interests in accordance with. Art. 6 para. 1 lit. f DSGVO. We are interested in using a user-friendly and secure newsletter system that serves our business interests as well as meeting the expectations of users and allows us to provide consent.

Termination / Withdrawal - You can terminate the receipt of our newsletter at any time, ie. Revoke your consent. A link to cancel the newsletter can be found at the end of each newsletter. We may save the submitted email addresses for up to three years based on our legitimate interests before we delete them to provide prior consent. The processing of this data is limited to the purpose of a possible defense against claims. An individual request for cancellation is possible at any time, provided that at the same time the former existence of a consent is confirmed.

## **Hosting and e-mailing**

The hosting services we use are designed to provide the following services: infrastructure and platform services, computing capacity, storage and database services, e-mail delivery, security and technical maintenance services we use to operate this online service.

Here we, or our hosting provider, process inventory data, contact data, content data, contract data, usage data, meta and communication data of customers, interested parties and visitors to this online offer on the basis of our legitimate interests in an efficient and secure provision of this online offer acc. Art. 6 para. 1 lit. f DSGVO i.V.m. Art. 28 DSGVO (conclusion of contract processing contract).

### **Collection of access data and log files**

We, or our hosting provider, collect on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. DSGVO Data on every access to the server on which this service is located (so-called server log files). The access data includes the name of the retrieved web page, file, date and time of retrieval, amount of data transferred, notification of successful retrieval, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider ,

Logfile information is stored for security purposes (for example, to investigate abusive or fraudulent activities) for a maximum of 7 days and then deleted. Data whose further retention is required for evidential purposes are excluded from the erasure until the final clarification of the incident.

### **Google Tag Manager**

Google Tag Manager is a solution that allows us to manage so-called web site tags through one interface (including integrating Google Analytics and other Google marketing services into our online offering). The tag manager itself (which implements the tags) does not process users' personal data. With regard to the processing of users' personal data, reference is made to the following information about the Google services. Usage Policy: <https://www.google.com/intl/en/tagmanager/use-policy.html>.

### **Integration of services and contents of third parties**

Based on our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO), we make use of content or services offered by third-party providers in order to provide their content and services Services, such as Include videos or fonts (collectively referred to as "content").

This always presupposes that the third-party providers of this content perceive the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content. We endeavor to use only content whose respective providers use the IP address only for the delivery of the content. Third parties may also use so-called pixel tags (invisible graphics, also referred to as "web beacons") for statistical or marketing purposes. The "pixel tags" can be used to evaluate information, such as visitor traffic, on the pages of this website. The pseudonymous information may also be stored in cookies on the user's device and may include, but is not limited to, technical information about the browser and operating system, referring web pages, time of visit, and other information regarding the use of our online offer.

### **Youtube**

We embed the videos from the YouTube platform of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Privacy Policy: <https://www.google.com/policies/privacy/>, opt-out: <https://adssettings.google.com/authenticated>.

### **Google Fonts**

We incorporate the fonts ("Google Fonts") of the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. According to Google, user data is used solely for the purpose of displaying fonts in the user's browser. The integration takes place on the basis of our legitimate interests in a technically secure, maintenance-free and efficient use of fonts, their uniform presentation and consideration of possible licensing restrictions for their integration. Privacy policy: <https://www.google.com/policies/privacy/>

### **Google Maps**

We include maps from the Google Maps service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The processed data may include, in particular, users' IP addresses and location data, but these are not collected without their consent (usually as part of the settings of their mobile devices). The data can be processed in the USA. Privacy Policy: <https://www.google.com/policies/privacy/>, opt-out: <https://adssettings.google.com/authenticated>.

### **OpenStreetMap**

We integrate the maps of the service "OpenStreetMap" (<https://www.openstreetmap.de/>), which are offered by the OpenStreetMap Foundation (OSMF) based on the Open Data Commons Open Database License (ODbL). Privacy Policy: [https://wiki.openstreetmap.org/wiki/Privacy\\_Policy](https://wiki.openstreetmap.org/wiki/Privacy_Policy).

To the best of our knowledge, OpenStreetMap uses users' data solely for the purpose of displaying map features and caching the selected settings. These data may include, but are not limited to, users' IP addresses and location data, but they are not collected without their consent (usually as part of their mobile device settings).

The data can be processed in the USA. For more information, see the OpenStreetMap privacy policy: [https://wiki.openstreetmap.org/wiki/Privacy\\_Policy](https://wiki.openstreetmap.org/wiki/Privacy_Policy) referred to the Google services. Usage Policy: <https://www.google.com/intl/en/tagmanager/use-policy.html>.

### **Use of Facebook social plugins**

On the basis of our legitimate interests (ie interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 (1) lit. DSGVO) we use social plugins ("plugins") of the social network facebook.com, which operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland ("Facebook").

For this, e.g. Content such as pictures, videos or text and buttons belong, with which users can share contents of this on-line offer within Facebook. The list and appearance of Facebook Social Plugins can be viewed here: <https://developers.facebook.com/docs/plugins/>.

Facebook is certified under the Privacy Shield Agreement, providing a guarantee to comply with European privacy legislation (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>).

When a user invokes a feature of this online offering that includes such a plugin, their device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the device of the user and incorporated by him into the online offer. In the process, user profiles of the processed data can be created. Therefore, we have no influence on the extent of the data that Facebook collects with the help of this plugin and therefore informs users according to our knowledge.

By integrating the plugins, Facebook receives the information that a user has accessed the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. If users interact with the plugins, for example, press the Like button or leave a comment, the information is transmitted from your device directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and save their IP address. According to Facebook, only an anonymous IP address is stored in Germany.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and settings options for protecting the privacy of users, can be found in Facebook's privacy policy: <https://www.facebook.com/about/privacy/>.

If a user is a Facebook member and does not want Facebook to collect data about him via this online offer and link it to his member data stored on Facebook, he must log out of Facebook and delete his cookies before using our online offer. Other settings and disagreements on the use of data for promotional purposes are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US-American site <http://www.aboutads.info/choices/> or the EU page <http://www.youronlinechoices.com/>. The settings are platform independent, i. they are adopted for all devices, such as desktop computers or mobile devices.

### **Twitter**

Within our online offering, features and content of the Twitter service offered by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, may be incorporated. For this, e.g. Content such as images, videos, or text and buttons that allow users to share content from this online offering within Twitter.

If the users are members of the platform Twitter, Twitter can call the o.g. Assign contents and functions to the user profiles there. Twitter is certified under the Privacy Shield Agreement, which provides a guarantee to comply with European privacy legislation

(<https://www.privacyshield.gov/participant?id=a2zt000000TORzAAO&status=Active>). Privacy Policy: <https://twitter.com/privacy>, opt-out: <https://twitter.com/personalization>.

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