

## 1. General And Area Of Application

We as Keyweb AG take the safety your personal data very serious. We act with your personal data very trustworthy and according to the legal privacy protection provision.

Personal data is being compiled if you use this website, the services offered or sign a hosting agreement with us. Personal data is any information that relates to an identified or identifiable living individual. The following data privacy statement informs you about usage. She also elucidates to what purpose this happens.

Keyweb AG has changed a few technical and organizational things, to ensure a consistent protection for this website and the personal data. Please acknowledge that data transfer can still have some security flaws and a total safe protection can not be warranted.

## 2. Definition

It is our aim that this data protection declaration is easy to read and understand for the public as well as for customers and business partners and offers maximum transparency. Therefore, we would like to explain some of the terms used in advance.

### Personal Data

'Personal data' means any information relating to an identified or identifiable natural person (,data subject'), an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

### Aggrieved Party

Aggrieved party is any identified or identifiable person, who's personal data is being processed by the responsible one for the handling.

### Handling

'Handling' means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### Restriction of Processing

'Restriction of processing' means the marking of stored personal data with the aim of limiting their processing in the future.

### Profiling

'Profiling' means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements.

### Pseudonymisation

'Pseudonymisation' means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

### **Controller**

'Controller' means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

### **Processor**

'Processor' means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

### **Recipient**

'Recipient' means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not.

### **Third Party**

'Third party' means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process personal data.

### **Consent**

'Consent' of the data subject means any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

## **3. Name And Address Of The Processor**

The contact of the processor according to the General Data Protection Regulation including the states of the European Union and other is the:

Keyweb AG  
Neuwerkstraße 45/46  
D-99084 Erfurt

### **Managing Board:**

Frank Nowag

### **Chairman of Supervisory Board:**

Ronald Hofmeister

Phone: +49 (0)361 65853 - 0  
Fax: +49 (0)361 65853 - 88  
Email: [info@keyweb.de](mailto:info@keyweb.de)

## **4. Name And Address Of The Data Security Officer**

If you would like to contact the data protection officer personally or confidentially, please include a note in your email requesting that it be forwarded to the DPO personally.

Mr Ronald Schmidt  
Keyweb AG  
Neuwerkstraße 45/46, D-99084 Erfurt

Phone: +49 (0)361 65853 - 0, Email: [datenschutz@keyweb.de](mailto:datenschutz@keyweb.de)

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## 5. Legal

### 5.1 Your Privacy Rights

You have the right to:

- › to request information on the categories of data processed, processing purposes, any recipients of the data, the planned storage period (Art. 15 GDPR); request the correction or integration of incorrect or incomplete data (Art. 16 GDPR); to revoke a given consent at any time with effect for the future (Art. 7 para. 3 GDPR);
- › to object to the processing of data on the basis of a legitimate interest for reasons arising from your particular situation (Art. 22 para. 1 GDPR);
- › to request the deletion of data in certain cases within the scope of Art. 17 GDPR – in particular to extent that the data are no longer required for the intended purpose or are processed unlawfully, or you have revoked your consent pursuant to Art. 7 para. 3 GDPR or declared an objection to Art. 21 para. 1 GDPR under certain conditions, to demand the restriction of data if deletion is not possible or the obligation;
- › under certain circumstances to request the restriction of data if deletion is not possible or the obligation to delete is in dispute (Art. 18 GDPR);
- › to data transferability i.e you can transfer the data you have provided to us in a common machine-readable format and, if necessary, to others (Art. 20 GDPR);
- › to complain to the competent supervisory authority about the data processing. The responsible supervisory authority for data protection issues is the data protection officer of the federal state in which our company is based. A list of data protection officers and their contacts can be found under: [https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html)

### 5.2 Legal Basis Of The Data Protection

Insofar as we obtain the consent of the data subject for the processing of the personal data, Art. 6 para. 1 lit EU General Data Protection Regulation as legal basis.

In the processing of personal data necessary for the performance of a contract to which the data subject is a party, Art. 6 para. 1 lit. b GDPR as legal basis. This also applies to processing operations that are necessary to carry out per-contractual measures.

Insofar as the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit GDPR as legal basis.

In the event that the vital interests of the data subject or another natural person require the processing of personal data Art. 6 para. 1 lit. GDPR as legal basis. If processing is necessary to safeguard a legitimate interests, fundamental rights and freedoms of the data subject do not outweigh the first interest, Art. 6 para. 1 as the legal basis for processing.

## 6. Handling Of Clients And The Application

### 6.1 Description, Use Of The Data Handling

We only use your personal if we need some for arrangements or changes of the legal relationships. Once you order our services you will be given an electronic form where we will ask you for the following information:

- › Title
- › Name and firm
- › Contact person
- › Address
- › Phone number
- › Email
- › Payment information (bank account, credit card information etc.,)

These will be used to fulfill your order and the associated service that you purchased. For example the technical support and the monitoring.

Your contact details are necessary in case we have any questions or need to contact you because of an order. We need them, so that we can inform you about service operations, technical errors, safety warnings and for the verification of your order.

### 6.2 Legal Foundations

The processing of personal data takes place for the provision of server and hosting services in the context of the execution of our contracts with our customers or for the execution of per-contractual measures, which take place on your request.

The basis for data processing is Art. 6 para. 1 lit. b GDPR.

We also process your data in order to protect the legitimate interests of us or of third parties (Art. 6 para. 1 lit. f GDPR).

This may be necessary in particular:

- › for the execution of receivables / reminder / collection procedures  
In addition, we process your personal data to fulfill legal obligations, e.g commercial and tax data retention obligations. In this case, the legal basis for processing is the respective statutory provisions in conjunction with Art. 6 para. 1 lit. GDPR. Should we wish to process your personal data for a purpose not mentioned above, we will inform you in advance within the framework of the statutory provisions. If you take part in our customer referral program, we will use your referral code to allocate credits.

### 6.3 Transfer Of Data

A passing on of your data to third parties without express consent, for example for advertising purposes, does not occur. Likewise, Keyweb AG will not sell your data to third parties!

#### **a. Data transfer within Keyweb AG**

Within Keyweb AG , those departments receive access to your data which they need to fulfill our contractual and legal obligations

#### **b. Transfer of data to third parties**

We only pass on personal data to third parties if this is necessary within the framework of the contract processing. This is usually the case in the following cases:

- › **Payment Transaction**

Your payment data will be transmitted to the credit institution commissioned with the payment for the purpose of payment processing. Credit card information is processed by Concardis

GmbH, Helfmann-Park 7, 65760 Eschborn, Germany. When paying with Paypal, they will use the bank details you have provided to PayPal for payment. We have no access to this data.

### › **Domain Registration**

The domain registration requires the transfer of certain personal data, usually name and address, to the relevant national or international registries and publication in the whois databases accessible to everyone. For the registration of a .de domain, for example, the names and addresses of the domain gilder, the administrative and technical contact person and the zone administration, as well as the telephone and fax numbers and email addresses of the technical contact persons and the zone administrator, are currently being transmitted to DENIC eG, Frankfurt/Main and published in DENIC's database at [www.denic.de](http://www.denic.de) on the Internet.

### › **Certificate Orders**

Personal data is also transmitted to the certificate issuer for the issuance of an SSL certificate. These generally include the data publicly available from the Whois directory as well as any other information required for issuing the respective certificate. These are currently: title, first name, surname, domain name, e-mail address, country and telephone number of the contract holder. You agree that this data is automatically transferred to the certificate issuer when the certificate is created. When procuring and / or maintaining SSL certificates, Keyweb AG only acts as an intermediary between the customer and the respective certificate issuer. Keyweb AG has no influence on the process of issuing certificates.

Furthermore, we transmit data in the presence of a legal regulation. This is usually the case with:

### › **Requests for information from investigating authorities**

Keyweb AG can only disclose data to authorities and third parties in accordance with the applicable legal regulations or a legal title (e.g. for the purpose of criminal prosecution). Third parties only receive information if this is explicitly provided for by law. This may be the case for example, of copyright infringements.

### **c. Data transmission to a third country**

Data is only transferred to countries outside the EU or the EEA (so-called third countries) if this is necessary for the execution of your orders (domain registrations of international domains and certificate orders). The legal basis for this is, among other things, Art. 49 para. 1 lit. GDPR.

## **6.4 Storage Duration**

We process and store your personal data as long as it is necessary for the fulfillment of our contractual and legal obligations. If the data is no longer required for the fulfillment of the contractual or statutory obligations, they are regularly deleted, unless they're - limited - further processing is required for the fulfillment of commercial and tax retention periods. The deadlines for storage and documentation specified there amount to up to ten years from the date of tax assessment.

## **6.5 Obligation To Provide Data**

In the context of our business relationship you must provide those personal data which are necessary for the establishment and implementation of the associated contractual obligations or which we are legally obliged to collect. Without this data we will usually have to refuse the conclusion of the contract or the execution of the order or we will no longer be able to execute an existing contract and may have to terminate it.

### 6.6 Existence Of Automated Decision Making

Normally, we do not use fully automated decision making according to Art. 22 GDPR for the establishment and implementation of the business relationship.

## 7. Provision Of The Website And Creation Of Log Files

### 7.1 Description And Scope Of Data Processing

If you access our website without registering or providing us with information in any other way, we only collect the personal data that your web browser transmits to our server. If you wish to view our website, we collect the following data, which is technically necessary for us to enable you to view our website and to ensure its stability and security:

- › IP address
- › date and time of the request
- › content of the website
- › access status
- › transferred data volume
- › website from which you accessed our website
- › browser type and browser version
- › operating system used

The data is also stored in the log files of our system. This data is not combined with other data sources.

### 7.2 Legal Basis For Data Processing

The legal basis for the temporary storage of data and log files is Art. 6 para. 1 lit. GDPR.

### 7.3 Purpose Of Data Processing

The collection and temporary storage of the IP address is necessary to enable the display of our website on your terminal device. For this purpose, your IP address must be stored for the duration of your visit to our website. The storage in log files servers is to ensure the functionality and optimization of our website and to ensure the security of our information technology systems. This data is not evaluated for marketing purposes.

In these purposes also lies our legitimate interest in data processing according to Art. 6 para. 1 lit. GDPR.

### 7.4 Duration Of Storage

The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended.

If the data is stored in log files it will be deleted after 14 days. Further storage is possible. In this case, the IP addresses of the users are deleted or alienated so that an assignment of the calling client is no longer possible.

### 7.5 Transfer Of Data

The data is only passed on to relevant department within the company.

- › Any further transmission will only take place if:
- › you have given your express consent pursuant to Art. 6 para 1 sentence 1 GDPR.

- › the disclosure to Art. 6 para 1 sentence 1 GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data.
- › a legal obligation exists for the transfer in accordance to Art. 6 para 1 sentence 1 GDPR.
- › this is permitted by law and is required by to Art. 6 para1 sentence 1 GDPR for the processing of contractual relationships with you.

### **7.6 Possibility Of Objection And Elimination**

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility of objection on the part of the user.

## **8. Use Of Cookies**

### **8.1 Description And Scope Of Data Processing**

The Internet pages of Keyweb AG use cookies. Cookies are text files that are stored on a computer system via an Internet browser. If the user accesses a website , a cookie can be stored on the operating system of the respective user. This stored cookie contains unique character strings, which allow an unmistakable identification of the web browser when the page is called up again.

This website uses the following types of cookies, the scope and functionality which are explained below.

Cookies that are stored in your web browser:

- › Session cookies: These are automatically deleted at the end of your visit.
- › Persistent or permanent cookies: These remain stored even after closing the browser.

In addition to so-called first party cookies, which are set by Keyweb AG as the person responsible for data processing, Keyweb AG also uses so-called third party cookies, which are offered by other providers. The use of these Third-Party-Cookies enables Keyweb AG to provide services such as web tracking or range measurement. Below we present the individual data protection information of the respective online offers. There you will also be informed about the possibility of objecting to individual cookies.

In advance, we would like to provide you with the opportunity to implement the contradiction of the cookies used for advertising purposes at this point. A large number of these services can be explained by means of the European website <http://www.youronlinechoices.c...> or the US-American website <http://optout.aboutads.info>. In addition, you can make settings in your browser that reject the acceptance of third party cookies or all cookies. This could, however, lead to functional losses of our online presence.

### **8.2 Legal Basis Of Data Processing**

The legal basis for the use of personal data using session cookies is Art. 6 para. 1 sentence 1 GDPR. The legal basis for the processing of personal data using opt-out-cookies for analytical purposes is Art. 6 para. 1 sentence 1 GDPR.

### **8.3 Purpose Of Data Processing**

The processing of personal data by the above cookies means to make our website more user friendly and effective for you. Some functions of our website cannot be offered without the use of these cookies. In particular, some functions of our website require that your web browser can still be identified after a page changed.

The data processed by cookies, which are necessary for the provision of the functions of our website, are not used to create user profiles.

### **8.4 Duration Of Storage, Possibilities Of Objection And Removal**

Since all cookies used are stored locally on your computer, you have full administrative freedom and control over them. The transmission of cookies can be restricted or completely deactivated by any changes or settings of your web browser. Cookies that have already been set can also be deleted at any time via an Internet browser or other software programs. This is possible in all common web browsers. If the person concerned deactivates the setting of cookies in the web browser used, this may restrict the functionality of our websites or completely discontinue their functionality.

## **9. Contact Form And Email Contact**

### **9.1 Description And Scope Of Data Processing**

Several contact forms are available on our website, which can be used for electronic contact. If a user takes advantage of this possibility, the data entered in the input mask will be transmitted to us and stored. This data is:

- › Name
- › Company
- › E-Mail
- › Phone (optional)

In addition, we collect your IP addresses and the time of sending.

Your consent is obtained for the processing of the data within the scope of the sending process and reference is made to this data protection declaration.

Alternatively, you can contact us via email address provided. In this case, the user's personal data transmitted by email will be stored.

In this context, the data will not be passed on to third parties. The data is used exclusively for processing the conversation.

### **9.2 Legal Basis For Data Processing**

The legal basis for processing the data is Art. 6 para. 1 sentence 1 GDPR if the user has given his or her consent.

The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 para1 sentence 1 GDPR. If the email contact aims at the conclusion of a contract, then additional legal basis for the processing is Art. 6 para1 sentence 1 GDPR.

### **9.3 Purpose Of Data Processing**

The processing of the personal data from the input mask servers is only for the treatment of the establishment of contact.

The other personal data processed during the sending process serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

This is also our legitimate interest in the processing of your personal data.

### 9.4 Duration Of Storage

The data entered by you in the contact form or transmitted by e-mail remain with us until you request us to delete, your consent for storage revoked or the purpose for data storage no longer applies (e.g. after your request has been processed). Mandatory statutory provisions – in particular retention periods – remain unaffected.

### 9.5 Transfer Of Data

The data is only passed on to the relevant department within the company.

It is only being passed on if:

- › you have given your express consent pursuant to Art. 6 para1 sentence 1 GDPR
- › the disclosure to Art.6 para1 sentence 1 GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data.
- › a legal obligation exists for the transfer in accordance to Art. 6 para. 1 sentence 1 GDPR
- › this is permitted by law and is required by to Art. 6 para. 1 sentence 1 GDPR for the processing of contractual relationships with you

### 9.6 Possibility Of Objection And Elimination

You can revoke your consent to the processing of your personal data at any time. If you contact us by e-mail, you can object to the storage of your personal data at any time. Please note that in this case your request cannot be processed further. You can declare your revocation or objection by sending an e-mail to the e-mail address indicated in this data protection declaration. The legality of the data processing up to the revocation remains unaffected by the revocation.

## 10. Support Chat

### 10.1 Description And Scope Of Data Processing

In our live chat you have the opportunity to contact Keyweb AG employees directly and to clarify your questions about Keyweb AG products and services in the form of a real-time chat.

No personal information is required to use the chat.

The following data can be collected voluntarily:

- › Name
- › Email

In addition, we collect your IP address and the time of sending.

Your consent is obtained for the processing of the data within the scope of the sending process and reference is made to this data protection declaration.

### 10.2 Legal Basis For Data Processing

The legal basis for processing the data is Art. 6 para. 1 sentence 1 GDPR if the user has given his or her consent.

The legal basis for the processing the additional recorded data transmitted in the course of using the chat is Art. 6 para 1 lit. GDPR.

### 10.3 Purpose Of Data Processing

The processing of the personal data from the input mask serves us only for the treatment of the es-

establishment of contact. The visitor can have the chat history sent to him via mail address provided.

The other personal data processed during the sending process serve to prevent misuse of the chat and to ensure the security of our information technology systems.

This is also our legitimate interest in the processing of your personal data.

### 10.4 Duration Of Storage

We delete your personal data after a technical necessary period of time in accordance with the applicable GDPR law. Details of the chat history and your name will be deleted after 14 days after your registration or upon your request.

### 10.5 Transfer Of Data

The data is only passed on to the relevant department within the company.

Any further transmissions will only take place if:

- › you have given your express consent pursuant to Art. 6 para. 1 sentence 1 GDPR
- › the disclosure to Art.6 para. 1 sentence 1 GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data
- › a legal obligation exists for the transfer in accordance to Art. 6 para. 1 sentence 1 GDPR
- › this is permitted by law and is required by to Art. 6 para. 1 sentence 1 GDPR for the processing of contractual relationships with you

### 10.6 Possibility Of Objection And Removal

You can revoke your consent to the processing of your personal data at any time. You can declare your revocation or objection by sending an email to the email addresses indicated in this data protection declaration. The legality of the data processing up to the revocation remains unaffected by the revocation.

## 11. Customer Opinions

### 11.1 Description And Scope Of Data Processing

The Customer Opinions form allows users to share their experiences with Keyweb by posting them on the website.

For the use of the customer opinion function, no personal data is required or the use of pseudonyms is possible.

The following data can be collected voluntarily:

- › Name
- › Email
- › Opinion

In addition, we collect your IP address and the time of sending. Your consent is obtained for the processing if the data within the scope of the sending process and reference is made to this data protection declaration.

### 11.2 Legal Basis For Data Processing

The legal basis for processing the data is Art. 6 para. 1 sentence 1 GDPR if the user has given his or her consent.

The legal basis for the processing the additional recorded data transmitted in the course of using the chat is Art. 6 para. 1 lit. GDPR.

### 11.3 Purpose Of Data Processing

The processing of the personal data from the input mask serves us alone for the treatment of the sent opinion and decision over the activation.

Only the name and the submitted opinion will be published.

The other data processed during the sending process serve to prevent misuse of the form and to ensure the security of our information technology systems and, if necessary, to take action against illegal or offensive statements.

This is also our legitimate interest in the processing of your personal data.

### 11.4 Duration Of Storage

The publication of the opinion is unlimited in time. The additionally recorded data will be deleted upon publication.

### 11.5 Transfer Of Data

The data is only passed on to the relevant department within the company.

Any further transmission will only take place if:

- › You have given your express consent pursuant to Art. 6 para. 1 sentence 1 GDPR
- › The disclosure to Art. 6 para. 1 sentence 1 GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data.
- › A legal obligation exists for the transfer in accordance to Art. 6 para. 1 sentence 1 GDPR.
- › This is permitted by law and is required by to Art. 6 para. 1 sentence 1 GDPR for the processing of contractual relationships with you.

### 11.6 Possibility Of Objection And Elimination

You can revoke your consent to the processing of your personal data at any time. You can declare your revocation or objection by sending an e-mail to the e-mail addresses indicated in this data protection declaration. The legality of the data processing up to the revocation remains unaffected by the revocation.

## 12. Youtube

Our website uses plug-ins from Google's YouTube site. This website is operated by YouTube , LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

If you visit one of our pages equipped with a YouTube plug-in, a connection to the YouTube servers is established. The YouTube server will be informed which of our pages you have visited.

If you are logged in to your YouTube account, YouTube allows your surfing behavior to be directly logged in to your YouTube account , allowing YouTube to map your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account.

The use of YouTube is in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. You can find further information on the handling of user data in YouTube's data protection declaration at:

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

Google has also signed and certified the Privacy Shield Agreement between the European Union and the United States. Google has thus committed itself to comply with the new standards and regulations of the basic European data protection regulation. Further information can be found under the following entry: <https://www.privacyshield.gov/participantid=a2zt000000000001L5AAI&status=Active>

### 13. OpenStreetMap

Map material from OpenStreetMap (OSM) is included for a route map. OSM is a free project that collects and structures freely usable geodata and stores it in a database for use by anyone under a free license.

To see how OpenStreetMap stores your data, please visit the OpenStreetMap privacy page: [https://wiki.openstreetmap.org/wiki/Privacy\\_Policy](https://wiki.openstreetmap.org/wiki/Privacy_Policy)

### 14. Website analysis

#### 14.1 Matomo

With your consent, we use the open source software Matomo to analyze and statistically evaluate the use of the website. Cookies are used for this purpose. The information thus obtained is transmitted exclusively to our servers and summarized in pseudonymous usage profiles. The data collected is not passed on to third parties.

The IP addresses are anonymized (IP masking), so that an assignment to individual users is not possible.

We use Matomo for the purpose of analyzing the use of our website and continuously improving individual functions and the user experience. Through this statistical evaluation of user behavior, we can improve our offer and make it more interesting for you as a user. This is also our legitimate interest in the processing of the above data by Matomo. The legal basis is Art. 6 para. 1 p. 1 lit. f) DSGVO.

You can revoke your consent at any time by deleting the cookies in your browser or changing your privacy settings.

### 15. Newsletter / CleverReach

You can register for an email newsletter subscription on our website. In addition to the voluntary information, we only process your email address in the corresponding form. This is also mandatory in order to be able to send you the newsletter.

By clicking on the Agree field, you consent to the collection, processing and use of your email address exclusively for the newsletter dispatch.

We use CleverReach to send the newsletters. The provider is CleverReach GmbH & Co. KG, Mühlenstr. 43, 26180 Rastede, Germany. This service can be used to organise and analyse the sending of newsletters. The data you enter for the purpose of subscribing to the newsletter (e.g. email address) is stored on CleverReach's servers in Germany or Ireland.

Our newsletters sent with CleverReach enable us to analyse the behaviour of newsletter recipients. Among other things, we can analyse how many recipients have opened the newsletter and how often which link in the newsletter has been clicked on. Using conversion tracking, it is also

possible to analyse whether a previously defined action has taken place after the link in the newsletter has been clicked. Further information on data analysis by the CleverReach newsletter service can be viewed via the following link: <https://www.cleverreach.com/en-de/newsletter-tool/newsletter-reporting/>.

The data processing is based on your consent (art. 6 para. 1 lit. a GDPR). You can withdraw your consent at any time by unsubscribing from the newsletter. To do so, simply click on the corresponding link in each newsletter or send us a short email to: [marketing@keyweb.de](mailto:marketing@keyweb.de). The withdrawal of consent does not affect the lawfulness of data processing operations that have already taken place.

The data you provide us with for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter. You can request information about the data you have stored at any time via [marketing@keyweb.de](mailto:marketing@keyweb.de). All stored data will be deleted from our servers as well as from the CleverReach servers one month after cancellation of the newsletter. You can find more details in CleverReach's privacy policy at: <https://www.cleverreach.com/en-de/privacy-policy/>.

We have concluded a contract with CleverReach for commissioned data processing and fully implement the strict requirements of the German data protection authorities when using CleverReach.

## 16. Blog

### 16.1 Statische Links

#### **a. Facebook**

Within the Keyweb blog services of, the social network facebook.com are linked, which are operated by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA. These are static links, i.e. when you visit our blog, no data is transferred to Facebook, as there are no plug-ins integrated from Facebook.

However, if you click the Facebook Share button, you will be forwarded to Facebook, where Facebook collects data. We have no control over the amount of information Facebook collects.

The purpose and scope of the data collection and the further processing and use of the data by Facebook as well as your rights and setting options for the protection of your privacy can be found in the Facebook data protection information: <https://www.facebook.com/help>

You can find ways to protect your privacy within Facebook at: <https://www.facebook.com/policy>

If you are an active Facebook member and want to prevent Facebook from collecting information about you and linking it to your membership where the information is stored, you must log out of Facebook before clicking the Facebook Share Button.

#### **b. X (formerly known as Twitter)**

Within the Keyweb blog services of the social network X (formerly known as Twitter) are linked, which are operated by Twitter, 795 Folsom St., Suite 600, San Francisco, CA 94107, United States.

These are static links i.e. when you visit our blog, no data is transferred to X (formerly known as Twitter), since no Twitter plug-ins are included. However, when you press the Twitter Share button, you will be redirected to X (formerly known as Twitter), where data will be collected. We have no control over the amount of data that Twitter collects.

The purpose and scope of the data collection and the further processing and use of the data by

Twitter as well as your rights and setting options for the protection of your privacy can be found in Twitter's data protection information: <https://x.com/en/privacy>

For settings to protect your privacy, see: <https://x.com/settings/account/personalization>

If you're an active Twitter member and want to prevent Twitter from collecting information about you and linking it to your membership where the information is stored, you must log out of Twitter before clicking the Twitter Share Button.

### c. **XING**

Within the Keyweb blog services of the social network XING are linked, which are operated by XING, Dammtorstraße 29-32, 20354 Hamburg, Germany.

These are static links i.e. when you visit our blog, no data is transferred to XING, since no XING plug-ins are included. However, When you press the XING Share button, you will be redirected to XING, where data will be collected. We have no control over the amount of data that XING collects.

The purpose and scope of the data collection and the further processing and use of the data by XING as well as your rights and setting options for the protection of your privacy can be found in XING's data protection information: <https://www.xing.com/privacy>

If you're an active XING member and want to prevent XING from collecting information about you and linking it to your membership where the information is stored, you must log out of XING before clicking the XING Share Button.

## 17. Social Media

### a. **Facebook-Pixels**

Keyweb AG uses Facebook-Pixels, a service of Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA (consecutively called Facebook) on its website (or sub-pages). Facebook pixels from Keyweb AG help to provide ads on Facebook, also known as Facebook ads, for users who have already visited our website. This applies in particular to Facebook users who have shown interest in online offers or topics, as well as products and services of Keyweb AG. Facebook pixels make it possible to check whether a user has been forwarded to the Keyweb AG website after clicking on our Facebook ads. Facebook pixels use cookies, which are small text files stored in the local cache of your web browser, among other things, for this purpose. If you are logged into your user profile during your visit to our online service, this will be noted in your user account. The data collected about you is anonymous to us and therefore does not allow us to draw any conclusions about the identity of the user. However, this data collected by Facebook can be linked to your user account. Keyweb AG has no influence on the extent and further use of data collected due to the use of Facebook pixels on Facebook. As far as Keyweb AG is aware, Facebook receives information about the part of the Keyweb Facebook page that has been accessed, as well as about the access to an advertisement within the Facebook network. If you have a user account on Facebook and are logged into it during your visit, the visit to the Keyweb Facebook page can be assigned to your user account. Even if you are not registered with Facebook or have not logged into your user account, it is still possible for Facebook to read out and store your IP address and any other identification features.

Keyweb AG uses Facebook Impressions for marketing and optimization purposes, in particular to analyze the use of the Internet presence and to constantly improve individual functions and offers as well as the respective user experience. Through the statistical evaluation of the user behavior of our website visitors, Keyweb AG is able to continuously improve the offer and make it more interesting for you as a user. This is the justified interest of Keyweb AG in the processing of the above data by the third-party provider. The legal basis is Art. 6 Para. 1 lit. f GDPR.

You may object to the collection of data by Facebook pixels as described above, as well as to the use of the data collected in the process to display Facebook ads. You also have the option of restricting the type of Facebook ads displayed to you within the Facebook network. You can do this via the linked Facebook website:

<https://www.facebook.com/settings?tab=ads>.

Keyweb AG would also like to point out that this setting is deleted if you delete the stored cookies of the web browser used. In addition, you can deactivate so-called advertising or targeting cookies via the following websites:

- › <http://optout.networkadvertising.org/>
- › <http://optout.aboutads.info/>
- › <http://www.youronlinechoices.com/uk/your-ad-choices>

Facebook has signed and certified the Privacy-Shield agreement between the European Union and the USA. This obliges Facebook to comply with European regulations and standards of data protection law (EU-GDPR).

Further information about the Privacy Shield Agreement can be found in the following linked entry:

<https://www.privacyshield.gov/participantid=a2zt0000000GnywAAC&status=Active>

Third Party Information: Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

For more information about the third party's privacy practices, please visit the following Facebook website:

<https://www.facebook.com/about/privacy>

### **b. Facebook Impressions**

Keyweb AG uses Facebook Impressions, a service of Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (consecutively called Facebook) on its website. Facebook Impressions are used to store and process information about your user behavior on the Keyweb AG website. Facebook Impressions uses cookies, which are small text files that are stored locally in your cache of the end device's web browser. These text files can then be used to analyze the use of the website.

Keyweb AG uses Facebook Impressions for marketing and optimization purposes, in particular to analyze the use of the Internet presence and to constantly improve individual functions and offers as well as the respective user experience. Through the statistical evaluation of the user behaviour of our website visitors, Keyweb AG is able to continuously improve the offer and make it more interesting for you as a user. This is the justified interest of Keyweb AG in the processing of the above data by the third-party provider. The legal basis for this is Art. 6 Para. 1 lit. f GDPR.

For this evaluation the storage of Cookies, these are small text files, in your used Webbrowser is necessary.

You can prevent this storage by deleting existing cookies and deactivating a general storage of cookies in the settings of your web browser. We would like to point out at this point that in this case you may not be able to fully use the Keyweb AG website. It is also possible to block data collection by setting a so-called opt-out cookie via subsequent links:

- › <http://optout.aboutads.info/>
- › <http://www.youronlinechoices.com/de/praferenzmanagement/>

Keyweb AG would also like to point out that this setting will be deleted if you delete the cookies of your web browser. It is possible for you to object to or prevent the processing of your personal data by deactivating JavaScript in your web browser. In addition, you have the option of installing a JavaScript blocker to generally prohibit the execution of JavaScript in your web browser. We provide you with examples under the following links:

- › <https://noscript.net>
- › <https://www.ghostery.com/>

Keyweb AG would like to point out again that in this case it is possible that not all functions of the website can be used to the full extent. Facebook has submitted to the Privacy Shield Agreement concluded between the European Union and the USA and certified accordingly. This obliges Facebook to comply with European regulations and standards of data protection law (EU-GDPR). Further information about the Privacy Shield Agreement can be found in the following linked entry: <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

Third Party Information: Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

For more information about the third party's privacy practices, please visit the following Facebook website:

<https://www.facebook.com/about/privacy>

### **c. Facebook Custom Audiences**

Keyweb AG uses Facebook Custom Audiences, a remarketing tool from Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA (sequentially referred to as Facebook) on its website (or sub-pages). Facebook Custom Audiences enables Keyweb AG to display object-related advertisements, also known as Facebook Ads, to visitors of its or other websites within the social network Facebook, which also use Facebook Custom Audiences. When Facebook Custom Audiences are used, your web browser establishes an automatic connection to Facebook servers. Keyweb AG has no influence on the extent and further processing of the data collected and processed directly by Facebook when Facebook Custom Audiences are used. As far as Keyweb AG is aware, Facebook receives information about the part of the Keyweb Facebook page called up and about the call up of an advertisement within the Facebook network. If you have a user account on Facebook and are logged on to it during your visit, the visit to the Keyweb Facebook page can be assigned to your user account. If you are not registered with Facebook or have not logged in to your user profile, Facebook may read out and store your IP address and, if applicable, other identification features.

Keyweb AG uses Facebook Custom Audiences for marketing and optimization purposes. This serves in particular the purpose of placing interesting and relevant advertisements, as well as the goal of being able to design our offer in the best possible way for you as a user. This is the legitimate interest in the processing of the data by the third-party provider. The legal basis for this is Art. 6 Para. 1 lit. f GDPR.

The deactivation of Facebook Custom Audiences is possible for logged-in users under the following link:

<https://www.facebook.com/settings/?tab=ads> Keyweb AG would also like to point out that this setting is deleted if you delete the stored cookies of the web browser used. In addition, you can de-

activate so-called advertising or targeting cookies via the following websites:

- › <http://optout.networkadvertising.org/>
- › <http://optout.aboutads.info/>
- › <http://www.youronlinechoices.com/uk/your-ad-choices>

Keyweb AG would like to point out again that this setting is lost when cookies are deleted.

Facebook has signed and certified the Privacy Shield agreement between the European Union and the USA. This obliges Facebook to comply with European regulations and standards of data protection law (EU-GDPR).

Further information about the Privacy Shield Agreement can be found in the following linked entry:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

Third Party Information: Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

For more information about the third party's privacy practices, please visit the following Facebook website:

<https://www.facebook.com/about/privacy>

#### **d. XING**

Keyweb AG uses XING, a service provided by XING SE, Dammtorstraße 30, 20354 Hamburg, Germany (sequentially referred to as XING), on its website. XING stores and processes information about your user behavior on our websites (or sub-pages). XING uses cookies, which are small text files that are stored in the local cache of the web browser of your terminal device. These enable us to analyze the usage behavior of visitors to our website.

Keyweb AG uses XING for marketing and optimization purposes, in particular to analyze the use of our Internet presence and to continuously improve individual functions and offers as well as the user experience.

Through the statistical evaluation of user behavior, we can improve our offer and make it more interesting for you as a user. This is also our legitimate interest in the processing of the above data by the third party provider. The legal basis is Art. 6 Para. 1 lit. f GDPR.

You can prevent the installation of cookies by deleting existing cookies and deactivating the storage of cookies in the settings of your web browser. We would like to point out that in this case you may not be able to use all the functions of our website to their full extent. You can object to the collection and forwarding of personal data or prevent the processing of this data by deactivating the execution of Java Script in your browser. You can also prevent the execution of Java Script code by installing a Java Script blocker (e.g. <https://noscript.net/> or <https://www.ghostery.com>). We would like to point out that in this case you may not be able to use all the functions of our website to their full extent.

Third party information: XING SE, Dammtorstraße 30, 20354 Hamburg, Germany. You can find further information on data protection from the third-party provider on the following website:

<https://www.xing.com/privacy>

#### **LinkedIn**

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Keyweb AG websites (or subpages) use share functions of the LinkedIn network. This plugin is offered by LinkedIn Corporation 2029 Stierlin Court, Mountain View, CA 94043, USA.

When our web pages (or subpages) are called, which contain LinkedIn as a function, a connection to LinkedIn servers is established. LinkedIn will be informed that you have visited our website (or subpage) using your IP address. If you wish a clear allocation of your visit to our website, you can log into your LinkedIn account and click on the recommend button. The visit to the website (or sub-pages) of Keyweb AG will then be assigned to your LinkedIn customer account. A corresponding LinkedIn customer account is required for this function.

We would like to point out that Keyweb AG, as the provider of the web pages, has no knowledge of the content of the transmitted data and its use by LinkedIn. The use of the LinkedIn plugin is based on the legal basis Art. 6 para. 1 lit. f GDPR Keyweb AG has a legitimate interest in maximizing the reach in social networks and thus increasing visibility.

Further information can be found in the LinkedIn Corporation's privacy policy at:

<https://www.linkedin.com/legal/privacy-policy>.

### **18. Amendment Of The Data Protection Declaration**

Please note that this data protection information can be changed at any time in compliance with the applicable data protection regulations. The version available at the time of your visit always applies.

If you have any further questions, please do not hesitate to contact us at the above addresses.

Status May 2025