

# Privacy Policy

## Data protection policy Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. (hereinafter referred to as “Google”). Google Analytics uses “cookies”, which are text files placed on your computer, to help analyze how users use the site. The information generated by the cookie about your use of this website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activities for website operators and providing other services relating to website activity and Internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

## Newsletter

If you wish to receive the newsletter offered on my website, I will need an e-mail address from you, as well as information that will allow us to verify that you agree with the owner of the e-mail address provided and with the receipt of the newsletter.

To ensure that the newsletter is sent to us, we use the double-opt-in procedure. In the course of this, you will be included as a potential recipient in a mailing list. Afterwards you as a user will receive a confirmation e-mail to confirm the registration in a legally secure manner. Only if the confirmation takes place will your address be actively included in the mailing list.

We use this data exclusively for the delivery of the requested information and offers. As Newsletter Software Newsletter2Go is used. Your data will be transmitted to Newsletter2Go GmbH. Newsletter2Go is prohibited from selling and using your data for purposes other than sending newsletters. Newsletter2Go is a German, certified provider, which was selected according to the requirements of the General Data Protection Regulation and the Federal Data Protection Act.

Further information can be found here: [Information Newsletter](#)

You may revoke your consent to the storage of your data, your e-mail address and its use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The data protection measures are always subject to technical innovations. For this reason, we ask you to inform yourself about our privacy practices at regular intervals by viewing our privacy policy

## Contact form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored in order to process the request and in case of follow-up questions. We will not share this information without your consent.

## Privacy Policy for the use of Twitter

Functions of the Twitter service are integrated on our sites. These features are available through Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "Re-Tweet" function, the websites you visit are linked to your Twitter account and shared with other users. This data is also transmitted to Twitter. We point out that we as the provider of the pages are not aware of the content of the transmitted data and their use by Twitter. For more information, see the Twitter Privacy Policy at <http://twitter.com/privacy> .

You can change your privacy settings on Twitter in your account settings under [Settings Twitter](#)

## Privacy Policy for the use Xing

Our website uses functions of the network XING. Provider is the XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany. Each time you visit one of our sites that contains XING features, it will connect to XING servers. A storage of personal data is not done to our knowledge. In particular, no IP addresses are stored or the usage behavior is evaluated.

Further information on data protection and the XING Share button can be found in [XING's privacy policy](#).

## Privacy policy for the use of Instagram

Functions of the service Instagram are integrated on our sides. These features are provided by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, United States. If you are logged into your Instagram account, you can link the contents of our pages to your Instagram profile by clicking on the Instagram button. This allows Instagram to associate the visit to our pages with your user account. We point out that we as the provider of the pages do not receive knowledge of the content of the transmitted data and their use by Instagram.

For more information, see the [Instagram Privacy Policy](#).

## Privacy Policy for the use of LinkedIn

Our website uses features of the LinkedIn network. Providers is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, United States. Each time you visit one of our pages that contains LinkedIn features, it will connect to LinkedIn servers. LinkedIn is informed that you have visited our website with your IP address. If you click LinkedIn's "Recommend Button" and are logged in to your LinkedIn account, LinkedIn will be able to associate your visit to our website with you and your user account. We point out that we as the provider of the pages have no knowledge of the content of the transmitted data and their use by LinkedIn.

For more information, please refer to [LinkedIn's privacy policy](#)

## Privacy Policy for the use of YouTube

Our website uses plugins from the Google-powered YouTube page. Site operator is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. When you visit one of our YouTube plug-in-enabled sites, you will be connected to the servers of YouTube. The Youtube server will be informed which of our pages you visited. If you're logged in to your YouTube account, YouTube allows you to associate your browsing behavior directly with your personal profile. You can prevent this by logging out of your YouTube account.

For more information on how to handle user data, please refer to the YouTube Privacy Policy at [Privacy policy Youtube](#).

## Privacy Policy for the use of Hotjar

We use Hotjar in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users’ behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar’s privacy policy by clicking on this [link](#).

You can opt-out to the creation of a user profile, Hotjar’s storing of data about your usage of our site and Hotjar’s use of tracking cookies on other websites by following this [opt-out link](#).