

1. Data Protection Information for our website

We are pleased that you are visiting our website and would like to inform you as comprehensively as possible about the associated processing of your data. When you visit our website, personal data is collected from you. This is data that is necessary for you to be able to use our Internet pages or that enables us to take your preferences into account. In addition, it may be information that you yourself provide to us via the contact options offered on these pages. We use this data to ensure the proper operation and all functionalities of our website and to answer your inquiries. In the following, we will inform you about which data is collected on our website and for which purposes it is processed. In addition, you will receive information about your rights and contact details for us and our data protection officer.

2. Contact and data protection officer

This data protection declaration applies to the website of

Michael Succow Foundation

Ellernholzstr. 1/3, 17498 Greifswald, Germany

E-mail: [info\[at\]succow-stiftung.de](mailto:info[at]succow-stiftung.de)

Phone: +49 381 83542 10

Fax: +49 3834 83542 22

www: www.succow-stiftung.de

You can reach our data protection officer as follows:

ECOVIS Keller Rechtsanwälte PartG mbB

Rechtsanwalt Axel Keller, LL.M. / Senior Associate Karsten Neumann

August-Bebel-Str. 10-12, 18055 Rostock

Tel.: +49 0381 12 88 49 0

eMail: [dsb-nord\(at\)ecovis.com](mailto:dsb-nord(at)ecovis.com)

www: www.ecovis.com/datenschutzberater

You have the right at any time to contact our data protection officer free of charge and, if you wish, in confidence, to assist you in asserting your data protection rights.

3. Purposes and legal basis of data processing, order processors, transfer to third parties in third countries

We use the personal data you provide to us only for the purposes for which it is intended. The legal basis for the processing your data can be in particular

- Your consent pursuant to Art. 6 (1) lit. a DSGVO, for example, by agreeing to the use of cookies or web analysis,
- the initiation and execution of a contract pursuant to Art. 6 para. 1 lit. b DSGVO, for example when you contact us via the form, be our legitimate interest according to Art. 6 para. 1 lit. f DSGVO, for example in the context of public relations, securing the necessary functionalities of the website, IT and Internet security, quality assurance, fraud prevention and prosecution of crimes.

If you have given us consent for a specific purpose, you can revoke this informally at any time. A transfer of personal data to government institutions and authorities is only carried out on the basis of mandatory national legislation.

The persons entrusted by us with the processing the data are bound to secrecy and lawful processing of the data. In case of further processing your personal data for a purpose other than the original one, we will notify you accordingly.

We use the support of external service providers (processors) for certain technical processes regarding data analysis, processing and / or storage. Both we and the processor are obliged to comply with the technical-organizational measures according to Art. 32 DSGVO and the external service provider is also obliged to maintain confidentiality. Processing is carried out exclusively on our behalf and on our instructions. Any processing of your personal data beyond this commissioned data processing will only take place with your explicit consent or in the cases ordered by law and by official or judicial order.

Data will only be transferred to third countries (countries outside the European Economic Area - EEA) if this is necessary for the performance of the contract, is required by law, you have given your consent to the data processing or is necessary to ensure various functionalities on the website. We will inform you separately about details, if required by law.

4. Duration of data storage

In connection with the purely informational use of our homepage, we store the data that your browser transmits to our server for the period of time necessary to correct malfunctions or error messages. Deletion usually takes place within 7 days after the end of the Internet connection.

Further deletion periods result depending on your use of the website.

If you contact us with a request using our contact options, we store your collected personal data from the time of collection. The data collected in this way is stored by us for the duration of our business relationship, which includes, among other things, the initiation and execution of a contract. In addition, we are subject to various storage and documentation obligations,

which result, among other things, from the German Commercial Code (HGB), the German Fiscal Code (AO) or other tax law. The retention periods prescribed there are up to ten years after the end of the year in which the contractual relationship was terminated. Finally, the storage period with regard to the possibility of defending against legal claims and proof of compliance with data protection obligations is also assessed according to the statutory limitation periods, which according to §§ 195 ff. of the German Civil Code (BGB) are generally 3 years from the end of the year in which the claim arose. In the event of further deletion periods, you will be informed in the further course of the data protection declaration.

5. Further Data Protection Notices

Please also note our special data protection information for applicants, or donors.

6. Data Subject Rights (Information for Data Subjects According to Chapter 3 DSGVO)

You are entitled to the following data subject rights:

- the right to information according to Art. 15 DSGVO,
- the right to rectification according to Art. 16 DSGVO,
- the right to erasure according to Art. 17 DSGVO,
- the right to restrict the processing of personal data according to Art. 18 DSGVO,
- the right to data portability according to Art. 20 DSGVO and
- the right to object to the processing of personal data pursuant to Art. 21 DSGVO.

In addition, there is a right of appeal to a data protection authority pursuant to Art. 77 DSGVO. The complaint can be filed with the data protection authority of the country in which you reside or work or in which the alleged infringement occurred. If the data protection authority of another member state is competent for the body you are complaining about, the national data protection authority will coordinate with the other data protection authority. An overview can be found here:

www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

The supervisory authority responsible for us is

The State Commissioner for Data Protection and Freedom of Information Mecklenburg-Vorpommern

Schweriner Schloss, Lennéstraße 1, 19053 Schwerin, Germany

Phone: +49 385 594 94 0

Fax: +49 385 594 94 58

eMail: info@datenschutz-mv.de

www: www.datenschutz-mv.de

Contact: www.datenschutz-mv.de/kontakt/kontaktformular

7. Functionality and Presentation of the Website

7.1. Cookies

We use cookies. Cookies are text files that are placed and stored on a computer system via an Internet browser.

Cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a string of characters by which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited Internet sites and servers to distinguish your individual browser from other Internet browsers that contain other cookies. A specific internet browser can be recognized and identified via the unique cookie ID. Through the use of cookies, we can provide the users of this website with more user-friendly services. Information and offers on our website can be optimized in terms of the user, for example by recognizing the user of the website. This means that access data does not have to be re-entered each time the website is visited, as this is handled by the website and the cookie stored on the user's computer system.

However, a distinction must be made in the use of cookies in regard to different purposes. In so far as these small files are absolutely necessary in order to display the website properly, there is no voluntariness in their use. In this case, the legal basis for the integration of the cookies is Art. 6 (1) lit. f DSGVO.

In addition, cookies are also used on the website for the purpose of analyzing user behavior or marketing purposes. However, this use only takes place if you have given us your consent in accordance with Art. 6 (1) lit. a DSGVO when you first call up the website. You can prevent the setting of cookies by our website at any time by means of an appropriate setting of the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the setting of cookies is deactivated in the Internet browser used, not all functions of our website may be fully usable.

In the following, we have compiled links where you can find detailed information on how to deactivate cookies in common browsers:

- Mozilla Firefox: [URL](#)
- Microsoft Edge
- Internet Explorer: [URL](#)
- Google Chrome: [URL](#)
- Safari: [URL](#)

7.2. Server log files

The provider of our website automatically collects and stores information in so-called server log files, which are automatically transmitted to us by your browser. The following data may be collected

- browser types and versions used,
- the operating system used by the accessing system
- the website from which an accessing system arrives at our website (so-called referrer),
- sub-websites that are accessed via an accessing system on our website,
- the date and time of an access to the Internet page,
- an Internet protocol address (IP address),
- the Internet service provider of the accessing system and
- other data and information that serve to avert danger in the event of attacks on our information technology systems.

When using this general data and information, we do not draw any conclusions about you. Rather, this information is required in order

- to deliver the contents of our website correctly,
- to optimize the content of our website as well as the advertising for it,
- to ensure the long-term functionality of our information technology systems and the technology of our website, and
- to provide law enforcement authorities with the information necessary for prosecution in the event of a cyber attack.

Therefore, we evaluate these data and information on a statistical basis, and moreover, with the aim of increasing the data protection and data security of our enterprise, and ultimately with the aim of ensuring an optimal level of protection for the personal data we process. The processing is carried out within the scope of our legitimate interest pursuant to Art. 6 (1) f DSGVO. The anonymous data of the server log files are stored separately from all your specified personal data. A combination of this data with other data sources is not made. However, in the event of indications of illegal use of our Internet offer, it is possible for us to subsequently subject this data to a review.

7.3. Google Fonts (local)

We have integrated fonts from the provider Google on our website for the standardised display of fonts. We have installed the Google fonts locally, which means that a connection to Google's servers is not established. This means that no data is transferred to Google. The integration of the fonts is based on our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR.

The operating company is Google LLC; 1600 Amphitheatre Parkway; Mountain View, CA 94043; USA, represented in the EU by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland. The parent company Google LLC. is certified in the Data Privacy Framework List. According to the decision of the EU Commission, an adequate level of data protection can therefore be assumed.

Further information and the applicable data protection provisions of Google can be found at developers.google.com/fonts/faq, policies.google.com/privacy and policies.google.com/terms.

8. Communication

8.1. Newsletter Subscription

You have the option to subscribe to our newsletter. With your registration, you consent to the sending of newsletters by email according to Art. 6 para. 1 lit. a DSGVO and the associated tracking. In this newsletter, we report on activities in Germany and worldwide as well as on developments in the Foundation House.

For the subscription to the newsletter, we collect the data exclusively in direct contact with you. For sending the newsletter, we process your e-mail address as personal data from you. In principle, you can only receive the newsletter from our company if

- you have a valid e-mail address and
- you have registered to receive the newsletter.

The personal data collected in the context of a registration for the newsletter will be used exclusively for sending our newsletter. Furthermore, subscribers to the newsletter could be informed by email if this is necessary for the operation of the newsletter service or a related registration, for example in the event of changes to the newsletter offer or changes in the technical circumstances.

The subscription to our newsletter can be cancelled by you at any time. The consent to the storage of personal data that you have given us for the newsletter dispatch can be revoked by you at any time. Your data will only be stored for as long as you have given us your consent. For the purpose of revoking your consent, you can contact us at any time using the contact details provided on this page or use the unsubscribe function in each newsletter.

We use the CiviCRM service to send newsletters. The provider is SYSTOPIA GmbH | Adenauerallee 12-14 | 53113 Bonn. An order processing contract has been concluded for this purpose.

Newsletter tracking:

Our newsletters may contain so-called tracking pixels. A tracking pixel is a miniature graphic that is embedded in such emails that are sent in HTML format to enable log file recording and log file analysis. This allows a statistical evaluation of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, we can see if and when an e-mail was opened by a recipient and which links located in the e-mail were called up by the recipient. Such personal data collected via the tracking pixels contained in the newsletters are stored and evaluated by us in order to optimize the newsletter dispatch and to better adapt the content of future newsletters to the interests of the recipients. This personal data is not passed on to third parties.

Data subjects are entitled at any time to revoke the separate consent given in this regard via the double opt-in procedure. After revocation, this personal data will be deleted by the controller, unless the right to deletion is restricted by law. We understand a withdrawal from receiving the newsletter as a withdrawal of consent.

8.2. CiviCRM

We use the open source software CiviCRM to store and process the personal data of companies and individuals with whom we are in contact (e.g. donors, committee members, business and project partners, newsletter subscribers, etc.). The data stored and processed in the database includes personal data (e.g. names, private and business addresses, private and business e-mail addresses, private and business telephone numbers, etc.) as well as information on communication preferences, participation in events and communication activities between the contacts and us. The data is primarily used for internal purposes (address database) but also for external communication (e.g. newsletter, mailing) and the organisation of events.

The CiviCRM database is hosted on a server managed by us. Only employees of the Succow Foundation have access to the data of companies and persons. It is not passed on to third parties.

CiviCRM is a Customer Relationship Management System (CRM) for non-profit organisations. Further information can be found at civicrm.org.

9. Social Media

9.1. Use of Social Media Plugins

The website also uses the integration of social media platforms, such as Facebook, Twitter and Instagram. These platforms sometimes contain buttons and plugins that already transmit data to the operators of the respective network platform when the page is loaded, i.e. without further activity by the user.

9.2. Facebook (link by icon)

We have integrated components of the company Facebook as a link on this website. Facebook is a social network. A social network is a social meeting place operated on the Internet, i.e. an online community that generally enables users to communicate with each other and interact in virtual space. A social network can serve as a platform for exchanging opinions and experiences or enables the Internet community to provide personal or company-related information. Facebook allows social network users to create private profiles, upload photos and network via friend requests, among other things.

A voluntary click on the icon results in a redirect to Facebook, over which we have no control. The operating company of Facebook is Meta Platforms Inc, 1 Hacker Way, Menlo Park, CA 94025, USA. The controller of the processing of personal data, if a data subject lives outside the USA or Canada, is Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

If you do not want Facebook to process your data, please do not click on the link. The data policy published by Facebook, which can be accessed at www.facebook.com/about/privacy/, provides information about the collection, processing and use of personal data by Facebook. It also explains which settings options Facebook offers to protect your privacy.

Insight data analysis

The Conference of Independent Data Protection Authorities of the Federal Republic and the States (Datenschutzkonferenz - DSK) has pointed out that Facebook is obliged to obtain effective consent for data use from all visitors to the Facebook page. The operators of a Facebook fan page, on the other hand, are obliged to obtain the necessary information about data use from Facebook.

When visiting our fan page, Facebook collects personal data of the users within the scope and extent of their responsibility. Such data collection by Facebook may also occur for visitors of this Page who are not logged into Facebook or registered as members. Information about the data collection and further processing by Facebook, as well as information about the implementation of your rights and decision-making options, can be found in Facebook's privacy policy.

By using the platform Facebook, we do not assume any responsibility for the processing of personal data and its transfer outside the European Union, in particular no responsibility for the implementation of data subject rights and the effectiveness of consent. We have no influence on the scope and no full access to the collected data or your profile data. You decide what information we receive within the exclusive responsibility of Facebook with your Facebook settings or your browser settings when visiting a publicly accessible page. In addition, you have the option in your Facebook settings to actively hide your "likes" or to no longer follow the fan page. Then your profile will no longer appear in the list of fans of this fan page.

We receive anonymous statistics from Facebook on the use and usage of the fan page. The following information is provided here, for example (so-called insight data):

- Followers: number of people who follow our fan page - including increases and development over a defined time frame.
- Reach: Number of people who see a specific post on our fan page and number of interactions on a post.
- Ad performance: number of people who saw an ad
- Demographics: average age of visitors, gender, location, language.

We use these statistics, from which we cannot draw any conclusions about individual users, to constantly improve our online offering on Facebook and to respond better to the interests of our users. We cannot link the statistical data with the profile data of our fans. You can decide via your Facebook settings in what form you are shown targeted advertising.

We have entered into a joint controller agreement with Facebook regarding the processing of personal data pursuant to Article 26 of the GDPR.

Accordingly, Facebook is the sole controller with respect to the processing of Insight Data. In this regard, Facebook is responsible for the fulfillment of information obligations pursuant to Articles 12 and 13 of the GDPR, for the exercise of data subject rights pursuant to Articles 15 to 22 of the GDPR, for data security and also for the responsibility for data breach notification (Articles 32 to 34 of the GDPR). Furthermore, Facebook remains the sole controller for the processing of other personal data.

We receive personal data via Facebook when you actively communicate it to us via a personal message on Facebook or when you use a form to transmit the data to us and actively send the data to us by clicking on a button. We use the data you provide (e.g., first name, last name) to respond to your request, if necessary.

9.3. Instagram (Link per icon)

We have integrated components of the Instagram service as a link on our website. Instagram is a service that qualifies as an audiovisual platform and enables users to share photos and videos and also to redistribute such data in other social networks. If you voluntarily click on the link, you will be forwarded directly to Instagram. We have no influence on data processing by Instagram. If you do not agree to data processing by Instagram, please do not click on the link.

The operating company of the Instagram services is Instagram LLC, 1 Meta Way, Building 14 First Floor, Menlo Park, CA, USA. Instagram is a subsidiary of Meta Platforms Inc, 1 Meta Way, Menlo Park, CA 94025, USA, represented in the EU by Meta Platforms Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. However, according to Facebook, the data collected is also transferred to the USA and other third countries. The parent company Meta Platforms, Inc, 1 Meta Way, Menlo Park, California 94025-1453 (Facebook USA) is certified in the Data Privacy Framework List. According to the decision of the EU Commission, an adequate level of data protection can therefore be assumed.

Further information and the applicable data protection provisions of Instagram can be found at www.instagram.com/about/legal/privacy/.

9.4. X (formerly Twitter)

We have integrated components of X on this website. X is a multilingual publicly accessible microblogging service on which users can publish and distribute so-called tweets, i.e. short messages limited to 140 characters. These short messages can be accessed by anyone, including people who are not registered with X. However, the tweets are also displayed to the so-called followers of the respective user. Followers are other X users who follow the tweets of a user. Furthermore, Twitter enables a broad audience to be addressed via hashtags, links or retweets.

The operating company of is X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

According to the COMMISSION'S IMPLEMENTING DECISION (EU) 2021/914 of June 4, 2021 on standard contractual clauses for the transfer of personal data to third countries under Regulation (EU) 2016/679 of the European Parliament and of the Council, the transfer of data to the USA is based on standard contractual clauses.

By each call of one of the individual pages of our website, which was integrated a X component (X button), the Internet browser on your system is automatically caused by the respective Twitter component to download a representation of the corresponding component of X. More information about X is available at about.twitter.com. Within the scope of this technical procedure, X receives knowledge of which specific subpage of our website is visited by you.

Further information and the applicable data protection provisions of Twitter can be found at twitter.com/privacy?lang=en.

9.5. Bluesky

We have integrated components of the Bluesky service as a link on our website and use the US-American, text-focussed social media platform and services Bluesky, Bluesky PBLLC, Seattle, WA US.

If you voluntarily click on the link, you will be forwarded directly to Bluesky. We have no influence on data processing by Bluesky. If you do not agree to data processing by Bluesky, please do not click on the link. The service enables us to carry out public relations work and inform you about our work or upcoming events, for example.

Bluesky is a decentrally organised service. This means that the service consists of a large number of servers ("bluesky instances"), which are operated by private individuals or organisations, for example.

When you visit our Bluesky website, Bluesky records your IP address and other information that is stored on your PC in the form of cookies. This information is used to provide us, as the operator of the Bluesky website, with statistical information about the use of the Bluesky website. The data collected about you is processed by Bluesky PBLLC and may be transferred to countries outside the European Union. What information Bluesky processes and how it uses it is generally described in the privacy policy. As the provider of the information service, we do not collect any further data about your use of Bluesky.

9.6. LinkedIn

Wir haben auf unserer Internetseite Schaltflächen des Dienstes LinkedIn als Link integriert. LinkedIn ist ein Internetbasiertes soziales Netzwerk, das eine Konnektierung der Nutzer mit bestehenden Geschäftskontakten sowie das Knüpfen von neuen Businesskontakten ermöglicht. Durch einen freiwilligen Klick auf das Icon erfolgt eine Weiterleitung zu LinkedIn, über die wir keine Kontrolle haben. Betreibergesellschaft von LinkedIn ist die LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. Für Datenschutzangelegenheiten außerhalb der USA ist LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, zuständig. Der Mutterkonzern LinkedIn Corporation (LinkedIn USA) verfügt über eine Zertifizierung in der Data Privacy Framework List. Mithin ist nach Beschluss der EU-Kommission ein angemessenes Datenschutzniveau anzunehmen. Weitere Informationen und die geltenden Datenschutzbestimmungen von LinkedIn können unter www.linkedin.com/legal/privacy-policy abgerufen werden.

9.6. YouTube (link per icon or video)

We have integrated components of the YouTube service as a link on our website. YouTube is an Internet video portal that allows video publishers to post video clips free of

charge and other users to view, rate and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why complete film and TV shows, but also music videos, trailers or videos made by users themselves can be accessed via the Internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA, represented in the EU by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland.

As soon as you click on the link, YouTube will process your data. If you do not want such data processing, you can prevent the transmission by not clicking the link. Furthermore, we have embedded videos on our website, which are only activated when you actively click on the respective video and only from this point on the data transmission to YouTube starts. Whether and to what extent data is transmitted to YouTube after clicking on the link or a video, and whether and to what extent data is also transmitted to the USA in the process, is not known to us and is not subject to our control.

According to the COMMISSION'S IMPLEMENTING DECISION (EU) 2021/914 of June 4, 2021 on standard contractual clauses for the transfer of personal data to third countries under Regulation (EU) 2016/679 of the European Parliament and of the Council, the transfer of data to the USA is based on standard contractual clauses, see here business.safety.google/gdprcontrollerterms/ and here business.safety.google/gdprcontrollerterms/scs/.

Further information and the applicable privacy policies of YouTube, respectively Google can be found at policies.google.com/privacy.

10. Analysis Tools Matomo (formerly: PIWIK)

We have integrated the Matomo component on our website. Matomo is an open source software tool for web analysis. Web analysis is the collection, compilation and analysis of data about the behavior of visitors to websites. Among other things, a web analysis tool collects data about the website from which a data subject came to a website (so-called referrer), which subpages of the website were accessed or how often and for how long a subpage was viewed. A web analysis is mainly used to optimize a website and for cost-benefit analysis of internet advertising. The purpose of the Matomo component is to analyze the flow of visitors to our website. Among other things, we use the data and information obtained to evaluate the use of this website in order to compile online reports. Matomo places a cookie on your system to enable us to analyse the use of our website. If individual pages of our website are accessed, the following data is stored:

- Two bytes of the IP address of the calling system
- The website accessed
- The website from which the accessed website was accessed (referrer)
- The subpages that are accessed from the accessed website

- The time spent on the website
- The frequency with which the website was accessed
- Technical details of the browser such as version number or resolution

The software runs exclusively on the servers of our website. Personal data is only stored there. The data is not passed on to third parties.

The data is processed on the basis of Art. 6 para. 1 sentence 1 lit. a GDPR. In doing so, we are pursuing our legitimate interest in optimising our website for our public image. You can prevent the storage of cookies by making the appropriate settings in your browser. Further information and the applicable privacy policy of Matomo can be found at <https://matomo.org/>.

11. Online Marketing

11.1. Google Ads conversion tracking

Our website uses Google conversion tracking for advertising measures through Google Ads in order to advertise our offers and attract the attention of potential customers and interested parties. Data processing by Google on our website is carried out with your prior consent pursuant to Art. 6 (1) lit. a DSGVO. You can revoke your consent at any time. The operating company is Google LLC; 1600 Amphitheatre Parkway; Mountain View, CA 94043; USA, represented in the EU by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland.

Our website uses Google Conversion Tracking for advertising measures through Google Ads in order to advertise our offers and attract the attention of potential customers and interested parties.

Google Ads is an internet advertising service that allows advertisers to place adverts in Google's search engine results as well as in the Google advertising network. Google Ads enables an advertiser to specify certain keywords in advance, by means of which an advert is only displayed in Google's search engine results if the user uses the search engine to retrieve a keyword-relevant search result. In the Google advertising network, the adverts are distributed on relevant websites using an automatic algorithm and taking into account the previously defined keywords.

If you reach our website via a Google advert, a so-called conversion cookie is stored on your system by Google. A conversion cookie loses its validity after thirty days and is not used to identify you. If the cookie has not yet expired, the conversion cookie is used to track whether certain sub-pages, such as the shopping basket of an online shop system, have been accessed on our website. The conversion cookie enables both us and Google to track whether you have reached our website via an Ads ad and generated revenue, i.e. whether you have completed or cancelled a purchase. This component is used on the basis of Art. 6 para. 1 lit. a) GDPR.

Processing is only lawful on the basis of your consent. We obtain this consent by means of a so-called consent banner, which appears immediately after accessing our website. You can revoke your consent at any time.

You can prevent the setting of cookies at any time by means of a corresponding setting of the Internet browser used and thus permanently object to the setting of cookies. To do this, you can generally deactivate the automatic setting of cookies or specifically block cookies from the domain googleadservices.com.

The data and information collected through the use of the conversion cookie is used by Google to compile visit statistics for our website. These visit statistics are in turn used by us to determine the total number of users who were referred to us via Ads ads, i.e. to determine the success or failure of the respective Ads ad and to optimise our Ads ads for the future. Neither our company nor other Google Ads advertisers receive information from Google that could be used to identify you.

The conversion cookie is used to store personal information, such as the web pages you have visited. Each time you visit our website, personal data, including your IP address, is therefore transmitted to Google. This personal data is stored by Google.

We have concluded a contract with Google Ireland Ltd. that regulates data processing in the EU. If data is transmitted by Google Ireland Ltd. to the parent company Google LLC in the USA, Google Ireland Ltd. is responsible for the transmission. Google LLC is currently certified in the Data Privacy Framework List. According to the decision of the EU Commission, an appropriate level of data protection can therefore be assumed. www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active [title\(Participant Detail \(dataprivacyframework.gov\)\)](https://www.dataprivacyframework.gov/s/participant-detail)

Further information and the applicable data protection provisions of Google can be found at policies.google.com/privacy and policies.google.com/terms

11.2. Google Ads

We have integrated Google Ads components on our website. The provider of the component is Google LLC; 1600 Amphitheatre Parkway; Mountain View, CA 94043; USA, represented in the EU by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland. The competent data protection supervisory authority is therefore the supervisory authority in Ireland.

We use Google Ads to address potential customers who search for companies like ours in Google Search.

On the basis of certain keywords, it can be determined that an advert from our company should only appear in the results for a search for those terms or for thematically matching pages.

The purpose of data processing includes displaying adverts and compiling visitor statistics. The following data categories are processed: advertisements viewed; cookie ID; date and time

of visit, device information; geographic location; IP address, search terms; advertisements displayed, customer ID, impressions, online identifiers, browser information.

The component sets a cookie in your system. This cookie makes it possible to place targeted advertising.

The components are used on the basis of your consent in accordance with Art. 6 (1) a GDPR. Processing is only lawful on the basis of your consent. We obtain this consent by means of a so-called consent banner, which appears immediately after accessing our website. You can revoke your consent at any time.

Via Google Ad, personal data and information, which also includes the IP address and is necessary for the collection and billing of the displayed adverts, is transferred to Google LLC in the United States of America. This personal data is stored and processed in the United States of America. Google LLC may pass on this personal data collected via the technical process to third parties. Google LLC is currently certified in the Data Privacy Framework List. According to the decision of the EU Commission, an adequate level of data protection can therefore be assumed. [www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active_title\(Participant_Detail_\(dataprivacyframework.gov\)\)](https://www.dataprivacyframework.gov/s/participant-search/participant-detail?id=a2zt000000001L5AAI&status=Active_title(Participant_Detail_(dataprivacyframework.gov)))

12. Payment Options CiviCRM

To implement the donation debit, we use the plugin CiviCRM. This does not collect, store or process any personal data and is used for donation management.