

**Advancis Software & Services GmbH**

# Data Privacy Policy

**Vers. 2.0 - for the use of our website [www.advancis.net](http://www.advancis.net)**

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# 1. Data protection at a glance

Responsible with regard to the data protection laws, in particular the EU General Data Protection Regulation (GDPR), is:

**Advancis Software & Services GmbH**  
**Monzastraße 3**  
**63225 Langen**  
**Deutschland**

## Your rights as a concerned person

You can contact our data protection officer anytime to claim the following rights:

- Information about the data stored by our company and their use,
- Correction of non-correct personal data,
- Deletion of the data stored by our company,
- Limitation of data use, provided we are not yet allowed to delete your data due to legal obligations,
- Objection against the use of your data by our company and
- Data portability, provided you have agreed to data use or concluded a contract with us.

Provided you have given us your consent, you can revoke it anytime with future effect.

You can file a complaint at the responsible supervisory authority anytime. Your responsible supervisory authority depends on the federal state of your place of residence, your work or the assumed infringement. A list of supervisory authorities (for the non-public sector) 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).

# 2. General notes and mandatory information

## Purpose of data use by the responsible body and third parties

We process your personal data only for the purposes named in this data privacy policy. A transfer of your personal data to third parties other than for the indicated purposes does not occur. We only transfer your personal data to third parties if:

- You have given us your specific consent for doing so,
- The use is required for realization of a contract concluded with you,
- The use is required for fulfilment of a legal obligation,

the use is required for safeguarding legitimate interests and there is no reason to believe that you have a mostly legitimate interest in non-transfer of your data.

### **Deletion or blocking of data**

We adhere to the principles of data avoidance and data minimization. We store your personal data only as long as required for the named purposes or according to the diverse retention periods stipulated by law. After expiry of the given purpose or of these periods, the corresponding data will be blocked or deleted routinely and according to the legal stipulations.

### **SSL encryption**

To protect the security of your data during transfer, we use encryption methods corresponding to the state-of-the art (e.g. SSL) via HTTPS.

## **3. Data collection on our website**

In order for our website to function technically, it is necessary, as with regard to all websites, that we sometimes store small files on the devices of our website visitors.

### **What is a cookie?**

A cookie is a small file that is stored on the user's computer or mobile device when visiting a website. The cookie enables the website to remember, for example, entries or settings made by the user (user name, language, font size and other display parameters) for a certain period of time, so that users do not have to enter this information again each time they visit the website or switch from one page to another.

You can review and/or delete cookies at your discretion. You receive more information about this at [aboutcookies.org](https://aboutcookies.org). You have the option to delete all cookies already stored on your computer, and you can configure most browsers to block cookies. However, if you do

so, you may have to manually adjust some settings each time you revisit a website, and you may not be able to access some services and features.

### **Borlabs cookie**

This website uses Borlabs cookie which sets a technically necessary cookie to store your cookie consents. Borlabs Cookie does not process any personal data. The Borlabs cookie stores your consents that you gave when you entered the website. If you wish to revoke these consents, simply delete the cookie in your browser. When you re-enter/reload the website, you will be asked again for your cookie consent.

### **Contact Form 7**

The Contact Form 7 plugin is a service for creating contact forms. The Contact Form plugin is only used to forward entered form data to our company's email address. Additional storage, e.g. in the WordPress database, does not take place. Further information and the applicable privacy policy of Contact Form can be found at <https://rocklobster.in/> and <https://de.wordpress.org/plugins/contact-form-7/>. Contact Form is an open source software. The communication between browser and server is realized via HTTPS (SSL/TLS) encryption only.

### **Storage of log files**

Upon each website visit, our system logs data and information from the computer system of the calling up PC in an automatized way. The temporary storage of the IP address, date and time of access by the system is required to enable display of the website at the user's computer. For this purpose, the IP address of the user has to remain stored at least for the duration of the website visit. Further storage might be possible. In this case, the IP addresses of the users will be deleted as soon as the ring memory overwrites this address again. An evaluation of the data for marketing purposes will not be effected in this context.

### **Use of Google Analytics**

If you have given your consent, Google Analytics, a web analysis service of Google Ireland Limited ("Google") is used on this website. The use includes the "Universal Analytics" operating mode. This makes it possible to assign data, sessions and interactions across multiple devices to a pseudonymous user ID and thus analyse a user's activities across devices. Google Analytics uses "cookies", which are text files placed on your computer, to

help the website analyse how users interact with the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. We would like to point out that on this website Google Analytics has been extended to include IP anonymisation in order to ensure anonymous collection of IP addresses (so-called IP masking). The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. For more information on terms of use and data protection, please visit <https://www.google.com/analytics/terms/gb.html> or <https://policies.google.com/?hl=en> .

#### Purposes of the Processing

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services related to website and Internet use.

#### Legal Basis

The legal basis for the use of Google Analytics is your consent in accordance with Art. 6 para. 1 lit. a GDPR.

#### Recipients or Categories of Recipients

The recipient of the collected data is Google.

#### Duration of Data Storage

The data sent by us and linked to cookies, user-identifiers (e.g. User-IDs) or advertising-identifiers are automatically deleted after 14 months. Data whose retention period has been reached is automatically deleted once a month.

#### Rights of the Persons affected

You can revoke your consent at any time with effect for the future by blocking the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all functionalities of this website to their full extent.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the Browser Add-on (<https://tools.google.com/dlpage/gaoptout?hl=en>). Opt-out cookies will prevent future collection of your data when you visit this website. To prevent Universal Analytics from collecting data across different devices, you must opt-out on all systems used.

### **Use of Google Tag Manager**

If you have given your consent, Google Tag Manager is used on this website. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Tag Manager is a tool that allows us to embed tracking or statistical tools and other technologies on our website. The Google Tag Manager itself does not create user profiles, does not store cookies and does not perform any independent analyses. It only serves to manage and execute its integrated tools. However, the Google Tag Manager records your IP address which may also be transmitted to Google's parent company in the United States.

The use of the Google Tag Manager is based on Art. 6 (1) lit. f GDPR. The website operator has a legitimate interest in a quick and uncomplicated integration and management of various tools on his website. If a corresponding consent has been requested, the processing is based exclusively on Art. 6 para. 1 lit. a GDPR; the consent can be revoked anytime.

## **4. Plugins and Tools**

### **Use of Google Maps**

If you have given your consent, Google Maps is used on this website to visually display geographical information. During use of Google Maps, Google collects, processes and uses data with regard to the use of map functions by users. Further information about data processing by Google Maps can be found in the [Google-Privacy-Policy](#). You can change your personal data protection settings in the data protection center there.

Detailed instructions for management of your own data in connection with Google products can be found [here](#).

## Embedded YouTube videos

If you have given your consent, Youtube videos are embedded on this website. Operator of these plugins is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. If you visit a page with the YouTube plugin, a connection to the servers of Youtube will be established.

Youtube will be informed about which pages you visit. If you are logged into your Youtube account, Youtube can assign your surf behaviour. This can be prevented by logging out of your Youtube account before.

If a Youtube video is started, the operator uses cookies which collect information about the user behaviour.

If storage of cookies for the GoogleAd program has been deactivated, it is not likely that such cookies will be taken during watching Youtube videos. However, Youtube stores non-personal use information in other cookies. To prevent that, you have to block cookies storage in your browser.

Further information with regard to data protection "Youtube" can be found in the data privacy policy of the operator under: <https://www.google.de/intl/de/policies/privacy/>

## Social Plugins

Our websites use Social Plugins of the providers listed below, The plugins are marked by the corresponding logo.

Via these plugins, it might be that personal data are sent by the service providers and used by them. We prevent such unconscious and undesired data collection and transfer to the service provider by a 2 click solution. To activate a desired social plugin, it first has to be activated by clicking on the corresponding button. Only by activation of this plugin, the collection of information and their transfer to the service provider is triggered. We ourselves do not collect any personal data via the social plugins or their use.

We have no influence on which data an activated plugin is collecting and how they are used by the provider. Currently it has to be assumed that a direct connection to the services of the providers will be established and that at least the IP address and device-related information will be collected and used. It might also be that service providers try to store cookies on the used computer. Which data is collected and how it is used can be looked up in the data protection notes of the particular service provider. Note: If you are logged into facebook at the same time, facebook can identify you as user of a particular page.



We have integrated the social media buttons of the following companies on our website:

- Facebook
- Twitter
- LinkedIn

## **Matterport**

Insofar as you have given your consent, this website uses the Matterport service of Matterport Inc, 352 E. Java Dr. Sunnyvale, CA 94089, USA.

When you visit one of our pages equipped with a Matterport 3D tour, a connection to Matterport's servers is established. In doing so, your IP address, browser version and displaying device, origin and destination URL and the ID of the respective 3D tour are transmitted to the Matterport servers in the USA. Matterport is certified under the terms of the "EU - U.S. Privacy Shield Framework". The use of Matterport 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. f GDPR. Further information on the handling of user data can be found in Matterport's privacy policy at: <https://matterport.com/legal/privacy-policy/>.

## **Adobe TypeKit Fonts**

We use Typekit web fonts from Adobe Fonts for the visual design of our website. Adobe Fonts is a service provided by Adobe Systems Software Ireland Companies (4-6 Riverwalk, Citywest Business Campus, Dublin 24, Republic of Ireland; hereinafter "Adobe"), which gives us access to a font library.

When you access the website, your browser loads the required fonts into its browser cache in order to display text and fonts correctly. For this purpose, the browser you use must connect to Adobe Typekit's servers. This enables Adobe Typekit to know that your IP address has been used to access our website. The use of Adobe Typekit web fonts is in the interest of a uniform and appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 (1) lit. f GDPR. If your browser does not support web fonts, a standard font will be used by your computer. For more information on Adobe TypeKit Fonts, see the Adobe privacy policy <https://www.adobe.com/de/privacy/policies/typekit.html>.

You can set your browser to not load the fonts from Adobe servers (for example, by installing add-ons such as NoScript or Ghostery). If your browser does not support Adobe

fonts or you disable access to Adobe servers, the text will be displayed in the system default font.

## **jQuery technologies**

This site uses the jQuery service to optimize loading speeds and the design and display of the content of our website on different devices. This is a service of the jQuery Foundation, hereinafter referred to as "jQuery".

In order to deliver the content of our website quickly, the service uses JavaScript libraries. Corresponding files are loaded from the CDN server, insofar as they are not already available in your browser cache due to a visit to another website. In the case of a connection to the CDN server, your IP address is recorded. It cannot be ruled out that a connection is made to a server outside the EU. The legal basis is Art. 6 para. 1 lit. f) GDPR. Our legitimate interest lies in accelerating the loading times of our website and optimizing our homepage. To prevent the execution of the Java Script code of jQuery in total, you can install a so-called Java Script blocker, such as noscript.net or ghostery.com. However, if you prevent or restrict the execution of the Java Script code, for technical reasons this may mean that not all content and functions of our website will be available.

This site uses the jQuery service to optimize loading speeds and the design and display of the content of our website on different devices. This is a service of the jQuery Foundation, hereinafter referred to as "jQuery".

In order to deliver the content of our website quickly, the service uses JavaScript libraries. Corresponding files are loaded from the CDN server, insofar as they are not already available in your browser cache due to a visit to another website. In the case of a connection to the CDN server, your IP address is recorded. It cannot be ruled out that a connection is made to a server outside the EU. The legal basis is Art. 6 para. 1 lit. f) GDPR. Our legitimate interest lies in accelerating the loading times of our website and optimizing our homepage. To prevent the execution of the Java Script code of jQuery in total, you can install a so-called Java Script blocker, such as noscript.net or ghostery.com. However, if you prevent or restrict the execution of the Java Script code, for technical reasons this may mean that not all content and functions of our website will be available.

## Other plugins

The following plugins are also used on this website. These do not collect any personal data.

- a) Advanced Custom Fields (custom fields for better page content handling and dynamic page layout).
- b) Category Order and Taxonomy Terms Order. The plugin allows to sort categories arbitrarily. In this way you can specify exactly in which order the single categories shall appear.
- c) Custom Post Type UI provides an easy-to-use interface for registering and managing custom post types and taxonomies for the WordPress backend.
- d) Date Time Picker for Contact Form 7 is a date picker for calendars that is displayed in forms. It facilitates the selection of a specific date and provides helpful functionality in terms of usability of relevant forms.
- e) We use Mapplic to display individual interactive maps on our website.
- f) Material Design is a lived standard created by Google to unify interfaces across all device classes and establish elements that can provide design harmonization.
- g) The Post Types Order plugin allows you to rearrange posts in WordPress using drag and drop.
- h) The Progress Map WordPress plugin focuses on maps that show the progress of the route. It is a locational map builder that is used to insert physical map locations and then guide users to the locations using street drawings.
- i) Search & Filter is a simple search and filter plugin. It allows users to search for different types of content and to filter the results.
- j) Toolset Types is a solution for managing customized content. It allows to define customized post types, custom taxonomy and custom fields.
- k) WP All Import is used for automated import and maintenance of diverse data sets.
- l) WP-Optimize enables reliable caching, compression of image files and optimization and cleaning of databases to optimize websites.
- m) The PageNavi plugin creates an improved interface for page navigation. It allows direct navigation to neighboring pages as well as jumping to the first and last page, whereas the texts of the corresponding links can be freely selected.
- n) The WPML plugin was developed specifically for WordPress and provides its users with a professional basis to have their websites written and translated multilingually.

- o) Yoast SEO is a search engine optimization plugin for WordPress. According to WP Support (<https://wordpress.org/support/topic/yoast-gdpr/>), the tool does not store any personal data.

## 5. Newsletter

Insofar as you have given your consent, Sendinblue is used on this website for the sending of newsletters. The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany.

Sendinblue is a service with which amongst others the sending of newsletters can be organized and analyzed. The data you enter for the purpose of receiving the newsletter is stored on Sendinblue's servers in Germany. If you do not want Sendinblue to analyze your data, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in each newsletter message. With the help of Sendinblue, it is possible for us to analyze our newsletter campaigns. For example, we can see whether a newsletter message was opened and which links, if any, were clicked. In this way, we can determine, among other things, which links were clicked on particularly often. Sendinblue also allows us to subdivide ("cluster") newsletter recipients based on various categories. In doing so, the newsletter recipients can be subdivided according to the selection of the desired newsletters. In this way, the newsletters can be better adapted to the respective target groups.

The processing of the data entered in the newsletter registration form is based exclusively on your consent (§ 6 para. 1 lit. b KDG). You can revoke your consent to the storage of the data, the e-mail address and their use for sending the newsletter at any time, for example via the "unsubscribe" link in the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data you provide for the purpose of receiving the newsletter will be stored by us or the newsletter service provider until you unsubscribe from the newsletter and will be deleted from the newsletter distribution list after you unsubscribe from the newsletter. Data that has been stored with us for other purposes remains unaffected by this.

After you have unsubscribed from the newsletter distribution list, your e-mail address will be stored with us or with the newsletter service provider in a blacklist to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with the legal requirements for sending newsletters (legitimate interest within the meaning of § 6 para. 1 lit. g KDG). The storage in the blacklist is not limited in time. You can object to the storage if your interests outweigh our legitimate interest. For more details, please refer to the data protection provisions of Sendinblue at: <https://de.sendinblue.com/datenschutz-uebersicht/?rtype=n2go>.

We have concluded a contract with Sendinblue in which we oblige Sendinblue to protect our customers' data and to not pass it on to third parties.

## 6. Other

### **Change of our data protection policy**

We reserve the right to adapt this data protection policy so that it always corresponds to the current legal requirements and in order to realize changes of our services, e.g. upon introduction of new services. For your repeated visit, this new data protection policy will apply.

### **Questions to the data protection officer**

In case of any questions related to data protection, please write an e-mail to our data protection officer: [dsb@advancis.de](mailto:dsb@advancis.de)