

# Imprint & Disclaimer

## IMPRINT

### Entries referred to § 5 TMG

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### Tax-ID

Tax-Identification-Number referred to  
§27 Value Added Tax Act:

DE 252 133 699

### Responsible for the content referred to § 55 Abs. 2 RStV

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# DISCLAIMER

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Pursuant to section 7, para. 1 of the TMG (Telemediengesetz – Tele Media Act by German law), we as service providers are liable for our own content on in accordance with general laws. However, pursuant to sections 8 to 10 of the TMG, we as are not under obligation to monitor external information provided or stored on our website or to investigate conditions which indicate an illegal action. Once we have become aware of a specific infringement of the law, we will immediately remove the content in question. Any liability concerning this matter can only be assumed from the point in time at which the infringement becomes known to us. Furthermore, we do not take any liability for the validity, completeness or quality of provided information. Liability claims which are purporting to be caused by the utilisation of displayed information are excluded from liability as long as there is no intentional or reckless culpability.

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Our website contains links to the websites of third parties („external links“). As the content of these websites is not under our control, we cannot assume any liability for such external content. In all cases, the provider of information of the linked websites is liable for the content and accuracy of the information provided. At the point in time when the links were placed, no infringements of the law were recognisable to us. An on-going control of contents of external links does not take place as long as there is no indication for infringement. As soon as an infringement of the law becomes known to us, we will immediately remove the link in question.

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# DATA PROTECTION DECLARATION

## 1. Name and contact information of the person in charge of processing:

This data protection information is valid for the processing of data through Laute + Partner, Zumbuschstraße 23, 48167 Münster, Telephone: 0049 2506 302935 / Telefax: 0049 2506 303176 / E-Mail: info@laute-partner.de

The person in charge for data processing is Gunther Laute and can be contacted via telephone: 0049 2506 302935 / telefax: 0049 2506 303176 / E-Mail: laute@laute-partner.de.

## 2. The collection and storage of personal data and their use with respect to a visit on our website.

When opening our website your browser automatically transfers information to the server of our website. This information is temporarily stored in a so-called Logfile. Thereby, the following information is stored until it is automatically deleted:

- IP-address
- Date and time of access
- Name and URL of the called file
- Website, from which the access was initiated (Referrer-URL)
- Browser used and possibly the operating system of your computer
- Name of your access-providers. The data mentioned are used for the following purpose:
  - To guarantee a smooth build-up of connection to our website
  - To guarantee a convenient utilisation of our website
  - Evaluation of system security and stability
  - For further administrative reasons

The legislative basis for data processing is section 6 paragraph 1 S. 1 lit. f DSGVO. Our reasonable interest is based on the purposes of data processing mentioned above. In no case we will use the data collected to get information on your identity.

### 3. Transfer of data

A transfer of your personal data to third parties does not take place if not for the following reasons: Your personal data is only transferred to third parties if:

- You give your explicit approval pursuant to section 6 Abs. 1 lit. a DSGVO
- The transfer of data is necessary for the enforcement, exertion or justification of legal rights pursuant to section 6 paragraph 2 S. 1 lit. f DSGVO and if there is no expected reason for the assumption of a substantial security-based interest in the protection of your data
- In case that the transfer of data is legally obligated pursuant to section 6 paragraph 1 S. 1 lit. c DSGVO
- The transfer of data is legally allowed and necessary for the transaction of contracts between our company and you pursuant to section 6 paragraph 1 S. 1 lit. b DSGVO

### 4. Cookies

We use cookies on our website. Cookies are small files which are automatically generated by your browser and are automatically saved on your device (laptop, tablet, smartphone etc.) when you visit our website. Cookies do not cause any damage on your device, do not contain any virus, Trojan or other damaging software.

Information is stored within the cookie that is related to the device used. This does not mean that we get information about your identity.

The use of cookies helps us to make the utilisation of our offerings more convenient. We use so called session-cookies which are stored on your device for a certain defined time period. If you revisit our website to make use of our services, we automatically see that you have already visited our website and which configurations and setting were used by you so you do not have to enter your settings again.

In addition, we use cookies to gain statistical information on your utilisation of our website and to optimise our service based on that information (see 5.). These cookies enable us to see that you have already visited our website when you revisit the website. These cookies are automatically deleted from your device after a given period of time.

The data processed through cookies are necessarily used for the justifiable interest mentioned, of our own and third parties, pursuant to 6 Abs. 1 S. 1 lit. f DSGVO.

Most browsers accept cookies automatically. You can change the configurations of your browser to prevent the storage of cookies on your device or that the browser shows a notice before a new cookie is stored. If you turn off the storage of cookies completely, you might not be able to use certain function of our website.

## 5. Tracking-Tools

The tracking tools used by us and mentioned in the following are pursuant to section 6 paragraph 1 S. 1 lit. f DSGVO. The tracking tools used by us shall offers us an adequate configuration and on-going optimisation of our website. In addition, we use tracking tools to statistically capture the utilisation of our website and to further optimise our services. These interests are legitimate as long as they respect the regulation mentioned.

Certain data processing purposes and data categories can be derived from the particular tracking tool.

### a) Google Analytics

For the reason of adequate configuration and on-going optimisation of our website we use Google Analytics, a web analytic service provided by Google Inc. (<https://www.google.de/intl/de/about/>) (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; in the following referred to as „Google“). In this context, pseudonymised user profiles are created and cookies are used. The information collected through cookies such as

- Browser type/-version
- Operating system
- Referrer-URL (the website visited before)
- Hostname of the accessing device (IP-address) and
- Time of the server request

are transferred to a server of Google in the USA where they are stored. The information is used to evaluate the utilisation of the website, to generate reports of website activities and to analyse further services related to website utilisation and Internet access for the purpose of market research and adequate configuration of the website. This information is possibly transferred to third parties if this underlies a legal obligation or if third parties are instructed to process the information. In no case will your IP-address be connected to other data of Google. IP-addresses are anonymised so that an assignment is not possible (IP-masking). You can prevent the installation of cookies through the configuration of your browser software; we want to inform you that this might mean that not all function of our website can be used.

Furthermore, you can prevent the storage of data relating to the utilisation of our website (including your IP-address) as well as the processing of data through Google by downloading and installing a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=de>). Further detail related to data processing in the context of Google Analytics can be found in the Google Analytics-Assistant (<https://support.google.com/analytics/answer/6004245?hl=de>).

#### b) Google Adwords Conversion Tracking

To statistically capture the utilisation of our platform and to optimise our website, we further use Google Conversion Tracking. Hereby, Google Adwords places a cookie on your computer if you open our website using a Google ad.

These cookies lose their validity after 30 days and are not used for the identification of individuals. Once the user visits specific websites of the Adword-client and the cookie has not expired yet, Google and the client can see that the user clicked on the ad and has been connected to the website.

Each Adword-client gets a different cookie. Therefore, cookies cannot be tracked over the websites of Adword-clients. Information gathered with the help of conversion-cookies serve the configuration of conversion statistics for Adword-clients that have decided to use conversion tracking. The Adword-clients receive the total number of users that clicked on their ad and have been connected to a website that uses a conversion tracking tag. They get no information that is related to the identity of users.

If you do not want to participate in the tracking procedure, you can decline the placement of a cookie that is needed for the procedure. Just click on your browser configurations and deactivate the automatic placement of cookies. You can also deactivate cookies for conversion tracking by configuring your browser in such a way that cookies from the domain [www.googleadservices.com](http://www.googleadservices.com) are blocked. You can find Google's data protection notice for conversion-tracking here: <https://services.google.com/sietestats/de.html>

## 6. Rights of the Persons Affected

You have the right to:

- Request information on your personal data processed by us pursuant to section 15 DSGVO. In particular you can request information on the purpose of processing, the category of personal data, the category of recipient to which your data is submitted, or, the planned duration of data storage, the existence of a right of correction of data, deletion, restriction of processing or objection, the existence of a right of appeal, the origin of your data if these have not been collected by us, as well as the existence of an automated decision finding including profiling and possibly information on their items.
- Immediately request the correction or completion of false personal data of your person that we stored pursuant to section 16 DSGVO
- Request the deletion of your personal data which we stored pursuant to section 17 DSGVO as long as the storage of your data is not required for the administration of law of free expression and information, for the fulfilment of a legal obligation, for reasons of public interest or the enforcement, exercise or justification of legal rights
- Request the restriction of processing of your personal data pursuant to section 18 DSGVO as long as you deny the validity of your data and if the processing of data is against law, but you further deny the deletion of your personal data and we do not need the data anymore, but you need your personal data for the enforcement, exercise or justification of legal rights or if you entered an objection pursuant to section 21 DSGVO
- Request the receipt of your personal data that have been provided by you in a structured, common machine-readable format, or to let us forward the information to a person in charge pursuant to section 20 DSGVO
- Countermand your once given approval to us at any time pursuant to section 7 paragraph 3 DSGVO. This means that we are not allowed to continue the data processing which relies on that approval in the future
- Complain at a regulatory authority pursuant to section 77 DSGVO. In most cases you can contact the regulatory authority of your regular residence, of your working place or of our law office for that purpose.

## 7. Right of Revocation

As long as your personal data is processed based on legitimate interests pursuant to section 6 paragraph 1 S. 1 lit. f DSGVO you have the right to enter an objection against the processing of your personal data pursuant to section 21 DSGVO as long as there are reasons which emerge from your particular situation or if the revocation relates to direct advertising. For the revocation relating to direct advertising, you have the right to refuse direct advertising at any time without the need for particular reasons.

If you want to make use of your right of revocation you can send us an E-Mail to [laute@laute-partner.de](mailto:laute@laute-partner.de).

## 8. Data Security

Within a website visit, we use the commonly used SSL-procedure (Secure Socket Layer) in conjunction with the respectively highest encryption protection that is supported by your browser. In most cases this means a 256 bit encryption. If your browser does not support such an encryption, we use a 128 bit v3 technology instead. Checking for the closed lock graphic in the lower status page of your browser shows you whether an individual site of our online presence is encrypted.

We further use suited technical and organisational security measures to secure your data from random or intentional manipulation, from partial or complete loss or damage, or from unauthorized access of third parties.

Our security measures are improved and updated in accordance with the development of technology.

## 9. Validity and changes of this data protection declaration

This data protection declaration is valid now and is at the level of May 2018. Due to further development of our website and service on our website, or due to the changed legal or regulatory requirements, it can become necessary to change this declaration. The current data protection declaration can be accessed and printed by you at any time via our website <https://www.laute-partner.de>

If you want to make use of your right of revocation you can send us an E-Mail to [laute@laute-partner.de](mailto:laute@laute-partner.de).



## CONSUMER DISPUTE SETTLEMENT LAW

### Declaration

We do not participate in the dispute settlement proceedings pursuant to the consumer dispute settlement law in front of a consumer settlement board.