

# Privacy policy

The responsible party in terms of data protection laws, in particular the EU General Data Protection Regulation (DSGVO), is:

MultiPull GbR

## Your data subject rights

You can exercise the following rights at any time using the contact details provided by our data protection officer:

- Information about your data stored by us and its processing (Art. 15 DSGVO),
- Correction of incorrect personal data (Art. 16 DSGVO),
- Deletion of your data stored by us (Art. 17 DSGVO),
- Restriction of data processing if we are not yet allowed to delete your data due to legal obligations (Art. 18 DSGVO),
- objection to the processing of your data by us (Art. 21 DSGVO) and
- Data portability, provided that you have consented to the data processing or have concluded a contract with us (Art. 20 DSGVO).

If you have given us consent, you can revoke it at any time with effect for the future.

You may at any time lodge a complaint with a supervisory authority, e.g. the competent supervisory authority in the federal state of your residence or the authority responsible for us as the controller.

A list of supervisory authorities (for the non-public sector) with address can be found at:

[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).

## Collection of general information when visiting our website

### Nature and purpose of processing:

When you access our website, i.e., when you do not register or otherwise submit information, information of a general nature is automatically collected. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider, your IP address and the like.

In particular, they are processed for the following purposes:

- Ensuring a smooth connection setup of the website,
- Ensuring a smooth use of our website,

- evaluating system security and stability, and
- to optimize our website.

We do not use your data to draw conclusions about you personally. Information of this kind is statistically evaluated by us anonymously, if necessary, in order to optimize our website and the technology behind it.

### **Legal basis and legitimate interest:**

The processing is carried out in accordance with Art. 6 (1) lit. f DSGVO on the basis of our legitimate interest in improving the stability and functionality of our website.

### **Recipients:**

Recipients of the data may be technical service providers who act as order processors for the operation and maintenance of our website.

### **Storage period:**

The data is deleted as soon as it is no longer required for the purpose for which it was collected. This is generally the case for data used to provide the website when the respective session has ended.

In the case of storage of data in log files, this is the case after 14 days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are anonymized, so that an assignment of the calling client is no longer possible.

### **Provision prescribed or required:**

The provision of the aforementioned personal data is neither legally nor contractually required. However, without the IP address, the service and functionality of our website is not guaranteed. In addition, individual services and services may not be available or may be limited. For this reason, an objection is excluded.

## **Cookies**

Like many other websites, we also use so-called "cookies". Cookies are small text files that are stored on your end device (laptop, tablet, smartphone or similar) when you visit our website.

You can delete individual cookies or the entire cookie inventory. In addition, you will receive information and instructions on how to delete these cookies or block their storage in advance. Depending on the provider of your browser, you can find the necessary information under the following links:

- Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-loeschen-daten-von-websites-entfernen>
- Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome: <https://support.google.com/accounts/answer/61416?hl=de>
- Opera: <http://www.opera.com/de/help>
- Safari: [https://support.apple.com/kb/PH17191?locale=de\\_DE&viewlocale=de\\_DE](https://support.apple.com/kb/PH17191?locale=de_DE&viewlocale=de_DE)

### **Storage period and cookies used:**

If you allow us to use cookies through your browser settings or consent, the following cookies may be used on our websites:

## **Technically necessary cookies**

### **Type and purpose of processing:**

We use cookies to make our website more user-friendly. Some elements of our website require that the calling browser can be identified even after a page change.

The purpose of using technically necessary cookies is to simplify the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these, it is necessary that the browser is recognized even after a page change.

We require cookies for the following applications:

Remembering search terms

### **Legal basis and legitimate interest:**

The processing is carried out in accordance with Art. 6 (1) lit. f DSGVO on the basis of our legitimate interest in a user-friendly design of our website.

### **Recipients:**

Recipients of the data may be technical service providers who act as order processors for the operation and maintenance of our website.

### **Provision mandatory or required:**

The provision of the aforementioned personal data is not required by law or contract. However, without this data, the service and functionality of our website cannot be guaranteed. In addition, individual services and services may not be available or may be limited.

### **Objection**

Please read the information about your right to object according to Art. 21 DSGVO below.

Registration on our website

### **Type and purpose of processing:**

For registration on our website, we require some personal data, which is transmitted to us via an input mask.

At the time of registration, the following additional data is collected:

Your registration is necessary for the provision of certain content and services on our website.

### **Legal basis:**

The processing of the data entered during registration is based on the user's consent (Art. 6 para. 1 lit. a DSGVO).

### **Recipients:**

Recipients of the data may be technical service providers who act as order processors for the operation and maintenance of our website.

**Storage period:**

Data will only be processed in this context as long as the corresponding consent is available.

**Provision mandatory or required:**

The provision of your personal data is voluntary, based solely on your consent. Without the provision of your personal data, we cannot grant you access to our offered content.

## Comment function

**Type and purpose of processing:**

When users leave comments on our website, in addition to these details, the time of their creation and the user name previously selected by the website visitor are also stored. This is for our security, as we can be prosecuted for unlawful content on our website, even if it was created by users.

**Legal basis:**

The processing of data entered as comments is based on a legitimate interest (Art. 6 para. 1 lit. f DSGVO).

By providing the comment function, we would like to enable you to interact in an uncomplicated manner. The information you provide will be stored for the purpose of processing the request and for possible follow-up questions.

**Recipients:**

Recipients of the data are, if applicable, order processors.

**Storage period:**

The data is deleted as soon as it is no longer required for the purpose of collection. This is generally the case when communication with the user has been completed and the company can infer from the circumstances that the matter in question has been conclusively clarified. We reserve the right to delete without giving reasons and without prior or subsequent information.

You can also have your comment deleted by us at any time. To do so, please write an e-mail to the data protection officer listed below or the person responsible for data protection and submit the link to your comment as well as, for identification purposes, the e-mail address used when creating the comment.

**Provision mandatory or required:**

The provision of your personal data is voluntary. Without the provision of your personal data, we cannot grant you access to our comment function.

## Newsletter

**Type and purpose of processing:**

For the delivery of our newsletter, we collect personal data that is transmitted to us via an input mask.

For an effective registration, we require a valid e-mail address. In order to verify that a registration is actually made by the owner of an e-mail address, we use the "double opt-in" procedure. For this purpose, we log the registration for the newsletter, the sending of a confirmation e-mail and the receipt of the response requested herewith. No further data is collected.

**Legal basis:**

Based on your explicit consent (Art. 6 para. 1 lit. a DSGVO), we will regularly send you our newsletter or similar information by e-mail to your specified e-mail address.

You can revoke your consent to the storage of your personal data and its use for sending the newsletter at any time with effect for the future. You will find a link to this effect in every newsletter. In addition, you can also unsubscribe directly on this website at any time or inform us of your revocation via the contact option provided at the end of this privacy notice.

**Recipients:**

Recipients of the data are, if applicable, order processors.

**Storage period:**

In this context, the data will only be processed as long as the corresponding consent exists. After that, they will be deleted.

**Provision mandatory or required:**

The provision of your personal data is voluntary, based solely on your consent. Without existing consent, we can unfortunately not send you our newsletter.

**Revocation of consent:**

You can revoke your consent to the storage of your personal data and its use for newsletter dispatch at any time with effect for the future. Unsubscribing can be requested via the link contained in every e-mail or from the data protection officer listed below or the person responsible for data protection.

## Contact form

**Nature and purpose of processing:**

The data you enter will be stored for the purpose of individual communication with you. For this purpose, it is necessary to provide a valid e-mail address and your name. This is used for the assignment of the request and the subsequent response to the same. The provision of further data is optional.

**Legal basis:**

The processing of the data entered in the contact form is based on a legitimate interest (Art. 6 para. 1 lit. f DSGVO).

By providing the contact form, we would like to enable you to contact us in an uncomplicated manner. The information you provide will be stored for the purpose of processing the request and for possible follow-up questions.

If you contact us to request a quote, the data entered in the contact form will be processed for the implementation of pre-contractual measures (Art. 6 para. 1 lit. b DSGVO).

**Recipients:**

Recipients of the data are, if applicable, order processors.

**Storage period:**

Data will be deleted no later than 6 months after processing the request.

If a contractual relationship arises, we are subject to the statutory retention periods under the German Commercial Code (HGB) and delete your data after these periods have expired.

### **Provision mandatory or required:**

The provision of your personal data is voluntary. However, we can only process your request if you provide us with your name, e-mail address and the reason for the request.

## **Use of Google Analytics**

If you have given your consent, this website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA (hereinafter: "Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these web pages, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

For more information on terms of use and data protection, please visit <https://www.google.com/analytics/terms/de.html> and <https://policies.google.com/?hl=de>.

On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.

The data sent by us and linked to cookies, user IDs (e.g. user ID) or advertising IDs are automatically deleted after 14 months. The deletion of data whose retention period has been reached takes place automatically once a month.

### **Withdrawal of consent:**

You can prevent tracking by Google Analytics on our website by clicking this link. This will install an opt-out cookie on your device. This will prevent the collection by Google Analytics for this website and for this browser in the future, as long as the cookie remains installed in your browser.

You can also prevent the storage of cookies by selecting the appropriate settings on your browser software; however, please note that in this case you may not be able to use the full functionality of this website.

You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: Browser Add On to disable Google Analytics.

## **Use of Google Maps**

On this website, we use the offer of Google Maps. Google Maps is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). This allows us to display interactive maps directly on the website and enables you to use the map function conveniently.

You can find more information about data processing by Google in the Google privacy policy: <https://policies.google.com/privacy>. There you can also change your personal privacy settings in the Privacy Center.

Detailed instructions on how to manage your own data in connection with Google products can be found here: <https://www.data liberation.org>.

By visiting the website, Google receives information that you have called up the corresponding sub-page of our website. This occurs regardless of whether Google provides a user account through which you are logged in or whether no user account exists. If you are logged in to Google, your data will be directly assigned to your account.

If you do not want the assignment in your profile at Google, you must log out of Google before activating the button. Google stores your data as usage profiles and uses them for the purposes of advertising, market research and/or demand-oriented design of its websites. Such an evaluation is carried out in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our website. You have a right to object to the creation of these user profiles, whereby you must contact Google to exercise this.

### **Withdrawal of consent:**

No option for a simple opt-out or blocking of data transmission is currently offered by the provider. If you wish to prevent tracking of your activities on our website, please revoke your consent for the relevant cookie category or all technically unnecessary cookies and data transfers in the cookie consent tool. In this case, however, you may not be able to use our website or may only be able to use it to a limited extent.

## **Embedded YouTube videos**

We embed YouTube videos on our website. The operator of the corresponding plugins is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA (hereinafter "YouTube"). YouTube, LLC is a subsidiary of Google LLC, 1600 Amphitheatre Pkwy, Mountain View, CA 94043, USA (hereinafter "Google"). When you visit a page with the YouTube plugin, a connection to YouTube servers is established. In the process, YouTube is informed which pages you are visiting. If you are logged into your YouTube account, YouTube can assign your surfing behavior to you personally. You can prevent this by logging out of your YouTube account beforehand.

If a YouTube video is started, the provider uses cookies that collect information about user behavior.

For more information on the purpose and scope of data collection and processing by YouTube, please refer to the provider's privacy policy, There you will also find further information on your rights in this regard and settings options to protect your privacy (<https://policies.google.com/privacy>).

### **Withdrawal of consent:**

No option for a simple opt-out or blocking of data transmission is currently offered by the provider. If you wish to prevent tracking of your activities on our website, please revoke your consent for the relevant cookie category or all technically unnecessary cookies and data transfers in the cookie consent tool. In this case, however, you may not be able to use our website, or only to a limited extent.

### **SSL encryption:**

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

---

## **Information about your right to object according to Art. 21 DSGVO**

### **Individual right of objection**

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data relating to you which is carried out on the basis of Art. 6(1)(f) DSGVO (data processing on the basis of a balance of interests); this also applies to profiling based on this provision within the meaning of Art. 4 No. 4 DSGVO.

If you object, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

### **Recipient of an objection**

MultiPull GbR

---

### **Change of our privacy policy**

We reserve the right to adapt this privacy policy so that it always complies with the current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. The new data protection statement will then apply to your next visit.

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

If you have any questions about data protection, please write us an e-mail or contact the person responsible for data protection in our organization directly:

info@multipull.de

This privacy statement was created with the help of activeMind AG, the experts for external data protection officers (version #2020-09-30).