

## Breadcrumb

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## Privacy Statement

### 1) Information about the collection of personal data and contact details

1.1 We are pleased that you are visiting our website and thank you for your interest. In the following we will inform you about the handling of your personal data when you use our website. Personal data are all data that allow you to be personally identified.

1.2 The controller within the meaning of the General Data Protection Regulation (GDPR) responsible for data processing on this website is:

**Berlin Tourismus & Kongress GmbH**

**Am Karlsbad 11**

**D-10785 Berlin**

**Tel: +49 (0)30 25 00 23 33 Fax: +49 (0)30 25 00 24 24**

Email: [info@visitBerlin.de](mailto:info@visitBerlin.de)

The controller responsible for the processing of personal data is the natural or legal person who, alone or jointly with others, determines the purposes and means of the processing of personal data.

1.3 The controller has appointed a data protection officer for this website, who can be contacted as follows:

**DA.S Beratung**

**Mr. Wolfgang Mengel**

**Beerentalweg 76**

**D-21077 Hamburg**

**Tel: +49 (0)40 761 01 907**

**Fax: +49 (0)40 761 01 908**

Email: [datenschutz@visitBerlin.de](mailto:datenschutz@visitBerlin.de)

1.4 This website uses SSL and/or TLS encryption for security reasons and to protect the transmission of personal data and other confidential content (e.g. orders or inquiries to the person responsible). You can recognise an encrypted connection by the character string "https://" and the lock symbol in your browser bar.

## **2) Data collection when you visit our website**

When you use our website for information purposes only, i.e. if you do not register or otherwise provide us with information, we only collect data that your browser transmits to our server (so-called "server log files"). When you call up our website, we collect the following data that are technically necessary for us to display the website to you:

- our website which was visited
- date and time of access
- volume of data sent, in byte
- source/link from which you accessed the page

- browser used
- operating system used
- IP address used (in some cases: made anonymous)

Processing is carried out in accordance with Art. 6 (1) letter f GDPR on the basis of our legitimate interest in improving the stability and functionality of our website. The data will not be passed on or used in any other way. However, we reserve the right to check the server log files at a later date if there are any concrete indications of illegal use.

### **3) Cookies**

In order to make visits to our website more attractive and to enable the use of certain functions, we use so-called cookies on various pages. These are small text files that are stored on your end device. Some of the cookies we use are deleted after the end of the browser session, i.e. after you close your browser (so-called session cookies). Other cookies remain on your end device and enable us or our partner companies (cookies from third parties) to recognise your browser on your next visit (persistent cookies). If cookies are set, they collect and process specific user information such as browser and location data as well as IP address values to varying degrees. Persistent cookies are automatically deleted after a specified period, which may vary depending on the cookie. In some cases, cookies are used to simplify the ordering process by saving settings (e.g. remembering the contents of a virtual shopping basket for a later visit to the website). If personal data are also processed by individual cookies implemented by us, the processing is carried out in accordance with Art. 6 (1) letter b GDPR either for the execution of the contract or in accordance with Art. 6 (1) letter f GDPR in order to safeguard our legitimate interest in the website's best possible functionality and a customer-friendly and effective design of the visit to the site.

We may work with advertising partners to help us make our website more interesting for you. To this end, cookies from partner companies (third-party cookies) will also be stored on your hard disk in this case when you visit our website. When we cooperate with the aforementioned advertising partners, you will be informed individually and separately about the use of such cookies and the extent of the information collected in each case in the following paragraphs.

Please note that you can set your browser in such a way that you are informed about the setting of cookies and can decide individually about their acceptance, or exclude the acceptance of cookies in certain cases or in general. Each browser is different in the way it manages the cookie settings. This is described in the help menu of each browser, which explains how you can change your cookie settings. You will find such information for the respective browsers under the following links:

Internet Explorer:

<https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>

Chrome:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>

Safari: [https://support.apple.com/kb/ph21411?locale=en\\_US](https://support.apple.com/kb/ph21411?locale=en_US)

Opera: <http://help.opera.com/Windows/11.50/en/cookies.html>

Please note that the functionality of our website may be restricted if cookies are not accepted.

#### **4) Contacting us**

When you contact us (e.g. via contact form or email), personal data are collected. Which data are collected when using a contact form can be seen on the respective form. These data are stored and used exclusively for the purpose of responding to your request and establishing contact, and for the ensuing technical administration. The legal basis for the processing of the data is our justified interest in responding to your enquiry pursuant to Art. 6 (1) letter f GDPR. If the purpose of your contacting us is to conclude a contract, then an additional legal basis for the processing is Art. 6 (1) letter b GDPR. Your data will be deleted after final processing of your enquiry; this is the case if it can be inferred from the circumstances that the facts in question have been conclusively clarified and if there are no legal retention obligations to the contrary.

## **5) Use of your data for direct advertising**

### **5.1 Subscription to our email newsletter**

If you subscribe to our email newsletter, we will send you regular information about our offers. The only mandatory information we need to send you the newsletter is your email address. Any other data you provide is voluntary and will be used to address you personally.

In addition, you may voluntarily provide further information such as your title, first name, surname and interest. We use these data exclusively for the personalization of your newsletter. Furthermore, you may add your date of birth voluntarily and consent to us sending you a so called “birthday mailing” in the future as part of your birthday. For the dispatch of the newsletter, we use the so-called double opt-in procedure. This means that we will not send you an email newsletter unless you have expressly confirmed to us that you agree to the sending of the newsletter. We will send you a confirmation email asking you to confirm that you wish to receive newsletters in the future by clicking on the relevant link.

By activating the confirmation link, you give us your consent to the use of your personal data in accordance with Art. 6 (1) letter a GDPR. When you subscribe to the newsletter, we store your IP address entered by the Internet Service Provider (ISP) as well as the date and time of subscription in order to be able to trace any possible misuse of your email address at a later date. The data collected by us when you subscribe to the newsletter will only be used for advertising purposes in the newsletter.

You can unsubscribe from the newsletter any time via the link provided in the newsletter or by notifying the responsible person named above. After unsubscribing, your email address will immediately be deleted from our newsletter mailing list, unless you have expressly consented to further use of your data or we have reserved the right to use data beyond this, as permitted by law, and about which we inform you in this declaration.

## **5.2. Newsletter dispatch via Episerver GmbH**

The dispatch of our email newsletter takes place via the technical service provider Episerver GmbH, Wallstraße 16, 10179 Berlin, Germany, ("Episerver"), to whom we forward the data you provide when registering for the newsletter. This transfer takes place within the framework of a ratio of order processing and the service provider is contractually bound to us by instructions. The data entered by you regarding the newsletter (e.g. email address) will be stored on the servers of Episerver in the EU. Episerver uses this information for the dispatch and statistical evaluation of newsletters on our behalf. We have entered into a contract with Episerver to process your personal information, which obliges Episerver to protect your privacy and to not disclose it to third parties. You can view Episerver's privacy policy here:

<https://www.episerver.de/legal/privacy-statement/>

For evaluation purposes, the emails sent contain so-called web beacons or tracking pixels, which represent one-pixel image files stored on our website. A tracking pixel is a miniature graphic that is embedded into emails that are sent in HTML format to enable log file recording and analysis. This allows us to determine whether a newsletter message has been opened and which links have been clicked. With the help of so-called conversion tracking, it can also be analyzed whether a predefined action (e.g. purchase of a product on our website) has taken place after clicking the link in the newsletter. Technical information is also recorded (e.g. time of access, IP address, browser type and operating system).

If you are a newsletter subscriber, the information about your user behaviour is also used to display only product recommendations relevant to you in the newsletter. The allocation of your user behaviour takes place via a cookie stored with you. Episerver does not store any personal data of you, your IP address is also anonymized and stored only shortened. The data is deleted as soon as it is no longer required for the purpose of its collection. The results of these analyses can be used to better tailor future newsletters to the interests of recipients.

The dispatch of emails to you is based on your consent, which you have given us by entering your email address on our website, a hook there together with a subsequent confirmation email. If you have also given us your consent to analyze the opening of your newsletter and the links you clicked to design the newsletter according to your preferences, this will also be based on your consent, together with the subsequent confirmation email. The storage of the newsletters sent to you and, if you have consented, the analysis data, takes place until you revoke your consent or unsubscribe from the newsletter. After you unsubscribe, we will anonymize your data completely so that only a statistical analysis is possible.

If you wish to withdraw your consent, you can do so with effect for the future. Revoking your consent is equivalent to cancelling the newsletter. If you wish to deactivate the creation of individual newsletters on the basis of our usage analysis, you can also withdraw this consent individually. If you would like to see the wording of the declaration of consent you have given, please contact us using the contact details given above/below.

### **5.3. Advertising by letter mail**

Based on our legitimate interest in personalised direct advertising, we reserve the right to store your first and last name, your postal address and – if we have received these additional details from you within the framework of our contractual relationship – your title, academic degree, year of birth and professional, industrial or business name in accordance with Art. 6 (1) letter f GDPR and to use this information to send you interesting offers and information on our products by letter post. You can object to the storage and use of your data for this purpose at any time by notifying the controller to this effect.

## **6.) Use of social media: videos**

### **6.1 Use of Vimeo videos**

Our website includes plug-ins of the video portal Vimeo belonging to Vimeo, LLC, 555 West 18th Street, New York, New York 10011, USA. When you access a page of our website that contains such a plug-in, your browser establishes a direct connection to Vimeo's servers. Vimeo transmits the content of the plug-in directly to your browser and integrates it into the page. Through this integration, Vimeo receives the information that your browser has called up the corresponding page of our website, even if you do not have a Vimeo account or are not currently logged in to Vimeo. This information (including your IP address) is transmitted directly from your browser to a Vimeo server in the USA and stored there.

If you are logged in to Vimeo, Vimeo can immediately allocate your visit to our website to your Vimeo account. If you interact with the plug-ins (e.g. by pressing the start button of a video), this information is also transmitted directly to a Vimeo server and stored there. The described data processing steps take place in accordance with Art. 6 (1) letter f GDPR on the basis of Vimeo's legitimate interest in market research and designing their service in line with user needs. If you do not wish Vimeo to map the data collected via our website directly to your Vimeo account, you need to log out of Vimeo before visiting our website. The purpose and extent of the data collection and the further processing and use of the data by Vimeo as well as your rights in this regard and the setting options for the protection of your privacy can be found in the privacy notice supplied by Vimeo:

<http://vimeo.com/privacy>

In the case of Vimeo videos that are included on our site, the tracking tool Google Analytics is automatically integrated. This is Vimeo's own tracking system, to which we have no access and over which we have no control. For tracking purposes, Google Analytics uses so-called "cookies", i.e. text files which are saved on your computer and allow an analysis of your use of the website. The information generated by the cookie about your use of this website is generally transmitted to a Google server in the USA and stored there.

Such processing is carried out in accordance with Art. 6 (1) letter f GDPR on the basis of Vimeo's legitimate interest in statistical analysis of user behaviour for purposes of optimisation and marketing.

## **6.2. Use of YouTube videos**

This website uses the YouTube embedding function for the display and playing of videos of the provider "YouTube", which belongs to Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). For this, the extended data protection mode is applied, which, according to the provider, only starts to store user data when the video(s) is/are played. When the playback of embedded YouTube videos is started, the provider uses "YouTube" cookies to collect data on user behaviour, which, according to "YouTube", serve among other things to collect video statistics, improve user-friendliness and prevent unlawful actions. When you are logged in to Google, your data will be directly mapped to your account when you click on a video. If you want to avoid this mapping to your profile on YouTube, you need to log out before activating the button. Google saves your data (even for users who are not logged in) as usage profiles and evaluates them. Such evaluation is carried out in particular pursuant to Art. 6 (1) letter f GDPR on the basis of Google's legitimate interests in the insertion of personalised advertising, market research and/or demand-oriented design of its website. You have the right to object to the creation of these user profiles; to do so, you need to contact YouTube. Regardless of whether the embedded videos are played back, every time this website is accessed a connection to the Google network "DoubleClick" is established, which could trigger further data processing operations without our influence. Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU.

You will find further information on YouTube's data protection in the provider's privacy statement under:

<https://policies.google.com/privacy>

## **7) Online marketing**

## 7.1 DoubleClick by Google

This website uses the online marketing tool DoubleClick by Google belonging to Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google").

DoubleClick uses cookies to display user-relevant advertisements, improve campaign performance reports, or prevent a user from seeing the same advertisement several times. By means of a cookie ID, Google records which advertisements are displayed in which browser and can thus prevent them from being displayed repeatedly. Processing is carried out on the basis of our legitimate interest in the optimal marketing of our website in accordance with Art. 6 (1) letter f GDPR. In addition, DoubleClick may use cookie IDs to record so-called conversions which relate to advertising requests. This is the case, for example, when a user sees a DoubleClick ad and later visits the advertiser's website with the same browser and buys something there. According to Google, DoubleClick cookies do not carry any personal information. Because of the marketing tools used, your browser automatically establishes a direct connection to the Google server. We have no influence on the extent and further usage of the data collected by Google by means of this tool and will therefore advise you as follows to the best of our knowledge: Through the integration of DoubleClick, Google receives the information that you have called up the relevant part of our Internet website or clicked on an advertisement of ours. If you are registered with a Google service, Google can map your visit to your account. Even if you are not registered with Google or are not logged in, there is a possibility of your IP address being obtained and stored by the provider.

If you wish to opt out of this tracking process, you can disable cookies for conversion tracking by setting your browser to block cookies from the [www.googleadservices.com](https://www.googleadservices.com) domain, <https://www.google.com/settings/ads>; this setting will be cancelled if you delete your cookies. Alternatively, you can obtain information about the setting of cookies from the Digital Advertising Alliance at the Internet address [www.aboutads.info](http://www.aboutads.info) and make the desired adjustments. Finally, you can set your browser in such a way that you are informed about the setting of cookies and can decide individually about their acceptance, or exclude the acceptance of cookies in certain cases or in general. Please note that the functionality of our website may be restricted if cookies are not accepted.

Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU. You can find more information about DoubleClick by Google's data protection provisions by going to:

<http://www.google.com/policies/privacy/>

## **7.2. Use of Google AdWords conversion tracking**

This website uses the online ad programme "Google AdWords" and, within Google AdWords, the conversion tracking of Google LLC., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). We use Google AdWords to draw attention to our attractive offers with the aid of advertising means (so-called Google AdWords) on external websites. We can determine how successful individual advertising measures are based on the data from the advertising campaigns. We thus pursue our aim of showing you advertisements that are of interest to you, making our website more interesting for you and achieving a fair calculation of advertising costs. The conversion tracking cookie is set when a user clicks on an AdWords ad published by Google. Cookies are small text files that are stored in your computer system. As a rule, these cookies expire after 30 days and are not used for personal identification. If the user visits certain pages of this website before the cookie expires, we and Google can see that the user has clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies therefore cannot be traced through the websites of AdWords customers. The information collected by means of the conversion cookie is used to compile conversion statistics for AdWords customers who have chosen to use conversion tracking. Customers are informed of the total number of users that clicked on their advertisement and were redirected to a page containing a conversion tracking tag. They do not, however, receive any information with which users can be personally identified. If you do not wish to be tracked, you can block this use by disabling the cookie for Google conversion tracking via your Internet browser under User Settings. You will then not be included in the conversion tracking statistics. We use Google AdWords on the grounds of our legitimate interest in targeted advertising pursuant to Art. 6 (1) letter f GDPR. Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU.

You can find more information about Google's data protection provisions by going to:

<http://www.google.com/policies/privacy/>

You can permanently disable the setting of cookies for advertising preferences by preventing them with the appropriate setting of your browser software or by downloading and installing the browser plug-in available via the following link:

<https://support.google.com/ads/answer/7395996>

Please note that certain functions of this website may not be available or only to a limited extent if you have disabled the use of cookies.

## **8) Web analysis services**

### **8.1. Google (Universal) Analytics**

Google Analytics

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called "cookies", text files which are saved on your computer and allow an analysis of your use of the website. The information generated by the cookie about your use of this website (including the shortened IP address) is generally transmitted to a Google server in the USA and stored there. This website exclusively uses Google Analytics with the extension "\_anonymizeIp()", which ensures anonymisation of the IP address by shortening it and thus prevents it from being directly linked to a particular individual. Due to this extension, your IP address will first be shortened by Google within member states of the European Union or in other signatory states to 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. In these exceptional cases, processing is carried out in accordance with Art. 6 (1) letter f GDPR on the basis of our legitimate interest in a statistical analysis of user behaviour for purposes of optimisation and marketing. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide us with other services relating to website and Internet use. The IP address transmitted by your browser in connection with Google Analytics will not be combined with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use all the functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie relating to your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=>

As an alternative to the browser plug-in or with browsers on mobile devices, please click on the following link to set an opt-out cookie that will prevent future data collection by Google Analytics from this website (this opt-out cookie only works with this browser and only for this domain; if you delete your cookies in this browser, you must click on this link again): [Google Analytics deaktivieren](javascript:gaOptout()) Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU. More information on how Google Analytics handles user data can be found in Google's privacy statement:

<https://support.google.com/analytics/answer/6004245?hl=>

- Google Universal Analytics

This website uses Google Analytics, a web analysis service of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called "cookies", text files which are saved on your computer and allow an analysis of your use of the website. The information generated by the cookie about your use of this website (including the shortened IP address) is generally transmitted to a Google server in the USA and stored there.

This website exclusively uses Google Analytics with the extension "\_anonymizeIp()", which ensures anonymisation of the IP address by shortening it and thus prevents it from being directly linked to a particular individual. Due to this extension, your IP address will first be shortened by Google within member states of the European Union or in other signatory states to 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. In these exceptional cases, processing is carried out in accordance with Art. 6 (1) letter f GDPR on the basis of our legitimate interest in a statistical analysis of user behaviour for purposes of optimisation and marketing. On our behalf, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide us with other services relating to website and Internet use. The IP address transmitted by your browser in connection with Google Analytics will not be combined with other Google data.

You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use all the functions of this website to their full extent. You can also prevent Google from collecting the data generated by the cookie relating to your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following link:

<https://tools.google.com/dlpage/gaoptout?hl=>

As an alternative to the browser plug-in or with browsers on mobile devices, please click on the following link to set an opt-out cookie that will prevent future data collection by Google Analytics from this website (this opt-out cookie only works with this browser and only for this domain; if you delete your cookies in this browser, you must click on this link again): [Google Analytics deaktivieren](javascript:gaOptout()) Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU.

The present website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID. You can deactivate the cross-device analysis of your usage in your customer account under "My data", "Personal data".

More information on how Google Analytics handles user data can be found in Google's privacy statement:

<https://support.google.com/analytics/answer/6004245?hl=>

## **9.) Google reCAPTCHA**

On this Website we also use the reCAPTCHA Function of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland ("Google"). This Function is mainly used to Distinguish whether input is made by a natural Person or is misrepresented by machine and automated Processing. The Service includes the Sending of the IP address and, if applicable, Other data required by Google For the Service reCAPTCHA to Google and is provided in accordance with Article 6 (1) lit. F GDPR on The basis of our legitimate Interest in determining the individual Status of Will Of actions on the Internet and The Avoidance of Abuse and Spam. As Part of the Use of Google reCAPTCHA, there may also be a Transfer of personal Data to Google LLC. servers in the UNITED States.

In the Event of the Transfer of personal Data to Google LLC. based in the United STATES, Google LLC. has certified itself for the US-European Privacy Shield Convention, which ensures Compliance with the data protection level Applicable in the EU . A current Certificate can be viewed here: <https://www.privacyshield.gov/list>

For More Information about Google reCAPTCHA and Google's Privacy Policy, Please visit:  
<https://www.google.com/intl/de/policies/privacy/>

## **10.) Retargeting/remarketing/recommendation advertising**

### Google AdWords Remarketing

Our website uses the functions of Google AdWords Remarketing, which we use to advertise this website in Google search results, as well as on third-party websites. This is provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). To this end, Google places a cookie in the browser of your end device, which automatically uses a pseudonymous cookie ID and the pages you visit to enable interest-based advertising. Processing is carried out on the basis of our legitimate interest in the optimal marketing of our website in accordance with Art. 6 (1) letter f GDPR. Any additional data processing will only take place if you have agreed with Google that your Google Internet and app browsing history will be linked to your Google account and information from your Google account will be used to personalise ads that you view on the web. If, in this case, you are logged in to Google while visiting our website, Google will use your data together with Google Analytics data to create and define target group lists for cross-device remarketing. To this end, Google will temporarily link your personal data with Google Analytics data in order to form target groups. You can permanently disable the setting of cookies for advertising preferences by downloading and installing the browser plug-in available through the following link:

<https://www.google.com/settings/ads/onweb/>. Alternatively, you can obtain information about the setting of cookies from the Digital Advertising Alliance at the Internet address [www.aboutads.info](http://www.aboutads.info) and make the desired adjustments. Finally, you can set your browser in such a way that you are informed about the setting of cookies and can decide individually about their acceptance, or exclude the acceptance of cookies in certain cases or in general. Please note that the functionality of our website may be restricted if cookies are not accepted. Google LLC, based in the USA, is certified for the US-European data protection agreement "Privacy Shield", which guarantees adherence to the data protection standards applicable in the EU. For more information and the data protection regulations regarding advertising and Google, please click here:

<http://www.google.com/policies/technologies/ads/>

## 11.) Use of editorial Communications and Content

All Content (user generated content) transmitted by you for The Purpose of publication will be provided by us exclusively within our Website (visitBerlin.de) as well as, if necessary, other online-based communication Channels of Berlin Tourism & Congress GmbH - E.g. Facebook/visitBerlin, Facebook/Berlin, the place to be or Twitter/visitBerlin, Twitter/visitBerlinNews etc., although in principle we cannot prevent external Third-party websites from Accessing this Content through Links. Editorial Messages can be, for Example, Posts within Social Media (Facebook, Twitter, Google +), Reader Comments within the visitBerlin blog or incoming Content (Texts, pictures, Etc.) through Sweepstakes. We reserve the Right to editorially revise the Content forwarded to us prior to Publication, in particular to eliminate errors and To make Formatting. However, Cuts and Changes in content will not be made without us consulting you beforehand.

### Opt-Out/Opt-In

If you do not agree to our evaluation of your usage data, you can opt out of this. The tracking is switched off by placing an "opt-out cookie" in your system. Should you ever delete all your cookies, please note that the opt-out cookie will also be lost and may have to be renewed. We currently use Google Analytics, DoubleClick and nugg.ad to optimise the delivery of advertising material. To opt out of Google Analytics, please click [here](#). If you cannot disable Google Analytics for your browser or mobile device with the Google plug-in, please use this [link](#). To switch off the DoubleClick cookie, please click [here](#). This opt-out works, for example, for our ads on TripAdvisor and for Google ads. To switch off the nugg.ad cookie, please click [here](#).

## 12) Social plug-ins

### Use of Facebook, Google+, Twitter and Instagram Plugins

We use so-called social plugins ("plugins") from the social networks Facebook and Google+ and the microblogging services Twitter and Instagram on our website. These services are provided by the following companies: Facebook Inc., Google Inc., Twitter Inc. and Instagram LLC ("providers").

Facebook is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). An overview of Facebook plugins and their appearance can be found here: <https://developers.facebook.com/docs/plugins>

Google+ is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). An overview of Google plugins and their appearance can be found here: <https://developers.google.com/+/web/>

Twitter is operated by Twitter Inc., 1355 Market St, Suite 900, San Francisco, CA 94103, USA ("Twitter"). An overview of Twitter buttons and their appearance can be found here: [https://about.twitter.com/en\\_us/company/brand-resources.html](https://about.twitter.com/en_us/company/brand-resources.html)

Instagram is operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram"). An overview of Instagram buttons and their appearance can be found here: <http://blog.instagram.com/post/36222022872/introducing-instagram-badges>

When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Facebook's, Google's, Twitter's or Instagram's servers. The relevant provider will transmit the content of the plugin directly to your browser and integrate it into the page. Through this integration, the providers will receive the information that your browser has called up the corresponding page of our website, even if you do not have a profile or are not currently logged in. This information (including your IP address) is transmitted directly from your browser to a server of the relevant provider in the USA and stored there.

If you are logged in to one of the services, the providers can directly map your visit to our website to your profile on Facebook, Google+, Twitter or Instagram. If you interact with the plugins, e.g. by pressing the "Like", "+1", "Twitter" or "Instagram" button, this information will also be transmitted directly to a server belonging to the providers and stored there. The information will also be published on the social network, on your Twitter or Instagram account, and shown to your contacts.

The purpose and extent of the data collection and the further processing and use of the data by the providers as well as your rights in this regard and the setting options for the protection of your privacy can be found in the privacy policies of the providers.

Facebook's privacy policy: <http://www.facebook.com/policy.php>

Google's privacy policy: <http://www.google.com/intl/de/+/policy/+1button.html>

Twitter's privacy policy: <https://twitter.com/privacy>

Instagram's privacy policy: <https://help.instagram.com/155833707900388/>

If you do not wish Google, Facebook, Twitter or Instagram to map the data collected via our website directly to your profile held with the respective service, you need to log out of the service before visiting our website. You can also completely prevent the loading of the plugins with add-ons for your browser, e.g. using the "NoScript" script blocker (<http://noscript.net/>).

## Use of Pinterest Social Plugins

We use so-called social plugins ("plugins") from the social network Pinterest on our website, which is operated by Pinterest Inc., 808 Brannan Street, San Francisco, CA 94103, USA ("Pinterest"). The plugins appear, e.g. as buttons with the "Pin it" icon against a white or red background. An overview of Pinterest plugins and their appearance can be found here: <https://developers.pinterest.com/docs/getting-started/introduction/>

When you access a page of our website that contains such a plugin, your browser establishes a direct connection to Pinterest's servers. Pinterest transmits the content of the plugin directly to your browser and integrates it into the page. Through this integration, Pinterest will receive the information that your browser has called up the corresponding page of our website, even if you do not have a profile with Pinterest or are not currently logged in to Pinterest. This information (including your IP address) is transmitted directly from your browser to a Pinterest server in the USA and stored there. If you are logged in to Pinterest, Pinterest can directly map your visit to our website to your Pinterest account. If you interact with the plugins, e.g. by pressing the "Pin it" button, this information will also be transmitted directly to a Pinterest server and stored there. The information will also be published on Pinterest and shown to your contacts.

The purpose and extent of the data collection and the further processing and use of the data by Pinterest as well as your rights in this regard and the setting options for the protection of your privacy can be found in the privacy policy supplied by Pinterest: <https://policy.pinterest.com/en/privacy-policy>

If you do not wish Pinterest to map the data collected via our website directly to your Pinterest account, you need to log out of Pinterest before visiting our website. You can also completely prevent the loading of Pinterest plugins with add-ons for your browser, e.g. using the "NoScript" script blocker (<http://noscript.net/>).

If you do not wish Facebook, Twitter, Google, YouTube or Pinterest to map the data collected via our website directly to your profile on the respective social network, you need to log out of the network before visiting our website.

### **13.) Scalable central measuring system of INFOnline GmbH**

Our website and our mobile website use the "Scalable Central Measurement Method" (SZM) of INFOnline GmbH (<http://www.infonline.de>) for the determination of statistical parameters for determining the copy probability of texts. Anonymous measurements are taken. Alternatively, traffic metering uses a session cookie or a signature created from various automatically transmitted information from your browser to recognize computer systems. IP addresses are only processed in anonymous form. Our legitimate interest in the processing of personal data pursuant to Art. 6 (1) lit. f GDPR lies in determining the copy probability of individual texts. At no time individual users are identified. Your identity always remains protected. You will not receive advertising through the system.

### **14) Rights of the data subject**

15.1 The current data protection law grants you comprehensive data subject rights (rights of access and intervention) as regards the processing of your personal data vis-à-vis the controller, about which we inform you below:

- Right of access pursuant to Art. 15 GDPR:

In particular, you have a right to information about your personal data processed by us, the purposes of the processing, the categories of the personal data processed, the recipients or categories of recipients to whom your data have been or will be disclosed, the envisaged storage period or the criteria for determining the storage period, the existence of a right to rectification, erasure, restriction of processing or objection to the processing, of a right to complain to a supervisory authority, about the source of your data, if these were not collected from you by us, the existence of automated decision-making including profiling and, if required, meaningful information about the logic involved and the extent to which you are concerned and the envisaged consequences of such processing, as well as your right to be informed of any safeguards which exist pursuant to Art. 46 GDPR in the event of the transfer of your data to third countries;

- Right to rectification pursuant to Art. 16 GDPR:

You have a right to immediate rectification of any inaccurate data concerning you and/or completion of any incomplete data concerning you stored by us;

- Right to erasure pursuant to Art. 17 GDPR:

You have the right to demand the erasure of your personal data if the requirements of Art. 17 (1) GDPR are met. This right does not, however, exist especially if the processing is necessary for exercising the right of freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;

- Right to restriction of processing pursuant to Art. 18 GDPR:

You have the right to demand the restriction of the processing of your personal data for as long as the contested accuracy of your data is being verified, or if the processing is unlawful and you oppose the erasure of your data and instead request the restriction of their use, or if we are no longer in need of this data for the purposes of the processing but you require your data for the establishment, exercise or defence of legal claims, or if you have filed an objection on grounds relating to your particular situation, for as long as it is not yet clear whether our legitimate reasons prevail;

- Right to information pursuant to Art. 19 GDPR:

If you have exercised your right to have the data controller rectify or erase your personal data or restrict the processing, he shall be obliged to inform all recipients to whom the personal data concerning you have been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves disproportionate effort. You have the right to be informed of these recipients;

- Right to data portability pursuant to Art. 20 GDPR:

You have the right to receive the personal data you have provided to us in a structured, commonly used and machine-readable format or to demand their transfer to another controller, where technically feasible;

- Right of withdrawal of consent pursuant to Art. 7 (3) GDPR:

You have the right to withdraw your consent to the processing of data at any time with effect for the future. In the event of withdrawal we will delete the relevant data without delay, unless further processing can take place on a legal basis which allows processing without consent. The withdrawal of consent shall not affect the lawfulness of the processing carried out on the basis of the consent up to the withdrawal;

- Right to complain pursuant to Art. 77 GDPR:

If you believe that the processing of personal data concerning you infringes the GDPR, you have the right to complain to a supervisory authority, in particular in the member state where you reside or work or the place where the alleged infringement occurred, without prejudice to any other administrative or judicial remedy;

Contact details of the supervisory authority in Berlin: Berlin Representative for Data Protection and Freedom of Information, Ms. Maja Smoltczyk, Friedrichstr. 219, D-10969 Berlin. Tel.: +49 (0)30 13889-0 Fax: +49 (0)30 2155050 Email: mailbox@datenschutz-berlin.de

## **15.) RIGHT OF OBJECTION**

**If, in the course of balancing interests, we should process your personal data on the basis of our overriding legitimate interest, you will have the right to object at any time to this processing with future effect on grounds relating to your particular situation. If you exercise your right of objection, we will stop processing the data concerned. However, we reserve the right to continue processing if we can prove that there are compelling reasons worthy of protection for the processing, which override your interests, fundamental rights and freedoms, or if the processing serves the establishment, exercise or defence of legal claims. If we process your personal data for direct advertising purposes, you will have the right to object at any time to the processing of personal data concerning you for such advertising purposes. You may raise the objection as described above. If you exercise your right of objection, we will stop processing the relevant data for direct advertising purposes.**

## **16.) Duration of storage of personal data**

The duration of the storage of personal data is based on the respective legal basis, the purpose of processing and - if applicable - additionally based on the respective statutory retention period (for example, commercial and tax retention periods).

In the processing of personal data on the basis of explicit consent pursuant to Art. 6 (1) lit. a GDPR, these data are stored until the person withdraws his consent.

There are statutory retention periods for data which, in the context of legal or similar obligations, are based on Art. 6 (1) lit. b GDPR are processed, these data are routinely deleted after expiry of the retention periods, if they are no longer required for fulfillment of the contract or for initiating a contract and / or if there is no legitimate interest in the re-storage on our part.

In the processing of personal data on the basis of Art. 6 (1) lit. f GDPR, these data will be stored until the person concerned exercises his right of objection under Art. 21 (1) GDPR, unless we can prove compelling legitimate grounds for processing that outweigh the interests, rights and freedoms of the data subject, or the processing serves the assertion, exercise or defense of legal claims.

In the processing of personal data for the purpose of direct advertising on the basis of Art. 6.(1) lit. f GDPR, these data will be stored until the data subject exercises his right of objection under Art. 21 (2) GDPR.

Unless otherwise stated in the other information in this Declaration on Specific Processing Situations, stored personal data will be erased if they are no longer necessary for the purposes for which they were collected or otherwise processed.

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