

The Data Privacy Statement of CALVENDO Verlag GmbH

Last updated: 31. 10. 2012

1. Basic Principles

1.1 We take the protection of your personal data very seriously and abide strictly by the stipulations of data protection laws.

1.2 Personal information is collected on this website only to the extent that it is technically necessary.

1.3 In no case will your data be sold or passed on to third parties for any other economic reasons.

2. Collection, Processing and Use of Personal Data

2.1 You can visit our site without providing any information about your person. We only store access data without personal reference, such as the name of your Internet service provider or the site from which you visit us. This anonymous information is used solely to improve our services and does not allow anyone to draw conclusions about your person.

2.2 When visitor data is stored, in particular the visitor's IP address and domain data, it is stored only in a truncated form, rendering it impossible to identify the individual visitor. We pledge never to merge any collected IP addresses with other data, which might enable personal identification.

2.3 Personal information such as name, user name, address, telephone number, email address, bank account (personal data) is collected when and where necessary as part of the establishment and settlement of the contractual relationship with you as well as for any further specification or modification of the contract. Specifically, we use this information to pay you for any calendars sold. We also use your information to communicate with you about uploaded content and to maintain your account

and update our records. We also use your information to improve our platform, to prevent and reveal abuse, in particular fraud, and to enable third parties to carry out technical, logistical or other services on our behalf.

2.4 With the fulfillment of the contract, your data will be blocked for further use and will, upon expiry of the period specified in tax and commercial law, be deleted unless you have expressly consented to our further use of your data. No additional personal data is collected when you use the website, unless this information is provided voluntarily by you.

3. Transmission to Third Parties

3.1 We employ other companies to perform services for us, such as the maintenance of our user lists, the analysis of our databases and the handling of calendar orders and payments. To perform their tasks, these service providers are granted access to personal information. They may not use this information for any other purpose and are obligated to process the information in accordance with this privacy policy and German data protection laws. Any further disclosure of your personal data to third parties will only take place if it is necessary to ensure service delivery or fulfillment of the contract.

3.2 We only share your information with affiliates that are controlled by CALVENDO, as well as their subsidiaries, if these companies follow privacy policies that offer at least as much protection as this privacy policy.

3.3 Authorities or other government institutions are provided with information only as stipulated by statutory information requirements or court decisions. If requested by authorities, we may in specific cases grant access to this information, to the extent necessary for purposes of law enforcement, public safety, to enable the work of the Federal Office for the Protection of the Constitution or the Military Counterintelligence Service or for the enforcement of intellectual property rights.

3.4 In all other cases, we will transmit your personal information to third parties only after fully informing you and receiving your consent.

4. Use of Information

4.1 To run the CALVENDO service and to keep improving CALVENDO, information is collected on the activity of the logged-in user. This information mainly includes the number of logins, type of browser, date and time of access, cookie ID, referrer URL, and the functionalities used on the CALVENDO website. The system collects anonymous user profiles that are used solely to improve our services and do not identify you.

4.2 As a user, you can always contact CALVENDO via email with questions. Such messages are saved so that we may respond quickly and improve our service.

4.3 We reserve the right to create links and track whether these links have been used. This procedure is used for quality assurance and the improvement of our services.

4.4 In some cases, we make use of Quality Assurance Feedback to record user behavior in certain situations, to improve our website. In these cases, you will be asked individually to consent to the sending of a Quality Assurance Feedback Protocol.

5. Use of Google Analytics and Facebook Plugin

5.1 CALVENDO uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies, i.e. text files that are stored on your computer and allow for an analysis of your use of our website. The information generated by the cookie is usually transmitted to a Google server in the USA and stored there. However, IP anonymization has been activated on this website. For the Member States of the European Union or other parties to the Agreement on the European Economic Area, Google truncates the relevant IP addresses locally. Only in exceptional cases will a full IP address be sent to a Google server in the USA where it is then truncated.

On behalf of CALVENDO, Google will use this information to evaluate your use of the website, compiling reports on website activity and providing other services to CALVENDO in connection with website and internet usage. As part of Google Analytics your IP address, provided by your browser, will not be merged with other data from Google. You may set your brow-

ser to refuse cookies, but, in this case, you may not be able to use all features of this site to their full extent. You may also prevent the sending of cookie-generated information about your use of the website (including your IP address) to Google as well as the processing of this data by Google by downloading and installing a browser plugin through the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. The CALVENDO website uses Google Analytics with the extension "_anonymizeIp()" and therefore IP addresses will be processed only in a truncated form, which renders the identification of individuals impossible.

5.2 Our website uses social plugins ("plugins") from the social network facebook.com, operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins can be identified from one of the Facebook logos (white "f" on blue tile or a "thumbs-up" sign) or the notice "Facebook Social Plugin".

The list and the look of Facebook Social Plugins can be viewed here: <http://developers.facebook.com/plugins>. When you load a page of our website that contains a social plugin, your browser establishes a direct connection to the Facebook servers. The content of the Facebook plugin is communicated directly to your browser and incorporated in the website. We therefore have no influence on the amount of data that Facebook collects using the plugin but wish to provide you with the following information, which is current at the time of writing:

Through an integrated plugin, Facebook receives the information that you are visiting the corresponding page of our website. If you are logged into Facebook, Facebook is able to connect this visit to your Facebook account. If you interact with the plugins, for example, press the "Like" button or leave a comment, the corresponding information is transmitted from your browser directly to Facebook and stored there. If you are not a Facebook member, it is still possible that Facebook will find out and store your IP address.

To learn about the purpose and scope of data collection and the further processing and use of data by Facebook, and about your rights and ways to protect your privacy, please see Facebook's Data Use Policy: <http://www.facebook.com/policy.php>.

6. Use of Cookies

6.1 On several of our pages, we use cookies to enable the use of certain functions and to make visiting our site attractive. Cookies are small text files that are stored on your computer. Most of the cookies we use are deleted from your hard drive as soon as you end your browser session (session cookies). Other cookies remain on your computer and allow us to recognize your computer when you next visit the website (persistent cookies).

6.2 You can set your browser to refuse all cookies or have them displayed. However, if you use this setting, the proper functioning of our site is not guaranteed.

7. Log Information

We store information that your browser sends whenever you visit a website, for example, the request, the website you visited previously, the IP address of the device you are using to access the website, your system configuration, type of browser and –language setting as well as the date and time of the request. This information is stored in particular when you login or when you upload content. We store IP addresses only to the extent necessary to provide our services. Otherwise, IP addresses will be deleted or made anonymous.

8. Changing, Blocking and Deleting Data

You can edit or delete all data that you upload to CALVENDO. With a time delay, backup copies, too, will be automatically deleted from our backup systems. When a contract is terminated we delete all data stored as part of our services. Contract data will be blocked following contract termination and deleted after the statutory retention period.

9. Newsletter

When you subscribe to our newsletter, we will, with you permission, use your email address to send you advertisements about our services until you unsubscribe from the newsletter. You may unsubscribe at any

time using the link provided in the newsletter or by writing to info@calvendo.com.

10. Data Security

10.1 We secure our website and other systems by physical, technical and organizational means against loss, destruction, access, modification or distribution of your data by unauthorized persons.

10.2 It is important for you to protect your computer and password against unauthorized access. You should treat your access information as confidential, close the browser window and log off when you have finished communicating with us, especially if you share your computer with others.

11. Availability of the Data Privacy Statement

You can review the data privacy statement at any time from any page of this website by clicking the link "Data Privacy Statement". Please note that changes to our services, legal and regulatory changes as well as any subsequently recognized loopholes may necessitate changes to this data privacy statement. Any such changes will be communicated with you via email.

12. Questions and Right to be Informed

Your trust is important to us. Therefore, we will answer your questions regarding the processing of your personal data at all times and free of charge. Also, according to the German Federal Privacy Act, you have a right to free information about your stored data, and, depending on the case, the right to have this data corrected, blocked or deleted. At any time and without explanation you may also withdraw your consent to us collecting and using your data. If you have any questions that have not been answered in this data privacy statement, or if you require more detailed information about any of the subjects raised, please contact us any time at info@calvendo.com.

13. Contact

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