

# Privacy Policy

The protection of your personal data is important to us.

Last updated: 20.02.2020

## I. Person responsible in the sense of Art. 4 No. 7 DSGVO

### 1. Name of the responsible body:

CALVENDO Publishing House GmbH

### 2. Managing directors:

Hans-Joachim Jauch, Ulf Stornebel

### 3. Address of the responsible body:

Ottobrunner Straße 39  
82008 Unterhaching

## II. Data protection officer

Prof. Ulf Glende

Friedrich-Barnewitz-Str. 6

18119 Rostock-Warnemünde

0049 (0)381 54 84 55 42

Mobile 0049 (0)171 2 64 18 15

Email: [info@glende-consulting.de](mailto:info@glende-consulting.de)

[www.glende-consulting.de](http://www.glende-consulting.de)

## III Purpose and data minimisation

CALVENDO enables talented creative people to publish individual wall calendars, canvas prints, puzzles and other products with their own photos, graphics and texts and to retail them internationally. CALVENDO produces all products individually on order, using a print-on-demand process. The orders for the calendars come mainly from the book retailers, but also from other distribution partners in Germany and abroad.

We collect, store and use your personal data exclusively in accordance with the regulations of the Data Protection Act of the European Union and the Federal Republic of Germany. In the following, we inform you about the type, scope and purposes of the collection and use of personal data. Any further processing for purposes other than those specified below will not take place. You can find this information on our website at any time.

## IV. Data transmission security

We use a secure data transfer method with SSL/TLS encryption. This means that the data that you enter into a form on our website when registering, when filling out a contact form, when creating a product, when making enquiries via our support page or when subscribing to our newsletter is

protected. Please pay special attention to the "s" in the "http(s)" of the URL (the internet address you enter). This is an indication that your entry is safe on the internet. Please also note that the web browser you are using contains detailed explanations of security procedures and encryption in the help section.

## V. Processing of your personal data

Your personal data will be processed in the following cases:

### 1. Data transmission and logging for internal system and statistical purposes (log files)

For technical reasons, your web browser automatically transfers data to our web servers when you access our web pages. This data includes the date and time of access, URL of the referring website, file accessed, amount of data sent, browser type and version, operating system and your IP address. These data are stored separately from other data that you enter when using our service. It is not possible for us to assign these data to a specific person.

These data are evaluated for statistical purposes (for IP addresses: anonymised) and stored.

### 2. Cookies

This website uses cookies. The website cookies are small files that enable the storage of specific information related to the device on the user's access device (PC, smartphone or similar). On the one hand, they enhance the user-friendliness of websites and thus serve the users (e.g. storage of login data). On the other hand, they record statistical data on website use to be analysed for the purposes of improving the offer.

As a user, you can influence the use of cookies. Most browsers have an option to restrict or completely prevent the storage of cookies. However, it should be noted that the use and in particular the comfort of use are restricted without cookies.

### 3. Inventory data

If a contractual relationship (copyright contract) is to be established, formulated or amended between you and us, we will collect and use your personal data to the extent necessary for these purposes. Your personal data is also stored during registration / login, when using the contact form and registering for our newsletter.

By order of the responsible authorities, we may in individual cases provide information about these data (inventory data), insofar as this is necessary for the purposes of criminal prosecution, danger prevention, the fulfilment of the legal tasks of the German constitution protection authorities or the military counterintelligence service or for the enforcement of intellectual property rights. Furthermore, data will not be passed on to third parties without your express consent.

### 4. Newsletter

Should you decide to subscribe to the newsletter via the Calvendo website, we will send a newsletter to the e-mail address you provide us with. Through our newsletter, you will regularly be informed about news, system changes, important dates or other activities such as competitions. Your email address is used exclusively by us and our service providers ("Mailchimp" by The Rocket Science Group, PASDA) to send the newsletter and to analyze how many people read the newsletter and which links they click on. Under no circumstances will your data be sold to third companies, persons or institutions.

Of course, you can unsubscribe from the newsletter at any time by clicking on the unsubscribe link at the end of each newsletter or by sending an email to [info@calvendo.com](mailto:info@calvendo.com).

## 5. Usage data

We collect and use personal data from you to the extent necessary to enable the use of our internet offer (usage data). This includes in particular data for the purposes of identifying you and information about when you start and end using our service as well as about the extent of using our service.

In case of using pseudonyms, we may create user profiles for the purposes of advertising, market research and for the demand-oriented design of our online service. You have the right to object to this use of your data. We are not allowed to merge the usage profiles with data about the bearer of the pseudonym.

## 6. Contact form

You have the option to send us inquiries via the contact form. The data from the contact form will be processed in our CMS (Content Management System, which is a software for creating, editing and organizing content) and, if necessary, forwarded to the responsible contact person. SSL encryption protects the data you enter in the contact form. If you do not wish to enter the data in the contact form, you can also send us an email.

## 7. Registration / My Calvendo

Our log-in area is a closed area for which you can register voluntarily as a user of our service. In this closed area you will only be able to access your account after successful registration and login with your email address and password.

During registration, the following information is mandatory: first name, last name, password and email address to be chosen by you. Further information is voluntary. These details are solely intended to uniquely identify you and to activate your account.

Your data is not visible to other users of our website or to other users of our log-in area or to third parties, is not passed on to third parties and is used by us exclusively to process your request.

If you no longer wish to be registered in our log-in area, you can delete your account ("your profile") at any time. To do so, log in to the user area with your user name and password and click on "My CALVENDO -> My Profile -> My access data and my language". Here you can edit your personal data or irrevocably delete your account by clicking on "Deactivate Account". As soon as you click on this button, your data stored with us will be blocked immediately. After that, please send an email to [info@calvendo.com](mailto:info@calvendo.com). We will then check any outstanding royalties and after settlement of these your data will be deleted.

## VI. Data subjects and data categories

Data subjects are customers, website visitors, suppliers and business partners, authors, translators and employees. In these cases, surname, first name, (email) address and IP address are recorded, however, only to the extent described under "purpose and data minimisation".

## VII. Legal basis

The legal basis for the storage, processing and disclosure of your data is firstly your consent (e.g. in the case of newsletters or registrations), a balancing of interests which did not result in any restriction of your rights and freedoms (e.g. our interest in using analysis tools that help us measure the success of our website and optimise the user experience on our site, or when answering your enquiries via the contact form) or a copyright contract with you.

## VIII. Deletion of data

If the purpose for storing and processing your data ceases to apply and there is also no legal retention period, the corresponding personal data in the profile will be deleted. In principle, the data is only stored for the duration of the above-mentioned purposes.

## IX. Recipients or categories of recipients whom the data may be shared with

Your data relating to your work (primarily the product descriptions of your calendars) will be passed on to service partners and retail and, for the purposes of production, the production data will generally be passed on to our printers and license partners. Data is transferred to the postal service for the purpose of sending the order. In addition, data is passed on to the corresponding billing and payment service for the payment of fees. If you subscribe to our newsletter, our service provider will receive your email address for the purpose of sending it out. We are also obliged to forward data to the tax office or other authorities due to various legal regulations.

## X. Data transmission to third countries

A data transfer to third countries is not planned and does not take place.

## XI. Rights of data subjects

You have the option and the right to contact the responsible body (see above) at any time to request information on how your data is processed. You also have the right to correct and delete your data. You have the right to limit processing, i.e. to allow only partial information to be processed. You also have the right to object to the processing of your personal data at any time. The publisher will then check to what extent the non-processing is contrary to legal obligations to pass on and process the data and will inform you accordingly. You have a right to data portability, i.e. we will provide you with your personal data in machine-readable form in a common format determined by us upon request.

You also have the right to appeal to the supervisory authority for data protection responsible for your country if you believe that we are not handling your personal data properly and in accordance with this declaration.

If you have given us your consent to process your data, you can revoke this consent at any time.

If you receive advertising from us, you also have the right to object at any time to no longer receive advertising from us.

## XII. Forwarding to affiliate partners

There is no online shop on our website. A link next to the displays of our individual products leads you to the product pages of various retailers. One example is the retailer Amazon.de (Amazon EU S.à r.l. (Société à responsabilité limitée), 38 avenue John F. Kennedy, L-1855 Luxembourg) where you can purchase our products. The purchase contract is only concluded with Amazon or the corresponding retailers. Personal data is not passed on by us to Amazon.de or other retailers. Amazon's data processing in the Amazon shop is governed by Amazon's data protection declaration, which you can view at the following URL.

[https://www.amazon.co.uk/gp/help/customer/display.html?ie=UTF8&nodeId=201909010&ref=footer\\_privacy](https://www.amazon.co.uk/gp/help/customer/display.html?ie=UTF8&nodeId=201909010&ref=footer_privacy)

## XIII. Google services

In the following, we inform you about the services of the Google Group (for users within the EU: Google Ireland Limited, Gordon House Barrow St, Dublin 4, Ireland; outside the EU: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) that are used on our website. Google has certified itself under the EU-US Privacy Shield Agreement. This means that Google promises to maintain a level of data protection comparable to that in the European Union. You can read about this here: <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

For more information about Google's privacy practices, please visit:

[https://policies.google.com/privacy?hl=en\\_GB](https://policies.google.com/privacy?hl=en_GB), Google's privacy statement at [https://safety.google/security/?hl=en\\_GB](https://safety.google/security/?hl=en_GB) and [https://support.google.com/analytics/answer/6004245?hl=en\\_GB](https://support.google.com/analytics/answer/6004245?hl=en_GB).

### 1. Privacy policy for the use of Google Analytics as a web analytics tool

This website uses Google Analytics, a web analysis service of the Google Group (for users within the EU: Google Ireland Limited, Gordon House Barrow St, Dublin 4, Ireland; outside the EU: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). Google Analytics uses cookies. The information generated by the cookies about your use of this website is transmitted to a Google server in the USA and stored there. In the event that IP anonymisation is activated on our website, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before.

In exceptional cases, the full IP address is transferred to a Google server in the USA and shortened there. 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. The IP address transmitted by your browser within the scope of Google Analytics is not merged with other Google data.

We would like to point out that Google Analytics has on our website been extended to include the anonymisation code in order to ensure anonymous recording of IP addresses (so-called IP masking).

## Google tag manager

In order to integrate and manage the services described by Google and possibly other services of other providers listed here, we can use the "Google tag manager", which only implements and manages tags. The service itself does not set any other cookies or collect any personal information.

## Browser opt-out

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 the full functionality of this website. 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 the full functionality of this website:

[http://tools.google.com/dlpage/gaoptout?hl=en\\_GB](http://tools.google.com/dlpage/gaoptout?hl=en_GB)

## 2. DoubleClick by Google

Since we show YouTube videos on our website, "DoubleClick by Google" is also used on the website. Like YouTube, DoubleClick belongs to Google. DoubleClick uses cookies for advertising and to measure the success of advertisements. For this purpose, a so-called pseudonymous identification number (pID) is assigned to your browser. According to Google, DoubleClick cookies contain no personal information. However, Google uses the cookies and the pID to identify which pages have been visited in order to display advertising across pages and to analyse which ads have been displayed and which ones have been viewed, i.e. clicked on. DoubleClick may use cookie IDs to track conversions related to ad requests. Please also note that Google may associate your web page visit with your Google account if you are registered and signed in to any of the Google services. Even without registration or login, it is technically possible for Google to request and save your IP address. The information generated by the cookies is transferred by Google to a server in the USA or another EU third country for evaluation and stored there.

If you do not wish to receive personalised advertising, you can set this accordingly at [http://www.google.com/settings/ads/onweb/?hl=en\\_GB](http://www.google.com/settings/ads/onweb/?hl=en_GB). To prevent tracking, you can

- adjust the cookie settings in your browser so that cookies from third parties are suppressed,
- disable Google's conversion tracking cookies by blocking cookies from the domain "www.googleadservices.com" in your browser. Please note that this setting only applies until you delete cookies,
- use a browser plug-in in the most popular browsers (Chrome, Firefox, Microsoft Edge (formerly Internet Explorer)) to ensure permanent advertising settings. Please go to <https://support.google.com/ads/answer/7395996> for this purpose.

However, such a setting may mean that our website cannot be used without restrictions. For more information about DoubleClick by Google, please visit <https://www.google.com/doubleclick>.

## 3. Use of Google AdSense

We use the online advertising program "Google AdSense" on our website for the purpose of placing advertisements. In doing so, we provide advertising space on our website, which is automatically filled with ads by Google. The ads are targeted to our content and our target group, but we have no influence on the selection of individual ads. Google AdSense uses its own cookies as an equal-ranking data protection officer. The AdSense system sends a cookie to the browser after each impression, click and any other activity that leads to a call to the Google servers. If the browser accepts the cookie, it is stored there. Google AdSense also uses click trackers and impression pixels. Through these elements, information such as clicks or the traffic on this website can be evaluated. The

information generated by the cookies or trackers/pixels is transmitted to a Google server in the USA and stored there. According to Google, the cookie data is stored by Google for up to 2 years, depending on the type of cookies.

You can find further information under:

[https://policies.google.com/technologies/partner-sites?hl=en\\_GB](https://policies.google.com/technologies/partner-sites?hl=en_GB)

[https://support.google.com/adsense/topic/1319753?hl=en\\_GB&ref\\_topic=3373519](https://support.google.com/adsense/topic/1319753?hl=en_GB&ref_topic=3373519)

[https://support.google.com/adsense/answer/7549925?hl=en\\_GB](https://support.google.com/adsense/answer/7549925?hl=en_GB)

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 the full functionality of this website. Most browsers have an option to restrict or completely prevent the storage of cookies. However, please note that the use and especially the comfort of use will be restricted without cookies. You can also deactivate personalised advertising for you in the Google advertising settings. You can find instructions for this at [https://support.google.com/ads/answer/2662922?hl=en\\_GB](https://support.google.com/ads/answer/2662922?hl=en_GB).

## XIV. Social Media

### 1. recommendations of our products that you share on social networks

Some social networks, namely Facebook, Twitter, Pinterest, Instagram and YouTube, are linked to in the footer (i.e. in the lower area) of this website. This means that no data will be passed on from there to these platforms. However, we ask you to observe the data protection declarations listed below, which apply when you go to our profiles on these sites (as well as on Facebook).

You have the opportunity to recommend our products on Facebook, Twitter, Pinterest, Instagram and YouTube. When you click on one of the links of these networks, you will be directed to the website of the respective network and asked to log in or register. As long as you are on our website, no data will be forwarded to the site of the respective social network. Only when you click on the logo and are redirected to the sites of social networks, they collect data from you. You can find out which data is collected in the data protection declarations of the respective social network:

Facebook at <https://www.facebook.com/privacy/explanation>,

Twitter at <https://twitter.com/privacy?lang=en>

Pinterest at <http://about.pinterest.com/en/privacy> and

<https://help.pinterest.com/en/articles/personalization-and-data>

Instagram at <https://help.instagram.com/519522125107875>

YouTube at [https://policies.google.com/privacy?hl=en\\_GB](https://policies.google.com/privacy?hl=en_GB)

### 2. Privacy policy for the use of YouTube

We use the plugin of the YouTube service, which belongs to Google LLC. The plugin can be recognized on our site by the embedded video, which can be clicked. If you click on the video on one of our pages, your browser establishes a direct connection with the servers of YouTube. The YouTube server thus receives information about which specific page of our website you have visited. In addition, if you are logged into your YouTube account, you would allow YouTube to assign your browsing behavior directly to your personal profile. You can prevent this possibility of assignment if you log out of your account before. Further information on this can be found in the privacy policy at [https://policies.google.com/privacy?hl=en\\_GB](https://policies.google.com/privacy?hl=en_GB).

### 3. Privacy policy for our YouTube channel

When you access our YouTube channel or YouTube videos linked on our website, Google LLC, of which YouTube is a part ("Google", 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) places cookies on the device you use to do so (i.e. your computer or mobile device). This enables Google to obtain information such as the type of device you use and your IP address. If you have a Google account, are logged in and have additional information such as your email address, phone number, contacts in your address book and a public profile, or have a YouTube channel yourself, Google will also associate this account information with your visit when you access our YouTube channel. Google LLC uses this information for, among other things, ad personalization and cross-device personalization. You have the option to disable personalized advertising in your Google Account.

Please note that cookie placement occurs when you visit our YouTube channel, whether or not you have a Google Account.

We ourselves may process data that you provide on YouTube (username, comments posted under your name) when we respond to comments you post about our videos.

For more information, please see the Google Privacy Policy at [https://policies.google.com/privacy?hl=en\\_GB](https://policies.google.com/privacy?hl=en_GB).

### 4. Privacy policy for our Facebook or Instagram page

When you visit our Facebook or Instagram page, Facebook, which also owns the Instagram service, places cookies on the device you use for this purpose (i.e., your computer or mobile device) that are designed to store information in web browsers and remain in effect for two years unless deleted. Facebook receives, records and processes the information stored in the cookies. This occurs not only when you access Facebook services such as our Facebook or Instagram page, but also applies to services provided by other members of the Facebook group of companies and services provided by other companies using Facebook services. Facebook partners and third parties also use cookies on the Facebook services to provide services to Facebook/Instagram or to companies advertising on Facebook/Instagram. The data is used by the Facebook group and third-party companies for product research and development and advertising and sponsored content.

Please note that cookie placement occurs when you visit our Facebook or Instagram page, whether or not you have a Facebook or Instagram account.

If you have a Facebook or Instagram account, Facebook collects and processes data when you visit the Fan Page, if you have provided it in your Facebook or Instagram account. This information includes your age, gender, relationship status, employment status, and information about your lifestyle, interests and purchases or buying patterns (demographic data). Facebook also collects and processes geographic information such as your location. This enables Facebook to offer its information and advertising in a targeted manner (personalization). Facebook can assign this data to your person.

If you do not have a Facebook or Instagram account, the cookie placement will in any case collect your IP address, information about your device, the region or, if applicable, the exact location where you use it, the time you access it and the length of time you stay there, and will estimate the above-mentioned demographic data based on your browsing behavior.

As the operator of our fan pages, we receive anonymised visitor statistics which are compiled by Facebook on the basis of this data.

You can prevent the collection of data generated by the cookie and related to your use of our Facebook or Instagram page (including your IP address) to Facebook, as well as the processing of this data by Facebook, by adjusting your cookie settings before you access the Facebook or Instagram page. Most browsers have an option to restrict or completely prevent the storage of cookies. However, please note that the use and especially the comfort of use will be restricted without cookies. You can also activate the "do not track" function in your browser, deactivate script code execution in your browser or use a so-called script blocker.

For more information, please see Facebook's Data Policy at <https://www.facebook.com/privacy/explanation>, Facebook's Cookie Policy at <https://www.facebook.com/policies/cookies>, Instagram's Data Policy at <https://help.instagram.com/519522125107875>, Instagram's Cookie Policy at <https://help.instagram.com/1896641480634370?ref=ig>, and advertising preferences in the Privacy Policy at <https://www.facebook.com/help/568137493302217>.

## 5. Privacy policy for the use of Facebook

Plugins of the social network Facebook (Facebook Inc., headquarters: 1 Hacker Way, 94025 Menlo Park, CA, USA; for users within the EU: Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) are integrated into our pages. You can recognize the Facebook plugins by the Facebook logo. An overview of the Facebook plugins can be found here: <http://developers.facebook.com/docs/plugins>.

When you visit our pages, the plugin establishes a direct connection between your browser and the Facebook server. Facebook thereby receives the information that you have visited our site with your IP address. If you click on the Facebook "Like button" or click on any content while you are logged in to your Facebook account, you can link the content of our pages on your Facebook profile. This allows Facebook to associate your visit to our pages with your user account. We would like to point out that we, as the provider of the pages, have no knowledge of the content of the transmitted data or its use by Facebook. You can find further information on this in the Facebook privacy policy at <http://de-de.facebook.com/policy.php>.

If you do not want Facebook to be able to assign visits to our pages to your Facebook user account, please log out of your Facebook user account.

## 6. Facebook custom audience via Facebook pixel ("conversion tracking")

On our website we use the Facebook pixel of Facebook Inc. (Headquarters: 1 Hacker Way, 94025 Menlo Park, CA, USA; for users within the EU: Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). This serves our legitimate interest in optimizing our web and advertising offer, especially the use of social ads.

The Facebook pixel is triggered when you click on one of our ads on Facebook or Instagram or perform an action on our website, e.g. add goods to the shopping cart, buy something or cancel the purchase. This allows us to track your browsing behavior until you make a purchase, so we can measure the success of Facebook ads and adjust our marketing accordingly. A cookie is set on your device for

tracking purposes. This records the content of the http header, pixel-specific data (pixel ID and Facebook cookie), button click data (i.e. the buttons on our website that you click), and form field names (without the content of the form fields). A transmission of customer data to Facebook via Facebook pixel does not take place on our website; we have deactivated the corresponding function "extended matching".

You can prevent conversion tracking in the future by clicking the following link: [Insert link \(set opt-out cookie\)](#) An opt-out cookie will be set on your device, which will prevent the use of the Facebook pixel.

## 7. Privacy policy for the use of Pinterest

You have the opportunity to share content from our website on the social network Pinterest Inc, 635 High Street, Palo Alto, CA, 94301, USA ("Pinterest"). By clicking on the "Pin it" button, Pinterest will open in a new window. Only when you then click on "share" again will the content of our website be shared on your profile. If you click on the "Pin it" button on one of our pages while you are logged in to your Pinterest account, you can link the contents of our pages on your Pinterest profile. If you are not yet logged in to Pinterest, you will be prompted to do so after clicking the button. As soon as you log in, Pinterest will know that you have visited our site and want to share the content. If you are logged into Pinterest, a cookie will tell Pinterest that you are visiting our site with the "Pin it button" as soon as you click on the button. This allows Pinterest to associate your visit to our site with your user account in both cases and uses the information to personalize your Pinterest feed. According to Pinterest, the collected data is deleted after 30 days. However, the content you share on Pinterest will remain visible to other Pinterest users until you delete the corresponding post or change the visibility settings.

For more information, please see Pinterest's privacy policy at <http://about.pinterest.com/en/privacy> and <https://help.pinterest.com/en/articles/personalization-and-data>.

## 8. Privacy policy for the use of Twitter

This website also uses Twitter buttons. These are operated by Twitter (for users within the EU: Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 IRELAND; outside the EU: Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A.). When you visit a page that contains such a button, a direct connection is established between your browser and the Twitter servers. The website operator therefore has no influence whatsoever on the nature and extent of the data that the plugin transmits to the servers Twitter Inc. According to Twitter Inc. only your IP address is collected and stored. Information on the handling of personal data by Twitter Inc. can be found here: <https://twitter.com/privacy?lang=en>.

## 9. Privacy policy for our Twitter profile

When you access our Twitter profile, Twitter (for users within the EU: Twitter International Company, One Cumberland Place, Fenian Street, Dublin 2, D02 AX07 IRELAND; outside the EU: Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A.) places cookies on the device you use to do so (i.e. your computer or mobile device). These cookies allow Twitter to obtain information such as the type of device you are using and your IP address. If you have a Twitter account and have provided additional information such as your email address, phone number, contacts in your address book, and a public profile, Twitter will associate that account information with your visit when you go to our Twitter profile. Twitter Inc. uses this information to, among other things, personalize advertisements and to show other Twitter users that you can follow.

Please note that when you visit our Twitter profile, the cookie placement occurs regardless of whether you have a Twitter account or not.

In addition to any tweets you may have posted, Twitter also analyzes which tweets you read, mark as "Like" or retweet and other information to determine what topics you are interested in, your age, the languages you speak and other signals to personalize the content you see. If you have a Twitter account, Twitter will know which tweets you are reading and what you are interested in. As a Twitter account holder, you can set up personalization. You can see what data Twitter has collected about you at [https://twitter.com/settings/your\\_twitter\\_data](https://twitter.com/settings/your_twitter_data).

In the case of third-party websites that integrate Twitter content, Twitter may receive log data with information about the website visited. According to its own information, Twitter does not link your web activities to your name, email address, telephone number or user name and deletes, obfuscates or aggregates this data after a maximum of 30 days. According to Twitter, no such log data is collected for browsers that Twitter assumes (based on the IP address) to be located in the European Union or in countries of the European Free Trade Association (EFTA).

We ourselves may process data that you provide to Twitter (user name, content published in your account, especially tweets) when we retweet or reply to tweets you publish or when we link to you in our tweets.

For more information, please refer to Twitter's privacy policy:

<https://twitter.com/en/privacy#overlay-chapter2.6.1>,

and Twitter's privacy settings policy at <https://help.twitter.com/en/safety-and-security/twitter-privacy-settings>.

## 10. Privacy policy for the use of Google Plus

We use the Social Plugin "+1" button of Google Plus. This is operated by the Google Group (for users within the EU: Google Ireland Limited, Gordon House Barrow St, Dublin 4, Ireland; outside the EU: Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA). When you visit a page that contains the "+1" button, a direct connection is established between your browser and Google's servers. The website operator therefore has no influence whatsoever on the nature and extent of the data that the plugin transfers to the servers of Google Inc. If you click the "+1" button while logged into Google +, you will share the contents of the page on your public profile. According to Google Inc. personal data is only collected when you click on the button. Even when Google users are logged in, the IP address, among other things, is saved. If you wish to prevent Google Inc. from saving this data and linking it to your account, please log out before visiting this website. You can find information about the "+1" button here: <https://policies.google.com/privacy?hl=en>.

## XV. Miscellaneous

### 1. Privacy policy for the use of Typekit by Adobe

In order to make our website more readable and to present it in a uniform typeface, we use the "Typekit by Adobe" font service of Adobe Systems Incorporated (Adobe Systems Incorporated, 345 Park Avenue, San Jose, California 95110, USA or for users from the EU: Adobe Systems Software Ireland Limited, 4-6 Riverwalk, Citywest Business Campus, Dublin 24, Ireland). Adobe has certified itself under the EU-US Privacy Shield. When you visit our site, the fonts are loaded directly from the Typekit library. To do this, the browser connects to Adobe servers in the USA and your IP address is sent to Adobe with the information that you have visited our website. If you access our website using

a browser that is not compatible with the Typekit fonts, the page will instead be displayed in a default font of your computer. For more information, see the Typekit privacy page at <https://www.adobe.com/de/privacy/policies/typekit.html> and the Adobe Privacy Policy at <https://www.adobe.com/privacy/policy.html>. For more information about Typekit by Adobe, please visit <https://typekit.com/>.

## XVI. External links

To inform you as comprehensibly as possible, you will find links on our pages that refer to pages of third parties. As far as this is not obviously recognizable, we point out that this is an external link. Calvendo GmbH has no influence whatsoever on the content and design of these third-party sites. The guarantees of this data protection declaration therefore naturally do not apply there.