Privacy

We have written this data protection declaration (version 13.01.2021-311250251) to explain to you, in accordance with the provisions of the General Data Protection Regulation (EU) 2016/679, what information we collect, how we use data and what choices you have as a visitor to this website.

Unfortunately, it is in the nature of things that these explanations sound very technical, but we have tried to describe the most important things as simply and clearly as possible.

Automatic data storage

When you visit websites these days, certain information is automatically created and stored, including on this website.

If you visit our website as it is now, our web server (computer on which this website is stored) automatically saves data such as

- the address (URL) of the accessed website
- Browser and browser version
- the operating system used
- the address (URL) of the previously visited page (referrer URL)
- the host name and the IP address of the device from which access is made
- Date and Time

in files (web server log files).

As a rule, web server log files are stored for two weeks and then automatically deleted. We do not pass this data on, but we cannot rule out that this data will be viewed in the event of illegal behavior.

Cookies

Our website uses HTTP cookies to store user-specific data. In the following we explain what cookies are and why they are used so that you can better understand the following data protection declaration.

What exactly are cookies?

Whenever you surf the Internet, you are using a browser. Well-known browsers include Chrome, Safari, Firefox, Internet Explorer and Microsoft Edge. Most websites save small text files in your browser. These files are called cookies.

One thing cannot be dismissed out of hand: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are also other cookies for other areas of application. HTTP cookies are small files that our website stores on your computer. These cookie files are automatically placed in the cookie folder, which is the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you visit our site again, your browser sends the "user-related" information back to our site. Thanks to cookies, our website knows who you are and offers you your usual standard settings. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly from our side, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. The expiry time of a cookie also varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other "pests". Cookies cannot access information on your PC either.

For example, cookie data can look like this:

- **Name**: _ga
- **Expiry time**: 2 years
- **Use**: differentiation of website visitors
- **Exemplary value**: GA1.2.1326744211.152311250251

A browser should support the following minimum sizes:

- A cookie should be able to contain at least 4096 bytes
- At least 50 cookies should be able to be saved per domain
- A total of at least 3000 cookies should be able to be stored

What types of cookies are there?

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the data protection declaration. At this point we would like to briefly discuss the different types of HTTP cookies.

There are 4 types of cookies:

Strictly necessary cookies

These cookies are necessary to ensure the basic functions of the website. For example, these cookies are needed when a user puts a product in the shopping cart, then continues surfing on other pages and only goes to checkout later. These cookies do not delete the shopping cart, even if the user closes his browser window.

Functional cookies

These cookies collect information about user behavior and whether the user receives any error messages. In addition, these cookies are used to measure the loading time and the behavior of the website with different browsers.

Goal-oriented cookies

These cookies ensure a better usability. For example, entered locations, font sizes or form data are saved.

Advertising cookies

These cookies are also called targeting cookies. They serve to deliver customized advertising to the user. That can be very practical, but also very annoying.

When you visit a website for the first time, you will usually be asked which of these types of cookies you would like to allow. And of course this decision is also saved in a cookie.

How can I delete cookies?

You decide for yourself how and whether you want to use cookies. Regardless of which service or website the cookies originate from, you always have the option to delete cookies, only partially allow them or deactivate them. For example, you can block third-party cookies but allow all other cookies.

If you want to find out which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

Chrome: Delete, activate and manage cookies in Chrome

Safari: manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have stored on your computer

Internet Explorer: deleting and managing cookies

Microsoft Edge: Deleting and managing cookies

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. For each individual cookie, you can decide whether or not to allow the cookie. The procedure is different depending on the browser. It is best to search for the instructions in Google with the search term "delete cookies Chrome" or "deactivate cookies Chrome" in the case of a Chrome browser or replace the word "Chrome" with the name of your browser, e.g. Edge, Firefox, Safari.

What about my data protection?

The so-called "cookie guidelines" have existed since 2009. It states that the saving of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these guidelines. In Germany, the cookie guidelines have not been implemented as national law. Instead, this guideline was largely implemented in Section 15 (3) of the Telemedia Act (TMG).

If you want to know more about cookies and are not afraid of technical documentation, we recommend https://tools.ietf.org/html/rfc6265, the Request for Comments of the Internet Engineering Task Force (IETF) called "HTTP State Management Mechanism".

Storage of personal data

Personal data that you transmit to us electronically on this website, such as name, e-mail address, address or other personal information in the context of submitting a form or comments in the blog, are saved by us together with the time and the IP Address is only used for the specified purpose, stored securely and not passed on to third parties.

We therefore only use your personal data for communication with those visitors who expressly request contact and for processing the services and products offered on this website. We do not pass on your personal data without your consent, but we cannot rule out that this data will be viewed in the event of illegal behavior.

If you send us personal data by email - outside of this website - we cannot guarantee the secure transmission and protection of your data. We recommend that you never send confidential data unencrypted by e-mail.

According to Article 6 Paragraph 1 a GDPR (lawfulness of processing), the legal basis is that you give us your consent to process the data you have entered. You can revoke this consent at any time - an informal e-mail is sufficient, you will find our contact details in the imprint.

Rights according to the General Data Protection Regulation

According to the provisions of the GDPR, you have the following rights:

- Right to rectification (Article 16 GDPR)
- Right to erasure ("right to be forgotten") (Article 17 GDPR)
- Right to restriction of processing (Article 18 GDPR)
- Right to notification - Notification obligation in connection with the correction or deletion of personal data or the restriction of processing (Article 19 GDPR)
- Right to data portability (Article 20 GDPR)
- Right of objection (Article 21 GDPR)
- Right not to be subject to a decision based solely on automated processing - including profiling (Article 22 GDPR)

If you believe that the processing of your data violates data protection law or your data protection claims have been violated in any other way, you can contact the Federal Commissioner for Data Protection and Freedom of Information (BfDI).

Evaluation of visitor behavior

In the following data protection declaration we inform you whether and how we evaluate data from your visit to this website. The data collected is usually evaluated anonymously and we cannot infer your person from your behavior on this website.

You can find out more about how to object to this analysis of the visit data in the following data protection declaration.

TLS encryption with https

We use https to transfer data securely on the Internet (data protection through technology design, Article 25 (1) GDPR). By using TLS (Transport Layer Security), an encryption protocol for secure data transmission on the Internet, we can ensure the protection of confidential data. You can recognize the use of this protection of data transmission by the small lock symbol in the top left of the browser and the use of the https (instead of http) scheme as part of our Internet address.

Google Maps privacy policy

We use Google Maps from Google Inc. on our website. For the European area, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services. With Google Maps we can better show you locations and thus adapt our service to your needs. By using Google Maps, data is transmitted to Google and stored on Google's servers. Here we want to go into more detail about what Google Maps is, why we use this Google service, which data is stored and how you can prevent this.

What is Google Maps?

Google Maps is an internet map service from Google. With Google Maps you can search for exact locations of cities, attractions, accommodations or companies online using a PC, tablet or app. If companies are represented on Google My Business, additional information about the company is displayed in addition to the location. In order to show how to get there, map sections of a location can be integrated into a website using HTML code. Google Maps shows the earth's surface as a road map or as an aerial or satellite image. Thanks to the Street View images and the high-quality satellite images, very precise representations are possible.

Why do we use Google Maps on our website?

All of our efforts on this page are aimed at providing you with a useful and meaningful time on our website. By integrating Google Maps, we can provide you with the most important information on various locations. You can see at a glance where we are based. The route description always shows you the best or fastest way to us. You can find the route for routes by car, public transport, on foot or by bike. For us, the provision of Google Maps is part of our customer service.

What data is saved by Google Maps?

In order for Google Maps to be able to offer its full service, the company must record and save data from you. This includes the search terms entered, your IP address and the latitude and longitude coordinates. If you use the route planner function, the entered start address is also saved. However, this data storage happens on the Google Maps website. We can only inform you about this, but we cannot influence it. Since we have integrated Google Maps into our website, Google places at least one cookie (name: NID) in your browser. This cookie stores data about your user behavior. Google uses this data primarily to optimize its own services and to provide you with individual, personalized advertising.

The following cookie is set in your browser due to the integration of Google Maps:

Name: NID
Value: 188 = h26c1Ktha7fCQTx8rXgLyATyITJ311250251-5
Purpose: NID is used by Google to adapt advertisements to your Google search. With the help of the cookie, Google "remembers" your most frequently entered search queries or your previous interaction with advertisements. This way you always get customized advertisements. The cookie contains a unique ID that Google uses to collect your personal settings for advertising purposes.
Expiry date: after 6 months

Note: We cannot guarantee that the data stored is complete. Changes can never be ruled out, especially when using cookies. In order to identify the NID cookie, a separate test page was created, where only Google Maps was integrated.

How long and where is the data stored?

The Google servers are located in data centers around the world.Most of the servers are in America, however. For this reason, your data is also increasingly stored in the USA. Here you can read exactly where the Google data centers are located: https://www.google.com/about/datacenters/inside/locations/?hl=de

Google distributes the data on various data carriers. This means that the data can be accessed more quickly and is better protected against any attempts at manipulation. Each data center also has special emergency

programs. If, for example, there are problems with the Google hardware or a natural disaster paralyzes the servers, the data will still remain protected, almost certainly.

Google stores some data for a specified period of time. For other data, Google only offers the option of manually deleting them. The company also anonymizes information (such as advertising data) in server logs by deleting part of the IP address and cookie information after 9 and 18 months, respectively.

How can I delete my data or prevent data storage?

With the automatic deletion function for location and activity data introduced in 2019, information on location determination and web / app activity - depending on your decision - is stored for either 3 or 18 months and then deleted. You can also delete this data manually from the history at any time using your Google account. If you want to completely prevent your location from being recorded, you must pause the "Web and app activity" section in your Google account. Click Data & Personalization, then click the Activity Settings option. Here you can turn the activities on or off.

You can also deactivate, delete or manage individual cookies in your browser. Depending on which browser you are using, this always works a little differently. The following instructions show how to manage cookies in your browser:

Chrome: Delete, activate and manage cookies in Chrome

Safari: manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have stored on your computer

Internet Explorer: deleting and managing cookies

Microsoft Edge: Deleting and managing cookies

If you generally do not want cookies, you can set up your browser so that it always informs you when a cookie is to be set. You can decide for each individual cookie whether or not to allow it.

Google is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI. If you want to find out more about Google's data processing, we recommend the company's own data protection declaration at https://policies.google.com/privacy?hl=de.

Google Fonts privacy policy

We use Google Fonts on our website. These are the "Google Fonts" from Google Inc. For the European area, Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services.

You do not have to log in or enter a password to use Google fonts. Furthermore, no cookies are stored in your browser. The files (CSS, fonts / fonts) are requested via the Google domains fonts.googleapis.com and fonts.gstatic.com. According to Google, the requests for CSS and fonts are completely separate from all other Google services. If you have a Google account, you don't have to worry that your Google account details will be transmitted to Google while you are using Google Fonts. Google records the use of CSS (Cascading Style Sheets) and the fonts used and stores this data securely. We will take a closer look at what the data storage looks like.

What are Google Fonts?

Google Fonts (formerly Google Web Fonts) is a directory with over 800 fonts that Google makes available to its users free of charge.

Many of these fonts are released under the SIL Open Font License, while others are released under the Apache license. Both are free software licenses.

Why do we use Google Fonts on our website?

With Google Fonts we can use fonts on our own website, but don't have to upload them to our own server. Google Fonts is an important component in keeping the quality of our website high. All Google fonts are

automatically optimized for the web and this saves data volume and is a great advantage, especially for use with mobile devices. When you visit our site, the small file size ensures a fast loading time. Furthermore, Google Fonts are secure web fonts. Different image synthesis systems (rendering) in different browsers, operating systems and mobile devices can lead to errors. Such errors can partially distort texts or entire websites. Thanks to the fast content delivery network (CDN), there are no cross-platform problems with Google Fonts. Google Fonts supports all common browsers (Google Chrome, Mozilla Firefox, Apple Safari, Opera) and works reliably on most modern mobile operating systems, including Android 2.2+ and iOS 4.2+ (iPhone, iPad, iPod). So we use Google Fonts so that we can present our entire online service as beautifully and consistently as possible.

Which data is saved by Google?

When you visit our website, the fonts are downloaded from a Google server. This external call transfers data to the Google server. In this way, Google also recognizes that you or your IP address are visiting our website. The Google Fonts API was developed to reduce the use, storage and collection of end-user data to what is necessary for the proper provision of fonts. By the way, API stands for "Application Programming Interface" and serves, among other things, as a data transmitter in the software sector.

Google Fonts securely stores CSS and font requests with Google and is therefore protected. With the usage figures collected, Google can determine how well the individual fonts are being received. Google publishes the results on internal analysis sites such as Google Analytics. Google also uses data from its own web crawler to determine which websites use Google fonts. This data is published in Google Fonts' BigQuery database. Entrepreneurs and developers use the Google BigQuery web service to examine and move large amounts of data.

It should be noted, however, that information such as language settings, IP address, version of the browser, screen resolution of the browser and the name of the browser are automatically transmitted to the Google server with every Google Font request. It is not clear whether this data is saved or not clearly communicated by Google.

How long and where is the data stored?

Google stores requests for CSS assets for one day on its servers, which are mainly located outside the EU. This enables us to use the fonts with the help of a Google stylesheet. A stylesheet is a format template that can be used to quickly and easily change the design or font of a website, for example.

The font files are stored by Google for one year. Google's goal is to fundamentally improve the loading time of websites. When millions of web pages refer to the same fonts, they are cached after the first visit and immediately reappear on all other web pages visited later. Sometimes Google updates font files to reduce file size, increase speech coverage, and improve design.

How can I delete my data or prevent data storage?

The data that Google stores for a day or a year cannot simply be deleted. The data is automatically transmitted to Google when the page is accessed. To be able to delete this data prematurely, you must contact Google support at https://support.google.com/?hl=de&tid=311250251. In this case, you only prevent data storage if you are not visiting our site.

Unlike other web fonts, Google allows us unrestricted access to all fonts. We can therefore have unlimited access to a sea of fonts and thus get the most out of our website. You can find more about Google Fonts and other questions at https://developers.google.com/fonts/faq?tid=311250251. Although Google deals with data protection issues there, it does not contain any really detailed information about data storage. It is relatively difficult to get really precise information about stored data from Google.

You can also read which data is generally recorded by Google and what this data is used for at https://www.google.com/intl/de/policies/privacy/.

Google Analytics privacy policy

We use the Google Analytics (GA) analysis tracking tool from the American company Google Inc. on our website. Google Ireland Limited (Gordon House, Barrow Street Dublin 4, Ireland) is responsible for all Google services in Europe.Google Analytics collects data about your actions on our website. For example, if you click on a link, this action is saved in a cookie and sent to Google Analytics. With the help of the reports we receive from Google Analytics, we can better adapt our website and our service to your needs. In the following, we will go into more detail about the tracking tool and, above all, inform you about which data is stored and how you can prevent this.

What is Google Analytics?

Google Analytics is a tracking tool that is used to analyze our website's traffic. In order for Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions that you carry out on our website. As soon as you leave our website, this data is sent to the Google Analytics server and stored there.

Google processes the data and we receive reports on your user behavior. These reports can include the following:

- Target group reports: With target group reports, we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports make it easier for us to analyze and improve our online advertising.
- Acquisition reports: Acquisition reports give us helpful information on how we can get more people excited about our service.
- Behavioral reports: Here we learn how you interact with our website. We can understand which route you take on our site and which links you click.
- Conversion reports: Conversion is a process in which you carry out a desired action based on a marketing message. For example, when you go from being a pure website visitor to being a buyer or newsletter subscriber. With the help of these reports we can find out more about how our marketing measures are received by you. This is how we want to increase our conversion rate.
- Real-time reports: Here we always find out immediately what is happening on our website. For example, we can see how many users are reading this text.

Why do we use Google Analytics on our website?

Our goal with this website is clear: We want to offer you the best possible service. The statistics and data from Google Analytics help us to achieve this goal.

The statistically evaluated data show us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimize our site so that interested people can find it more easily on Google. On the other hand, the data helps us to better understand you as a visitor. We therefore know very well what we need to improve on our website in order to offer you the best possible service. The data also help us to carry out our advertising and marketing measures more individually and cost-effectively. After all, it only makes sense to show our products and services to people who are interested in them.

Which data is saved by Google Analytics?

Google Analytics uses a tracking code to create a random, unique ID that is linked to your browser cookie. This is how Google Analytics recognizes you as a new user. The next time you visit our site, you will be recognized as a "returning" user. All collected data is saved together with this user ID. This is the only way to evaluate pseudonymous user profiles.

Tags such as cookies and app instance IDs measure your interactions on our website. Interactions are all types of actions that you carry out on our website. If you also use other Google systems (such as a Google account), data generated by Google Analytics can be linked to third-party cookies. Google does not pass on any Google Analytics data unless we, as the website operator, approve it. Exceptions may be made if required by law.

The following cookies are used by Google Analytics:

Name: _ga
Value: 2.1326744211.152311250251-5
Purpose: By default, analytics.js uses the cookie _ga to save the user ID. Basically, it is used to differentiate website visitors.
Expiry date: after 2 years

Name: _gid
Value: 2.1687193234.152311250251-1
Purpose: The cookie is also used to differentiate between website visitors.
Expiry date: after 24 hours

Name: _gat_gtag_UA_ <property-id>
Value: 1
Purpose: Is used to lower the request rate. If Google Analytics is provided via Google Tag Manager, this cookie is named _dc_gtm_ <property-id>.
Expiry date: after 1 minute

Name: AMP_TOKEN
Value: no details
Purpose: The cookie has a token with which a user ID can be retrieved from the AMP client ID service. Other possible values indicate a deregistration, a request or an error.
Expiry date: after 30 seconds up to a year

Name: __utma
Value: 1564498958.1564498958.1564498958.1
Purpose: This cookie can be used to track your behavior on the website and measure performance. The cookie is updated every time information is sent to Google Analytics.
Expiry date: after 2 years

Name: __utmt
Value: 1
Purpose: The cookie is used like _gat_gtag_UA_ <property-id> to throttle the request rate.
Expiry date: after 10 minutes

Name: __utmb
Value: 3.10.1564498958
Purpose: This cookie is used to determine new sessions. It is updated every time new data or information is sent to Google Analytics.
Expiry date: after 30 minutes

Name: __utmc
Value: 167421564
Purpose: This cookie is used to set new sessions for returning visitors. This is a session cookie and it is only stored until you close the browser.
Expiry date: After closing the browser

Name: __utmz
Value: m | utmccn = (referral) | utmcmd = referral | utmcct = /
Purpose: The cookie is used to identify the source of the traffic on our website. This means that the cookie saves where you came to our website from. That could have been another page or an advertisement.
Expiry date: after 6 months

Name: __utmv
Value: not specified
Purpose: The cookie is used to save user-defined user data. It is updated every time information is sent to Google Analytics.
Expiry date: after 2 years

Note: This list cannot claim to be complete, as Google keeps changing the selection of its cookies.

Here we show you an overview of the most important data that is collected with Google Analytics:

Heatmaps: Google creates so-called heatmaps. Via heatmaps you can see exactly those areas that you click on. This way we get information about where you are on our site.

Session duration: Google defines the session duration as the time that you spend on our site without leaving the site. If you have been inactive for 20 minutes, the session ends automatically.

Bounce rate: We speak of a bounce if you only view one page on our website and then exit our website again.

Account creation: When you create an account or place an order on our website, Google Analytics collects this data.

IP address: The IP address is only shown in abbreviated form so that no clear assignment is possible.

Location: The country and your approximate location can be determined via the IP address. This process is also known as IP location determination.

Technical information: The technical information includes, among other things, your browser type, your Internet provider or your screen resolution.

Source of origin: Google Analytics or us, of course also interested in which website or which advertising you came to our site.

Further data are contact details, any ratings, the playing of media (e.g. when you play a video on our site), the sharing of content via social media or adding to your favorites. The list does not claim to be complete and only serves as a general guide to data storage by Google Analytics.

How long and where is the data stored?

Google has distributed your servers all over the world. Most of the servers are located in America and consequently your data is mostly stored on American servers. Here you can read exactly where the Google data centers are located: https://www.google.com/about/datacenters/inside/locations/?hl=de

Your data is distributed on various physical data carriers. This has the advantage that the data can be accessed more quickly and is better protected against manipulation. Every Google data center has appropriate emergency programs for your data. If, for example, the hardware at Google fails or natural disasters paralyze servers, the risk of a service interruption at Google remains low.

A standard storage period for your user data of 26 months is set in Google Analytics. Then your user data will be deleted. However, we have the option of choosing the retention period for user data ourselves. We have five options for this:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

When the specified period has expired, the data is deleted once a month. This retention period applies to your data which is linked to cookies, user identification and advertising IDs (e.g. cookies from the DoubleClick domain). Report results are based on aggregated data and are stored independently of user data. Aggregated data is a merging of individual data into a larger unit.

How can I delete my data or prevent data storage?

According to the data protection law of the European Union, you have the right to receive information about your data, to update it, to delete it or to restrict it.With the help of the browser add-on to deactivate Google Analytics JavaScript (ga.js, analytics.js, dc.js), you prevent Google Analytics from using your data. You can download and install the browser add-on at https://tools.google.com/dlpage/gaoptout?hl=de. Please note that this add-on only deactivates data collection by Google Analytics.

If you basically want to deactivate, delete or manage cookies (independent of Google Analytics), there are separate instructions for each browser:

Chrome: Delete, activate and manage cookies in Chrome

Safari: manage cookies and website data with Safari

Firefox: Delete cookies to remove data that websites have stored on your computer

Internet Explorer: deleting and managing cookies

Microsoft Edge: Deleting and managing cookies

Google Analytics is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=311250251. We hope we have been able to provide you with the most important information about data processing by Google Analytics. If you want

to find out more about the tracking service, we recommend these two links:
http://www.google.com/analytics/terms/de.html and
https://support.google.com/analytics/answer/6004245?hl=de.

Google Analytics IP anonymization

We have implemented the IP address anonymization of Google Analytics on this website. This function was developed by Google so that this website can comply with the applicable data protection regulations and recommendations of the local data protection authorities if they prohibit the storage of the full IP address. The anonymization or masking of the IP takes place as soon as the IP addresses arrive in the Google Analytics data collection network and before the data is stored or processed.

You can find more information on IP anonymization at
https://support.google.com/analytics/answer/2763052?hl=de.

Wix Privacy Policy

For our website we use the Wix website builder from the Israeli company Wix.com Ltd., 40 Hanamal Tel Aviv St., Tel Aviv 6350671, Israel. In addition to the headquarters in Tel Aviv, there are also other company offices in Berlin, Dublin, Vancouver and New York. By using Wix, personal data can also be collected, stored and processed from you. With this data protection declaration we want to explain to you why we use Wix, which data is stored where and how you can prevent this data storage.

What is wix?

Wix is a website builder that makes it very easy to build HTML5 websites and mobile websites. This online platform is based on the cloud principle and you can easily integrate various functions from Wix or third-party providers into your own website.

Why do we use Wix on our website?

To work on our website, we need an easy-to-use system that allows us to present you with a nice design and interesting content quickly and easily. With Wix we found the right system for this. Due to the ease of use and the comprehensive functions of Wix, we can design our website according to our wishes and offer you good user-friendliness.

What data does Wix store?

Non-personal data includes technical usage information such as browser activity, clickstream activities, session heat maps and data about your computer, operating system, browser, screen resolution, language and keyboard settings, internet provider and the date of the page visit.

Personal data is also recorded. These are primarily contact details (e-mail address or telephone number, if you provide this), IP address or your geographic location.

Tracking systems such as cookies are used to collect data on your behavior on our website. For example, it is recorded which sub-pages you particularly like, how long you have been on individual pages, when you leave a page again (bounce rate) or which pre-settings (e.g. language selection) you have made. Based on this data, Wix.com can also better adapt its marketing measures to your interests and user behavior. The next time you visit our website, our website will be displayed to you as you set it up in advance. Wix.com may also pass personal data on to third parties (such as service providers).

In the following we show you exemplary cookies that are used by Wix:

Name: XSRF-TOKEN
Value: 1591628008 | P01ovn-JtsrK
Purpose: This cookie is a security cookie and prevents so-called Cross Site Request Forgery. This is an attack on a computer system.
Expiry date: after the end of the session

Name: _wixCIDX
Value: b2474394-b64f-4c7a-a598-16b9043a8938311250251-9
Purpose: This cookie enables you to log in to our website with appropriate data storage in order to shorten the login process the next time.
Expiry date: after 3 months

Name: AWSELB
Value: EB626B5A40C80CEFD0EB26286F9684716FECD023880992D31DEC38311250251-1
Purpose: This cookie is used to distribute the load on the website across multiple servers. This increases the loading speed of the page.
Expiry date: after one hour

Name: AWSELBCORS
Value: 85FDC7C91873988D19D2D53305AA8CAB73AF02FCEAEB626B5A40C
Purpose: We have not yet been able to find out more information about this cookie. As soon as we know more, you will be informed.
Expiry date: after one hour

Note: Please note that the cookies displayed above are examples and that this list does not claim to be complete.

How long and where is the data stored?

The data can be stored on various servers that are distributed around the world. For example, the data can be stored in the USA, Ireland, South Korea, Taiwan or Israel. Wix always stores data until it is no longer required for the service provided. We have not yet been able to find out more details about the duration of data storage.

How can I delete my data or prevent data from being saved?

You have the option to update, correct or delete your personal data at any time. You can also contact the Wix Data Protection Department directly at privacy@wix.com.

To deactivate, delete or manage cookies, all you have to do is select the appropriate settings in your browser. This works a little differently depending on the browser. The following instructions show how you can set or manage cookies in the most common browsers according to your wishes.

[Chrome: Delete, activate and manage cookies in Chrome](#)

[Safari: manage cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have stored on your computer](#)

[Internet Explorer: deleting and managing cookies](#)

[Microsoft Edge: Deleting and managing cookies](#)

Wix.com Ltd. is headquartered in Israel. Israel is recognized by the European Commission as a country that provides adequate protection for personal data of EU citizens.

In addition, Wix.com is also an active participant in the EU-US Privacy Shield Framework, which also regulates the correct and secure transfer of personal data. You can find more information on this at https://www.privacyshield.gov/participant?id=a2zt0000000GnbGAAS&status=Active. With this data protection declaration we have brought you the most important information about data processing by Wix.com. If you would like to find out more about this, we recommend the company's data protection guidelines at https://de.wix.com/about/privacy.

Source: Created with the data protection generator from AdSimple in cooperation with warkly.de