

Privacy Statement

This Privacy Statement provides an overview of how your personal data are processed when you access HEDERA’s website at <https://HEDERA.online/> (the "Website"), use the HEDERA Impact Toolkit, HEDERA Covid-19 Toolkit and HEDERA Connect application (the “Impact Toolkit”), or benefit from the services provided in the context of the HEDERA online training platform (“HEDERA Training”; together with the Impact Toolkit collectively, the “Services”). This Privacy Statement also informs you about your rights under the EU Data Protection Regulation ("GDPR") and the options you have to control your personal data and protect your privacy.

The data controller on the Website, as well as for the Impact Toolkit and HEDERA Training, is HEDERA Sustainable Solutions GmbH, Am Mühlenberg 11, 14476 Potsdam (“we”, “us” or “HEDERA”). If you have any questions regarding the processing of your data, you can get in touch with us by sending an email to contact@HEDERA.online.

This Privacy Notice applies to information collected by our Services. It applies only to information that we collect: (1) on the Website, (2) on any of the Applications part of the Impact Toolkit, and (3) via electronic message between you and the Services (e.g., e-mail, text message, etc.). This Privacy Notice does not apply to information collected by: (1) us offline; (2) by any third party (including our affiliates) that may link to or be accessible via the Impact Toolkit.

Please note:

You are not legally or contractually obliged to provide us with the personal data specified in this Privacy Statement.

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1. Data Processing on Website

When we provide users access to our Website, we process personal data from various sources. There are two types of data processed: data we automatically process for each visitor when the Website is accessed, and other data that is only processed if you decide to contact us or use certain functions of the Website.

a. Data automatically processed through our Website:

When you visit the Website, you send technical information to our web servers, which we store in server log files. This happens regardless of whether you subsequently contact us (e.g., via the contact form). In any case, we collect the following usage and web access data (which we call "Usage Data"):

- the date and time of the visit and duration of use of the Website;
- the Internet Protocol (IP) address of your device;
- the referral Uniform Resource Locator (URL) (the website from which you may have been referred);
- the visited subpages of the Website; and
- additional information about your device (device type, browser type and version, settings, installed plug-ins, and operating system).

We process the Usage Data to enable you to use the Website and to ensure the Website’s functionality. In addition, we process Usage Data in order to analyze the Website’s performance, correct errors in and continuously improve the Website, and personalize the content on the Website for you. We also process the Usage Data to ensure information technology (IT) security and the operation of our systems and prevent or detect misuse—fraud, in particular. These server log files are deleted after a maximum of 7 days. Our legal basis for the processing of this data is GDPR Art. 6 (1) lit. f).

Cookies and other tracking tools: We use cookies for the automatic processing of Usage Data. Cookies are small text files that you upload to your device when you visit our web pages and store the above information. You can find out more about the use of cookies on the Website here: <https://www.cookiesandyou.com/>. To find out more about our cookie management tool visit the following link: <https://cookie-script.com/>.

b. Data you directly transmit to us:

In addition to the data we receive from all Website visitors, we also process other data when you use our contact form. You can see the details in the contact form. We process this data exclusively for the purpose of processing your request or inquiry.

The legal basis for this is GDPR Art. 6 (1) lit. a) (your consent).

c. Registration on our Website

You have the option to register on the Website by providing personal data. The types of personal data transmitted to HEDERA are determined by the respective input mask for registration. The personal data you enter into the registration form are collected and stored solely for HEDERA’s internal use and its own purposes. HEDERA may request the transfer of this data to one or more processors (e.g., a parcel service) who will also use the personal data for an internal purpose attributable to HEDERA.

When registering on the Website, the IP address allocated by the Internet Service Provider (ISP) and used on your device, as well as the date and time of registration, are also stored. These data are stored on the condition that this is the only way to prevent the misuse of our services and, if necessary, enable the investigation of the crimes committed, insofar as the storage of this data is necessary to protect HEDERA, the entity responsible for data processing. This data will not be transferred to third parties unless there is a legal obligation to do so or the transfer is for the purpose of criminal prosecution.

Your registration on the Website with the voluntary provision of personal data is intended to enable HEDERA to offer you content or services that, due to the nature of the subject matter, can only be offered to registered users. Registered persons are free to change the personal data provided during registration at any time or to have them completely deleted from HEDERA's database.

HEDERA shall provide you information on the personal data stored about you at any time on request. In addition, HEDERA shall correct or delete personal data at your request or on your instruction, unless there is a legal obligation to retain them. In this context, all employees of HEDERA are available to you as contact persons.

d. Subscription to our newsletter

On the Website, users have the possibility to subscribe to our company newsletter. The input mask used for this purpose determines which personal data is transmitted and when the newsletter is provided by HEDERA.

HEDERA regularly informs its customers and business partners about the company's offers in the form of a newsletter. The company newsletter can only be received by the person concerned if: 1) the interested party has a valid e-mail address and 2) the interested party registers to receive the newsletter. For legal reasons, a confirmation e-mail will be sent to the e-mail address that the interested party first registered to receive the newsletter. This confirmation e-mail is used to test whether the owner of the e-mail address is entitled to receive the newsletter as an interested party.

When registering for the newsletter, the IP address of the computer system assigned by the ISP and used by the interested party at the time of registration is also saved, as well as the date and time of registration. The recording of these data is necessary in order to be able to trace the (possible) misuse of the e-mail address of a data subject at a later date, and therefore serves the objective of legal protection of HEDERA.

The personal data collected during registration for the newsletter will only be used for sending our newsletter. In addition, newsletter subscribers may be informed by e-mail if this is necessary for the operation of the newsletter service or a corresponding registration, as may be the case if there are changes in the newsletter offer or if technical conditions change. Personal data collected by the newsletter service will not be passed on to third parties. You can cancel the subscription to our newsletter at any time. The consent for the storage of personal data, which the person concerned has given to receive the newsletter, can be revoked at any time. In order to revoke this consent, you will find a corresponding link in each newsletter. It is also possible to cancel your subscription to the newsletter at any time directly on the Website or submit this request to HEDERA via e-mail.

e. Possibility of contact via the Website

The Website contains information that enables quick electronic contact with HEDERA. If you contact HEDERA via e-mail or a contact form, the personal data you have transmitted will be automatically stored. The personal data you voluntarily transmit to HEDERA are stored for the purpose of processing or contacting you. This personal data is not passed on to third parties.

2. Data Processing in Service Provision

a. Data collection and general information

The provision of HEDERA's Services entails collection of various data and general information when an interested person or automated system communicates with the associated website of an application available online. These data and general information are stored in the server log files. The following data and information may be recorded: 1) browser types and versions used; 2) operating system used by the access system; 3) website from which an access system accesses our Website (the so-called "referrer"); 4) subsites; 5) date and time of access to the Website; 6) IP address; 7) ISP of the access system; and 8) other similar data and information that may be used in the event of attacks on our IT systems.

By using these data and general information, HEDERA does not draw any conclusions about the person in question. Rather, this information is necessary to (1) effectively deliver the content of our service; (2) ensure the long-term functionality of our IT systems and service technology; and (3) in the event of a cyber-attack, provide law enforcement agencies with the information necessary for criminal prosecution. Therefore, HEDERA statistically evaluates the data and information collected anonymously with the aim of increasing the quality, protection and security of our company's data and ensuring optimal protection of the personal data processed by us. Anonymous data from the server log files are stored separately from all personal data you provide.

b. HEDERA Training Platform

When you use the HEDERA Training Platform (<https://training.hedera.online/>), please be aware that it is based on Moodle, and we therefore also use Moodle cookies. Moodle is an open-source learning platform implemented by HEDERA Sustainable Solutions. The associated cookies register whether the user is logged in during the session. This allows HEDERA to make parts of the website accessible, based on the user's login status. HEDERA Training uses one first party cookie from Moodle to track what you look at and remember any settings you change:

- **MoodleSession:** This cookie must be allowed for Moodle to work. It is only used when you are logged in to Moodle or your browser is open. It remembers your username and corresponding access privileges while you are browsing and provides consistency.

If you want to delete or disable cookies, please follow the instructions based on your browser. Please note that if you disable cookies completely, Moodle will not work properly.

The following terms are valid for all users. By accepting the Terms of Use by registering or logging to the HEDERA training platform by using your credentials you agree on providing specific data which may include personal data to enable HEDERA to provide you with services in an adequate form.

As part of HEDERA Training we use a plugin (BigBlueButtonBN) to enable BigBlueButton. BigBlueButton is an open-source web conferencing system for online learning.

BigBlueButton

BigBlueButton is an open-source web conferencing system for online learning.

The BigBlueButtonBN plugin enables you to:

- Create links in any class to a BigBlueButton session
- Specify join open/close dates that will appear in the Moodle calendar

- Create a custom welcome message that appears in the chat window when users join the session
- Launch BigBlueButton in its own window
- Restrict students from entering the session until a teacher joins
- Monitor the active sessions for the course and end any session (eject all users)
- Record and playback your lectures (requires [BigBlueButton 0.80](#))
- Access and manage recorded lectures (requires [recordingsbn plugin](#) to be installed)

This means. BigBlueButton is a web application based on HTML5. Unlike many commercial web conferencing systems that require you to install software, BigBlueButton runs within your web browser. You click a link, your browser runs BigBlueButton and prompts you to join the audio bridge. There is no plugin to download, no software to install. BigBlueButton provides high-quality audio, video, and screen sharing using the browser's built-in support for web real-time communication (WebRTC) libraries.

WebRTC is a standard supported by all major browsers, including Chrome, FireFox, Safari, and Safari Mobile. For best results on desktop and laptops, we recommend Chrome or Firefox. For Chromebooks, we recommend the built-in Chrome browser.

Further information on the terms of use and data protection can be found at <https://docs.bigbluebutton.org/admin/privacy.html#Privacy>

Details of Processing of Customer Personal Data

This section describes certain details of the Processing of Customer Personal Data as required by Article 28(3) of the GDPR.

The type of Customer Personal Data to be Processed

Information primarily related to the use of the HEDERA Training Platform or other services. These include:

User ID

Name

Surname

Email

User type (Student/Teacher)

Time zone and location

Courses

Video recordings and feeds will be transferred to our HETZNER servers.

The categories of Data Subjects to whom the Customer Personal Data relates

Users of the HEDERA Training Platform (Teacher Users and Student Users)

a. HEDERA Live

Hedera Live (<https://live.hedera.online/>) uses Greenlight 2.0. Greenlight is a web application that we use on our [BigBlueButton](#) server. Greenlight gives users the ability to create a meeting, invite others to join the meeting, and manage the recordings. Greenlight 2.0 uses the concept of a personalized room which is connected to a short "license plate" like URL. This permanent URL gives each user their own personal room.

Greenlight 2.0 has all the features required to make your BigBlueButton server manageable and accessible, such as:

- Signup/Login with Twitter, Google or through the application itself.
- Manage your account settings and user preferences.
- Create and manage your own personal rooms (BigBlueButton sessions).
- Allow users to wait for your room to start, then automatically join when it does.
- Invite others to your room using a simple URL.
- View recordings and share them with others.

Please be aware that HEDERA Live is based on Greenlight and BigBlueButton, and we therefore also use Greenlight and BigBlueButton cookies. The associated cookies register whether the user is logged in during the session. This allows HEDERA to make parts of the website accessible, based on the user's login status. HEDERA Live uses first party cookies from Greenlight and BigBlueButton to track what you look at and remember any settings you change:

If you want to delete or disable cookies, please follow the instructions based on your browser. Please note that if you disable cookies completely, Greenlight might not work properly.

The following terms are valid for all users. By accepting the Terms of Use by registering or logging to HEDERA Live by using your credentials you agree on providing specific data which may include personal data to enable HEDERA to provide you with services in an adequate form.

As part of HEDERA Live we use a plugin (BigBlueButtonBN) to enable BigBlueButton. BigBlueButton is an open-source web conferencing system for online learning.

BigBlueButton

BigBlueButton is an open-source web conferencing system for online learning.

The BigBlueButtonBN plugin enables you to:

- Create links in any class to a BigBlueButton session
- Specify join open/close dates that will appear in the Moodle calendar
- Create a custom welcome message that appears in the chat window when users join the session
- Launch BigBlueButton in its own window
- Restrict students from entering the session until a teacher joins
- Monitor the active sessions for the course and end any session (eject all users)
- Record and playback your lectures (requires BigBlueButton 0.80)
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BigBlueButton is a web application based on HTML5. Unlike many commercial web conferencing systems that require you to install software, BigBlueButton runs within your web browser. You click a link, your browser runs BigBlueButton and prompts you to join the audio bridge. There is no plugin to download, no software to install. BigBlueButton provides high-quality audio, video, and screen sharing using the browser's built-in support for web real-time communication (WebRTC) libraries.

WebRTC is a standard supported by all major browsers, including Chrome, FireFox, Safari, and Safari Mobile. For best results on desktop and laptops, we recommend Chrome or Firefox. For Chromebooks, we recommend the built-in Chrome browser.

Further information on the terms of use and data protection can be found at <https://docs.bigbluebutton.org/admin/privacy.html#Privacy>

b. HEDERA Covid-19 Toolkit

Covid-19 Tracing App is an app that can be downloaded voluntarily and facilitates the contact tracing process amidst the ongoing Covid-19 pandemic. The app is meant to improve the procedures at hospitals, health centers, and other supporting organizations to conduct tests in connection with the novel Coronavirus SARS-CoV-2. The survey consists of questions about your symptoms, health, travels, and contact with others. It provides information on the patient's status, supporting doctors' decision-making processes and, thus, optimizing patient flow. Your data will not be shared with third parties without your authorization.

The recommendations provided in this app are provided through an algorithm and are not intended as medical advice. They should not be treated as a diagnosis or medical treatment.

Controller: The provider of the Website and controller of the processing of your personal data relevant to the use of the HEDERA Covid-19 Toolkit is HEDERA Sustainable Solutions GmbH Am Mühlenberg 11, 14476 Potsdam. As long as the data is processed exclusively on the user's device with the help of the installed software, the users themselves are controller.

Which data is processed for which purposes and on which legal basis?

Supported types of data you can collect include responses to open and multiple-choice questions, GPS coordinates, photos, and audio and video recordings.

You can be contacted by a health assistant via telephone if you select so in the survey once you have accepted the terms of use of the telephone consultation. In order to support healthcare management in the suspected presence of COVID-19, in the current context of the pandemic generated, a follow-up telephone consultation will follow. You give your permission to be attended to by a health professional through the telephone consultation modality and authorize the handling of your data by competent professionals. The data will be used for statistical and epidemiological purposes, as well as for the abovementioned telephone consultation. The information provided by the professional must be complemented by a consultation with a doctor in person and, in the cases that require a coronavirus test, carried out in accredited establishments. You are responsible for providing all the information that the medical professional requests, to facilitate the clinical orientation process. This service does not replace the face-to-face consultation, and the clinical examination must be carried out by a certified medical professional. The personal data related to this process include:

First name(s)

Last name(s)

Sex

Date of birth

Neighborhood

Address

City

ID Number

E-mail

Telephone

Installing the application on your Android device to send your data: The HEDERA Covid-19 Toolkit includes an Android based application to install on Android devices. This application when installed and used by loading one of the provided surveys followed by filling out and submitting the survey will send the following data types to our servers:

What is the purpose of the processing?

The purpose of the processing is to ensure fast contact of individuals users of the app who may have been exposed to the coronavirus that causes Covid-19 in order to combat the ongoing pandemic and also to identify at-risk people.

Disclosure

We will only disclose your personal data if you decide to share your data.

In other cases, we only disclose your personal information if we are required to by law.

3. Our Purposes for Data Processing

We have already informed you above about the purposes for which we process your data in individual cases. In addition, we may process your data for other purposes. This includes, for example, passing on your personal data to third parties if we are legally obliged to do so, as well as due to the assertion of legal claims on our part or the defense against legal disputes. The legal basis in these cases is either a legal obligation (GDPR Art. 6 (1) lit. c)) or our legitimate interests.

4. Data Forwarding

Your personal data will only be passed on to third parties if this is necessary for the provision of the Website or the Services.

Our Website is hosted on the server of:

- Hetzner Online GmbH, Industriestr. 25, 91710 Gunzenhausen, Germany.

Our Services run on

- HEDERA Dashboard (part of the Impact Toolkit) (<https://dashboard.hedera.online>)
DigitalOcean, LLC, 101 Avenue of the Americas, 10th Floor, New York, NY, USA, 10013, with servers located in Frankfurt, Germany.
- HEDERA Training:
Hetzner Online GmbH, Industriestr. 25, 91710 Gunzenhausen, Germany.

cloud resources.

The data recipients also include the third-party providers mentioned in our overview of cookies and analytics tools. For information about the third parties, we use in this context, such as for processing customer inquiries or web analytics, please see Chapter 9 below. All third-party providers have entered into strict contractual agreements with us to process data exclusively within the scope of our instructions (so-called data processing agreements).

5. Data Processing Outside the EEA

We do not transfer your personal data to countries outside the EEA without implementing appropriate safeguards.

We ensure that an adequate level of data protection is guaranteed at all times. We make sure that the data recipients are either certified according to the so-called "EU-US Privacy Shield" (as is currently the case with Google) or that the so-called EU standard contract clauses are included in our contracts with these providers in order to guarantee the security of the processing and an appropriate level of data protection at all times.

6. Storage Duration

We process and store your personal data to the extent necessary to fulfill our contractual or legal obligations. Therefore, we store the data for the duration of the contractual relationship with you and after termination only to the extent and for as long as legally required. If data is no longer required to fulfill legal obligations (e.g., under tax or commercial laws), it will be deleted, unless further processing is necessary to preserve evidence or defend HEDERA against legal claims.

7. User Profiles

We do not use your data to create a user profile.

8. Your Legal Rights Under the GDPR

You can assert the following rights against us within the framework of the GDPR:

Your right to information and access, pursuant to GDPR Art. 15,

Your right to rectification, pursuant to GDPR Art. 16,

Your right to erasure, pursuant to GDPR Art. 17,

Your right to restriction of processing, pursuant to GDPR Art. 18, and

Your right to data portability, pursuant to GDPR Art. 20.

You also have the right to lodge a complaint with the competent data protection supervisory authority (GDPR Art. 77).

In addition, you can also withdraw your given consent at any time. However, this withdrawal only applies to the future. Any processing that took place before the revocation remains unaffected by this. If you would like to exercise your rights as a data subject, you can also do so by contacting: [admin@HEDERA.online].

Information About Your Right of Objection According to GDPR Art. 21

In addition to the abovementioned rights, you have the right, for reasons arising from your particular situation, to object to the processing of your personal data at any time, to the extent such processing takes place on the basis of GDPR Art. 6 (1) lit. f) (data processing on the basis of a balance of interests). If you object, we will no longer process your personal data unless we can prove compelling reasons for the processing of data worthy of protection that outweigh your interests, rights, and freedoms.

You also have the right at any time to object to the processing of your personal data for the purpose of direct marketing (including subscription to our newsletter) without incurring any costs other than the transmission costs according to the basic tariffs; this also applies to the creation of a user profile (so-called "profiling"), insofar as this is associated with direct marketing. If you object, we will no longer process your personal data in the future.

Please note that if you do not provide certain data or object to the use of this data, you might not be able to use the Website or the Services or only be able to use them to a limited extent.

The objection can be filed informally and is to be addressed to: [admin@HEDERA.online].

9. Use of Cookies, Web Analytics, and Other Third-Party Tools on our Website and Services

What are cookies? A cookie is a technology that stores specific information about you as our user. Cookies are small text files with information that is stored on your access device. They are usually employed to associate a certain action or preference on a website to a user, without identifying the user as an individual or revealing their identity.

We use the following types of cookies, the scope and functionality of which are explained below: transient cookies and persistent cookies.

Transient cookies are automatically deleted when you close your browser. This includes session cookies, in particular. They store a so-called session ID, which can be used to assign various requests from your browser to the shared session. This allows your computer to be recognized when you return to our Website. Session cookies are deleted when you log out or close your browser.

Persistent cookies are also initially stored when you close your browser and then automatically deleted after a specified period, which may vary depending on the cookie. You can delete the cookies at any time by modifying your browser's security settings.

You can reset your browser before or after you visit our Website, so that all cookies are rejected or you are notified when a cookie is being sent. By default, the cookie settings can be managed through your browser settings, including options to block or automatically delete all cookies. Your browser may also have a feature for anonymous browsing. You can use these browser functions at any time. However, if you block all cookies in your browser by default, it is possible that our Website or Services will not function correctly.

The legal basis for the processing of personal data using cookies and other technologies is GDPR Art. 6 (1) lit. a), unless otherwise stated below.

You can receive comprehensive information on every cookie we use by referring to <https://hedera.online/policy.html>.

THIRD-PARTY USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES

The Platform may contain links to third-party websites. If you click of these links, you leave the Platform and may be taken to an independent website managed by a third-party. These third-parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when navigate to them from our Platform. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. Links do not imply endorsement, sponsorship, or recommendation of the third-party, their website, or the information it contains. This Privacy Notice does not apply once you have left our Platform. We do not control any third-party websites, including tracking technologies which may be used on such websites. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

a. Google Analytics & Google Tag Manager

Our Website uses Google Analytics, a service provided by Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland ("Google Ireland"), a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA, USA, 94043 ("Google"). Google Analytics uses cookies and helps us analyze the number and behavior of users that visit our Website.

The information generated by the cookie about your use of our Website (identifier, browser type/version, operating system used, referrer URL, shortened IP address, and time of server request) is generally transmitted to a Google server in the U.S. and stored there. However, in the Member States of the European Union or other signatory states to the Agreement on the European Economic Area, your IP address will initially be truncated by Google on our Website. For this purpose, we have implemented the code "gat._anonymizelp() ;" in order to ensure anonymous collection of IP addresses (so-called IP masking).

Only in exceptional cases is the complete IP address transmitted to a Google server in the USA and abbreviated there. If, exceptionally, personal data is transferred to the USA, Google's certification according to the so-called "Privacy Shield Agreement" between the EU and the USA (<https://www.privacyshield.gov/participant?id=a2zt0000000001L5AAI&status=Active>) ensures a level of data protection corresponding to that in the EU.

Google will use the information about your use of the Website on our behalf in the context of Google Analytics to evaluate your use of the Website, compile reports on Website activity, and provide other services related to Website activity and internet usage. We do not combine the IP address transmitted by your browser in the context of Google Analytics and Google Tag Manager with other data from Google.

In addition to generally deactivating cookies, you can prevent Google from collecting and processing data on your use of our Website (including your abbreviated IP address) by downloading and installing the browser plug-in at the following link: <http://tools.google.com/dlpage/gaoptout>.

Further information on the terms of use and data protection can be found at <http://www.google.com/analytics/terms/de.html> and <https://www.google.de/intl/de/policies/privacy/>.

b. LinkedIn

HEDERA has incorporated components from LinkedIn Corporation into our Website. LinkedIn is a web-based social network that allows users with existing business contacts to connect and make new contacts.

The operating company of LinkedIn is the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA, USA. For data protection issues outside the United States, LinkedIn Ireland, Privacy Policy Issues, Wilton Place 2, Dublin, Ireland is responsible.

Each time an individual page of the Website, operated by HEDERA and in which a LinkedIn component (LinkedIn plug-in) is integrated, is accessed, the Internet browser you are using automatically requests a screenshot of the corresponding LinkedIn component for downloading. For more information about the LinkedIn plug-in, see <https://developer.linkedin.com/plugins>. In the course of this technical process, LinkedIn obtains knowledge of the specific subpage of our website that you have visited. If you connect to LinkedIn at the same time, LinkedIn will record the specific page(s) of our Website you visit each time you access our Website and will do so for the entire time you are on our Website.

This information is collected through the LinkedIn component and linked to your LinkedIn account. When you click on one of the LinkedIn buttons on our website, LinkedIn associates this information with your LinkedIn account and stores the personal information.

LinkedIn uses the LinkedIn component to obtain the information that you have visited our Website, provided that you are registered with LinkedIn at the time you visit our Website. This happens whether or not you click on the LinkedIn button. If such submission of information to LinkedIn is unwanted, you can prevent it by logging out of your LinkedIn account before accessing our Website.

LinkedIn offers the ability to unsubscribe from e-mail, SMS messages, and targeted advertising, as well as manage advertising preferences, at <https://www.linkedin.com/psettings/guest-controls>. LinkedIn also uses affiliates such as Eire, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua, and Lotame. You may refuse the use of cookies by visiting <https://www.linkedin.com/legal/cookie-policy>. The

privacy policy applicable to LinkedIn can be found at <https://www.linkedin.com/legal/privacy-policy>. The LinkedIn cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

c. Google DoubleClick

Google DoubleClick primarily provides special online marketing solutions to advertising agencies and publishers. DoubleClick by Google transmits data to the DoubleClick server with every impression, click, or other activity. Each of these data transfers triggers a cookie request to the affected person's browser. If the browser accepts this request, DoubleClick sets a cookie on the IT device of the person concerned. The purpose of the cookie is to display and optimize advertising. The cookie is used, among other things, to display user-relevant advertisements, as well as generate reports on advertising campaigns and improve them. Furthermore, the cookie is used to avoid multiple impressions of the same advertising.

For detailed information, please refer to the Google DoubleClick Privacy Policy: <https://policies.google.com>.

d. YouTube

Our website uses components from YouTube, which is operated by Google. The website is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA, USA, 94066, represented by Google Ireland Limited ("Google"), Gordon House, Barrow Street 4, Dublin, Ireland. When you visit one of our pages that contains a YouTube button, a connection to the YouTube servers is only established when you click on the button and activate the link. This tells the YouTube server which pages you have visited on our site. If you are logged into your YouTube account, you allow YouTube to link your browsing habits directly to your personal profile.

If you do not want YouTube to associate your visit to our site with your YouTube account, please log out of your YouTube account before accessing our site.

We also integrate videos stored on YouTube directly into some of our pages. This embedding means that the content of the YouTube website is displayed in parts of a browser window ("framing"). YouTube content is embedded only in "enhanced privacy mode". This is provided by YouTube and ensures that no cookies are initially stored on your device. However, when these pages are accessed, the collected access data—in particular, the IP address and browser type—is transferred and therefore provides information about which of our subsites you have visited. However, this information cannot be assigned to you unless you are currently connected to YouTube or another Google service. When you start playing an embedded video by clicking on it, YouTube, with its enhanced privacy mode, only stores cookies on your device that do not contain any personal data. You can disable these cookies by changing your browser settings and extensions.

For more information about how YouTube handles user data and privacy, please visit <https://www.youtube.com/about/policies/#community-guidelines> and <https://support.google.com/youtube/answer/171780?hl=de> and read Google's Privacy Policy (<https://www.google.de/intl/de/policies/privacy>).

e. Scorecard Research

We have implemented the Scorecard Research Service on our websites. This service collects data about surfing behavior on the websites of companies registered with ComScore, a company that produces market research studies and reports for economic sectors. For more information on data processing, please visit:

<https://www.scorecardresearch.com/privacy.aspx?newLanguage=1>.

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You have the opportunity to object to this type of data collection and opt out of further data collection by clicking on the following link: <http://www.scorecardresearch.com/OptOutTag.aspx>. This sets a so-called exclusion cookie in your browser. Please note that the examination of the scorecard is reused if this exclusion cookie is deleted.