

DATA PROTECTION STATEMENT WEB-ANALYTICS

Web Analytics

1. Use of Google Analytics

- (1) This website uses Google Analytics, a web analysis service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", which are text files placed on your computer to enable your use of the website to be analysed. The information generated by the cookies regarding your use of this website will generally be transferred to a Google server in the USA and stored there. If IP anonymization is activated on this website, your IP address will be shortened by Google beforehand within the member states of the European Union or other signatories to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred to a Google server in the USA and truncated there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity and to provide other services to the website operator regarding website and internet use.
- (2) The IP address transferred by your browser within the scope of Google Analytics will not be aggregated with any other data held by Google.
- (3) You may prevent the storage of cookies by selecting the appropriate settings on your browser software; however, please note that if you do so, you may not be able to use all the functions of this Website to their full extent. You can also prevent collection of the data (including your IP address) generated by the cookies and related to your use of the website by Google as well as the processing of this data by Google by downloading and installing the browser plug-in available at the following link:
<http://tools.google.com/dlpage/gaoptout?hl=de>.
- (4) This website uses Google Analytics with the extension "_anonymizeIp()". This means that IP addresses are further processed in a truncated form so that personal identification is excluded. If personal identification becomes possible via the data collected, this is immediately excluded and the personal data fully deleted.
- (5) We use Google Analytics to analyse and regularly improve use of our website. The statistics obtained from this allow us to optimise our content and to make it more interesting for you. In the exceptional cases where personal data is transferred to the USA, Google is subject to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Article 6(1)(1)(f) GDPR.
- (6) Information on the third-party service provider: Google Dublin, Google Ireland Ltd.; Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Terms of service: <http://www.google.com/analytics/terms/de.html>, data privacy

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summary: <http://www.google.com/intl/de/analytics/learn/privacy.html>, and
data privacy policy: <http://www.google.de/intl/de/policies/privacy>.