

# DATA PROTECTION of Actaria GmbH

## 1. Content of the data protection declaration

Data protection is becoming increasingly important in the digitized world. We take this into account by giving data protection a very high priority and by making sure that all legal requirements are fully implemented.

According to the General Data Protection Regulation and other legal regulations, we are obliged to respect and protect the privacy of all visitors to our website as well as of advertisers and website operators (publishers). In this data protection declaration we explain the basics of the processing of your personal data collected by us. Insofar as we determine the purpose or means of this processing of the personal data collected, we are the "data controller" and process your data in accordance with the principles set out in this declaration.

Please read this data protection declaration carefully as it contains important information on the following points:

- What information, if any, we collect about you
- How and for what purposes we use the data we collect
- Whether and under what conditions we pass on your data to third parties
- Your options and rights in relation to the personal data that you have provided to us

## 2. Data from visitors of this website

### 2.1 Requests

If you contact us through our services, the forms you have completed or the emails you have sent may contain information about you, e.g. your name, your address, your email address and your request. We process your inquiries in accordance with our legitimate interest in promoting and operating our business and send you information about the services we offer.

## 2.2 Information about news, newsletters

If you apply to be added to our mailing list, we will keep you informed about news and our activities by email until you want to be removed from the list again. Please let us know by clicking "Unsubscribe" on any marketing email we have received.

The email addresses of the newsletter recipients as well as other data contained in the respective message are stored on the servers of ALL-INKL Neue Medien Münnich. However, ALL-INKL does not use the data of our e-mail recipients to contact them independently or to pass on data to third parties.

You can find the data protection declaration of ALL-INKL [here](#).

## 2.3 Social networks

Actaria participates in social networks and does marketing there. We have therefore built certain social plugins into our websites. All social media plugins serve to pursue our legitimate interest in marketing our business and communication with our business partners and the public.

Users who do not want to connect to the plugins used on our website can use browser plugins such as Ghostery (<https://www.ghostery.com/de/about-ghostery/>).

When you visit a page on our website that contains a social network plug-in, your browser or application establishes a direct connection to the social network's servers. The information that your browser has accessed our website is transmitted to the social network even if you do not have an account with this social network or are not logged into your account. If you are logged into your account at the same time, a page view can be assigned to your profile there.

Our website connects to the following social networks:

- Facebook ([Data Protection of Facebook](#))
- Twitter ([Data Protection of Twitter](#))
- LinkedIn ([Data Protection of LinkedIn](#))
- YouTube ([Data Protection of YouTube](#))

## 2.4 Website analysis

We use Google Analytics on our website for anonymous reports on the use of the website. If you would like to object to the use of Google Analytics to track your behavior on our website, please use this [Link](#).

## 2.5 Other purposes for using your data

We process personal data in the legitimate interest of ensuring that our services are used lawfully and without fraudulent intent, that the operation of our services is not impaired, that our employees or other individuals are not harassed and to exercise our legal rights or our statutory rights To meet obligations.

If we have to assume for good reason that you are violating or could violate applicable law, we are entitled to use your personal data to inform affected or responsible third parties such as your e-mail / internet provider or the law enforcement authorities to inform.

## 2.6 Transfer of data to third parties

Affiliated companies within the meaning of Section 271 of the German Commercial Code (HGB), employees and service providers:

We treat your data confidentially, but pass it on to companies affiliated with us in accordance with Section 271 of the German Commercial Code (HGB), our employees, service providers or subcontractors, insofar as this is appropriate and necessary for the purposes outlined in this data protection declaration. However, this only happens on condition that you do not use your data for your own purposes and that you have previously undertaken to protect it. Activities performed by third party vendors include: CRM management software, website hosting, and IT support.

Legal requirements:

In addition, we pass on your data insofar as we are legally obliged to do so (e.g. to law enforcement authorities or other government agencies). In connection with current or future legal proceedings and to establish, exercise or defend our legal rights, we pass on your data to third parties if necessary and in compliance with all existing legal requirements.

Prosecution:

We will pass on your personal data to third parties if necessary and in compliance with all existing legal requirements in order to enforce or enforce our contractual rights, to investigate possible breaches of contract and to protect the rights, property or safety of Actaria, our customers or to protect other persons, provided there is a legitimate interest in doing so.

## 2.7 Guarantee of data security

We will take all reasonable and legally prescribed technical and organizational precautions to prevent loss, misuse or alteration of your personal data. Please note, however, that although we strive for the greatest possible security of the data we process and store, no security system can prevent all possible security breaches.

## 2.8 Duration of storage of your data

We only store your personal data for as long as is necessary, on the one hand, to implement the purposes for which we collected it and, on the other hand, to fulfill legal obligations as well as accounting and reporting obligations.

In order to determine the appropriate retention period for personal data, we take into account the number, type and sensitivity of the personal data, the potential risk of damage from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we do these purposes can achieve by other means comply with all applicable statutory provisions.

## 2.9 Your rights in relation to your data

We protect your rights in accordance with the applicable data protection laws. However, these rights cannot guarantee comprehensive protection of your data.

In any case, you have the following rights:

You can request information about your data as well as our use and processing of your data at any time

You can request the correction or deletion of your data at any time

You can request that we restrict the use of your data to the extent permitted by law  
You can request a machine-readable copy of your data or have it transferred to other IT systems

You can expressly object to the processing of your data

You can revoke your consent to the use of your data at any time, provided we refer to your consent to the use or processing of this data

Please send your inquiries or requests to the following email address:  
kontakt@actaria.de

If you are unhappy with the way we handle your personal data, please let us know by contacting us. If you do not agree with the way in which we have processed your data or have dealt with your concerns, you can submit a complaint to the supervisory authority of your usual place of residence, your company headquarters or our company headquarters.

## 2.10 Changes to the privacy policy

We expressly reserve the right to make changes or additions to this data protection declaration. This may be necessary in particular in the event of changes to the statutory data protection regulations.

However, we will inform you of all changes by adding a corresponding note to the new data protection declaration at this point and notifying you by email if possible.

## 3. Data from advertisers (or merchants) and website operators (publishers)

### 3.1 Use of our services

We provide our publishers and advertisers with an account in our network interface in order to be able to access our services. You have to be registered there to get access to our technologies. We save all data that you make available to us (in the interface and elsewhere) in accordance with this data protection declaration and the statutory provisions. This includes your name, address, telephone number or email address.

We can also collect information about the device with which you access our interface, such as your IP address, your operating system and the browser of your device. We use this data to provide and / or make our

Services within the scope of the terms of use of our service or to safeguard our legitimate interest in the proper conduct of our business.

### 3.2 Marketing to advertisers and publishers

We use various forms of marketing to provide you with promotional material about our services. We may process contact information that you provide to us (either through our website, through business cards or by using our services) for marketing purposes in accordance with our legitimate interest in promoting our business. You can ask us to remove you from the mailing lists at any time by clicking "unsubscribe" in any marketing email we have received

Our newsletters are sent via ALL-INKL Neue Medien Münnich. The email addresses of the newsletter recipients as well as other data contained in the respective message are stored on the ALL-INKL servers. However, ALL-INKL does not use the data of our e-mail recipients to contact them independently or to pass on data to third parties.

You can find the data protection declaration of ALL-INKL [here](#).

### 3.3 Optimizing usability

Our network interface uses cookies and other mechanisms to collect analytical information and to check how the interface is used. We process this information to improve our understanding of these aspects and to compile statistical reports on these activities.

We do not use this information to create a personal profile of you.

We use Google Analytics on our website for anonymous reports on the use of the website. If you would like to object to the use of Google Analytics to track your behavior on our website, please use this [Link](#).

[Hier](#) finden Sie einige allgemeine Informationen zu Cookies. Cookies, die unser Interface verwendet, sind [hier](#) aufgelistet.

[Here](#) is some general information about cookies. Cookies that our interface uses are listed [here](#).

### 3.4 Other purposes for using your data

We process personal data in the legitimate interest of ensuring that our services are used lawfully and without fraudulent intent, that the operation of our services is not impaired, that our employees or other individuals are not harassed and to exercise our legal rights or our statutory rights To meet obligations.

If we have good reason to believe that you are or could be violating applicable law, we are entitled to process your personal data to inform affected or responsible third

parties such as your e-mail / internet provider or the law enforcement authorities about this.

### 3.5 Transfer of data to third parties

Affiliated companies within the meaning of Section 271 of the German Commercial Code (HGB), employees and service providers:

We treat your data confidentially, but pass it on to companies affiliated with us in accordance with Section 271 of the German Commercial Code (HGB), our employees, service providers or subcontractors, insofar as this is appropriate and necessary for the purposes outlined in this data protection declaration. However, this only happens on condition that you do not use your data for your own purposes and that you have previously undertaken to protect it. Activities performed by third party vendors include: CRM management software, website hosting, and IT support.

Insofar as we transmit data to our contractual partners commissioned with the operation of the marketing network within the framework of existing contractual agreements, these contractual partners are contractually obliged vis-à-vis Actaria to comply with the applicable statutory data protection regulations. Actaria assumes no liability for the contractual partners' compliance with these provisions. Actaria will provide unsolicited access to the applicable data protection guidelines of these contractual partners (e.g. by submitting a corresponding link).

#### Legal requirements:

In addition, we pass on your data insofar as we are legally obliged to do so (e.g. to law enforcement authorities or other government agencies). In connection with current or future legal proceedings and to establish, exercise or defend our legal rights, we pass on your data to third parties if necessary and in compliance with all existing legal requirements.

#### Prosecution:

We will pass on your personal data to third parties if necessary and in compliance with all existing legal requirements in order to enforce or enforce our contractual rights, to investigate possible breaches of contract and to protect the rights, property or safety of Actaria, our customers or to protect other persons, provided there is a legitimate interest in doing so.

### 3.6 Guarantee of data security

We will take all reasonable and legally prescribed technical and organizational precautions to prevent loss, misuse or alteration of your personal data. Please note, however, that although we strive for the greatest possible security of the data we process and store, no security system can prevent all possible security breaches.

### 3.7 Duration of storage of your data

We only store your personal data for as long as is necessary, on the one hand, to implement the purposes for which we collected it and, on the other hand, to fulfill legal obligations as well as accounting and reporting obligations.

In order to determine the appropriate retention period for personal data, we take into account the number, type and sensitivity of the personal data, the potential risk of damage from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we do these purposes can achieve by other means comply with all applicable statutory provisions.

### 3.8 Protection of rights

We protect your rights in accordance with the applicable data protection laws. However, these rights cannot guarantee comprehensive protection of your data.

In any case, you have the following rights:

- You can request information about your data as well as our use and processing of your data at any time
- You can request the correction or deletion of your data at any time
- You can request that we restrict the use of your data to the extent permitted by law
- You can request a machine-readable copy of your data or have it transferred to other IT systems
- You can expressly object to the processing of your data
- You can revoke your consent to the use of your data at any time, provided we refer to your consent to the use or processing of this data

Please send your inquiries or requests to the following email address: [kontakt@actaria.de](mailto:kontakt@actaria.de)

If you are unhappy with the way we handle your personal data, please let us know by contacting us. If you do not agree with the way in which we have processed your data or have dealt with your concerns, you can submit a complaint to the supervisory



authority of your usual place of residence, your company headquarters or our company headquarters.

### 3.9 Changes to the privacy policy

We expressly reserve the right to make changes or additions to this data protection declaration. This may be necessary in particular in the event of changes to the statutory data protection regulations. However, we will inform you of all changes by adding a corresponding note to the new data protection declaration at this point and notifying you by email if possible.

## 4. Name and contact details of those responsible for processing

These data protection notices apply to data processing by:

Actaria GmbH  
Rödingsmarkt 9  
20459 Hamburg  
Germany

Responsible: Detlef Langrock

Tel: +49 (0) 40 22 85 93 77

E-Mail: [kontakt@actaria.de](mailto:kontakt@actaria.de)