

Privacy Statement and Consent to Data Usage

This Data Protection Declaration covers numerous Internet pages and offers from Dähne Verlag GmbH, Am Erlengraben 8, 76272 Ettlingen, Germany, to be known as the "provider" in the following pages. Further information about the company is to be found in the **imprint**.

The Dähne Verlag GmbH takes data protection seriously and collects data observing the framework of legal regulations laid down by the Federal Republic of Germany. By using the provider's Internet offers, the user agrees to the following data protection regulations.

Collecting, Processing and Usage of Personal Data

During the operation of its service portals and online shops and also during the booking and processing of orders followed by the delivery, billing and payment monitoring, the provider collects and uses personal data as well as partly pseudonomized or anonymized data from the user. In all these processes the provider strictly adheres to the data protection laws that are valid in Germany, especially the Federal Data Protection Act and the German Telemedia Act.

The gathering and use of the data is therefore used solely for the lawful function and interactive communication with the user, as well as for the management and control of order processes initiated by the user and the purchase transactions made.

The communication of personal data by the user e.g. while entering the order, is completely voluntary and only to be used within the scope of what is necessary for the booking and processing transaction. The use of the data and where appropriate, the forwarding to carefully monitored companies (dispatch, payment, debt collection) is only carried out for the purpose of contractual implementation with the user. Any other use or forwarding of data to third parties will not occur.

The provider may use the information for purposes of advertising, market research or for tailoring telecommunications media for the purpose of creating user profiles when pseudonyms are used, as long as the user does not object. The provider ensures that the user profiles will not be associated with the data of the user concerned. **The user has the right to object to the use of his/her personal user data at any time.**

Use of Data for Advertising Purposes

In addition to using the user's data to complete a purchase process or in the case of subscribers, to regular deliveries, data is also used for advertising purposes in order to inform the user about specific products or services offered by the provider. The user can object partially or wholly to the use of his/her personal data for advertising purposes. A written communication under "opt-out options" to the already mentioned contact details is sufficient.

Use of Data within the Framework of Newsletters

The dispatch of newsletters is only carried out when this is expressly wished by the user. In this case, we use the so-called double opt-in procedure. We only send newsletters when the user specifically confirms this wish by email. The confirmation can be sent by clicking on a link in our notification email.

If the user decides to cancel his/her newsletter at some time in the future, there is an unsubscribe link at the end of the newsletter. A written communication is also possible under the "opt-out options" address.

Secure Data Transmission

The user's personal data is transmitted by a secure encryption. This applies to orders, payments and the use of personal login details. For this, the provider uses the coding system SSL (Secure Socket Layer). A provider can never guarantee absolute security. However, we employ technical and organisational measures in order to safeguard our websites and other systems against loss, destruction, access, changes or the distribution of user data by unauthorized persons.

Possibilities for Objection, Information, Blocking and Deleting

The user can request free information about his/her stored personal data at any time, as well as, where applicable, the right to have this data rectified, blocked or deleted. The provider is the responsible party in terms of data protection rights, and is contactable either, by post, fax or email at the following address:

**Dähne Verlag GmbH
Marc Dähne (CEO)
Am Erlengraben 8
76275 Ettlingen GERMANY
Fax +49 / 72 43 / 575 – 100
Email: services@daehne.de**

These contact details can be used for all requests relating to information, rectification, blocking, deletion as well as objections regarding the pseudonomized use of data, as well as the withdrawal of previously given consent in the collecting, usage or processing of data.

Use of Cookies

With every website visit, essential technical information is transferred between the provider's server and the user's server (URL recognition, type of browser, other technical characteristics). In order to improve navigation and to simplify processes such as ordering and other services on the website, small text files (cookies) are used for specific sessions and stored temporarily on the user's device. Cookies make the interaction between users and the provider's website offers faster and easier. The user can easily remove any cookies in the cookie folder on the browser. Only the user can implement the necessary settings. Further information is available on the provider's browser.

Web Analysis

In order to provide the user with the best offers, so-called tracking technology is used. For this purpose, we use the services of Google Analytics and Webtrekk.

Google Analytics

The provider's websites use Google Analytics. Google Analytics is a Web analytics service from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses so-called "cookies", which store a unique identifier onto the user's computer – so the website can recognise you if you visit again, as well as information about the pages the browser visits; when the browser is seen on the website; how long the browser was seen on the website; the IP address and what site the browser was looking at before arriving at the site (the referring url). By default, this information is shown to website publishers through the Google Analytics tools and is not shared with anyone else. It is a first-party cookie. The website owner can however, also opt to share analytics data with Google. This information helps Google learn more about the advertising market and, in return, the websites that share their data get access to tools that improve the effectiveness of any advertising or paid search terms they buy from Google. Website owners can also add their anonymised analytics data to a Google-owned pool of information on sites in similar industries. If they elect to do this, Google will send them a benchmarking report. Under no circumstances will Google connect the user's IP address with other Google data. The user can prevent the installation of the cookies by activating the relevant setting on his/her browser. However, the provider points out that in such cases, it is possible that the user will not be able to use all the functions of this website. By using this website, the user agrees to the data acquired by Google being processed in the manner set out above and for the purpose set out above.

Google Inc.'s privacy policy for Google Analytics along with deactivation advice can be found here: www.google.com/intl/en/analytics/privacyoverview.html. Detailed information on Google Inc.'s general data protection policy and data usage can be found here: www.google.com/intl/en/privacy.html.

Aumago GmbH

The provider works with the Aumago GmbH, Torstrasse 164, 10115 Berlin, Germany ("Aumago"), a target group marketer. Aumago uses so-called cookies, a text file, which is

stored in the computer browser and collects anonymous usage data for the purpose of usage-based online advertising (Online Behavioural Targeting "OBA"), such as the type of websites visited, categories and/or product sites and/or which browser or terminal device was used. No personal information will be collected. Thus, the usage data cannot be linked to the real identity of the user. The cookies will either be Aumago cookies or cookies from service providers operated by Aumago (e.g. krux digital Inc.). The user can delete the cookies at any time directly in the browser or manage his/her preferences under **www.networkadvertising.org/choices** or switch off the Aumago cookies under **www.krux.com/krux_privacy/consumer_choice**.

Through this anonymous analysis of cookies, Aumago segments user surfing behaviour by industry. For example, Browser "1" receives the cookie "Industry A" on website "X" and therefore allows a presumption of interest for more targeted online advertising. Aumago will use this anonymous non-personal information in order to market these within the framework of more targeted online advertising, on behalf of the provider.

Analysis of Advertising Placements

The provider provides some advertising space (e.g. banners) on its website for other companies. These banners can be used to analyse the surfing behaviour of the user. However, the user's IP address is explicitly excluded and not available to the advertising company. Data regarding the use of advertising offers is only available in anonymised form.

Social Media Plugins

The provider uses so-called "Social Media Plugins" on its websites.

Data Protection Declaration for the Use of Facebook Plugins

The provider's websites use social plugins from the social network site facebook.com which is operated by Facebook Inc., 1601 S. California Avenue, Palo Alto, CA 94304, USA. The plugins are marked with a Facebook logo.

When accessing a website that uses such plugins, the user's browser builds a direct connection to the Facebook server. The content of the plugins is sent directly by Facebook to the user's browser and is then embedded in the web page.

Through the integration of the plugin, Facebook obtains the information that the user has accessed the website. If the user is logged in to Facebook, Facebook can then identify the user's Facebook account with the visit. If the user interacts with the plugins, for example, by clicking the "like" button or by entering a comment, the corresponding information is transferred to Facebook and stored there.

To learn more about the purpose and extent of data collection, processing and the use of this data by Facebook as well as all your relevant rights and the settings options available for the protection of your personal privacy, please refer to the **Facebook data protection information**.

If the user wants to prevent Facebook from collecting information over the provider's website, he/she has to log out of Facebook before accessing the provider's website. Even if the user is not registered with Facebook, information is still transmitted from other websites with active Facebook elements. Every time the website is visited, Facebook sends a cookie with an identifier that is valid for two years. As the user's browser sends this cookie, without asking, to a Facebook server every time there is a connection, then theoretically, Facebook has the possibility to create a profile about which websites the user's identifier has visited. As a result, it is entirely possible, to match this identifier to a person, for example, when the user registers on Facebook at some time in the future.

If the user does not want Facebook to collect data via these cookies, he/she can go to the browser settings and choose the function **Block Cookies from Third Parties**. Then the browser will not send any cookies to the server from the embedded content from other providers. However, this also means that apart from the "like" button, other cross-referencing functions may possibly not work.

Data Protection Declaration for the Use of Twitter Plugins

The provider's websites contain plugins from Twitter Inc., 795 Folsom Street, Suite 600, San Francisco, CA 94107, USA. Users who use Twitter and in particular the function "Re-Tweet",

automatically connect their Twitter account with the other websites that they visit. This usage is then passed on to other Twitter users, especially the so-called "Followers". As a result, data is transmitted to Twitter.

The provider is not informed of the content of the transmitted data, or the use of the data. The user can get further information at the following link: **www.twitter.com/privacy**.

The user has the possibility to change his/her data protection settings on the Twitter account.

Data Protection Declaration for the Use of Google Plus Plugins

The provider's websites contain Google Plus Plugins from the Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google+ users have the possibility to publish personalised content on the Internet. Google then stores the information about the content and usage of the visited websites. The Google Plus clicks are used in the user profile and in further Google services (e.g. search engines).

Google stores information about the user's activities on Google Plus. In order for the user to use the Google Plus button on the provider's websites, he/she must have a profile at Google Plus. Google Plus and all other Google services are linked to this profile. The identity of the person behind the profile can be disclosed to other users who have knowledge of the user's personal email address or have access to other personal information, that make an identification possible.

According to their own claims, Google Inc. uses all data in compliance with their data protection policies. Google uses the collected data to create statistical evaluations, publishes them and then passes them on to third parties.

Data Protection Declaration for the Use of Xing Plugins

The provider's websites use Xing Plugins from Xing AG, Gänsemarkt 43, 20354 Hamburg, Germany. When visiting the website, a link is made to Xing's servers. No personal data is stored as a consequence of this link. In particular, Xing does not store any IP addresses or evaluate user behaviour. Current information on data protection can be viewed at: **www.xing.com/app/share?op=data_protection**.

Data Protection Declaration for the Use of LinkedIn Plugins

The provider's websites use plugins from the LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The plugins are marked with a LinkedIn logo. When visiting the provider's websites a direct connection from the user's browser to the LinkedIn server is activated via the plugin. As a result, LinkedIn is informed about which websites the user's IP address has visited. When the user is logged into his/her LinkedIn profile, a link can be made to the provider's content. Thus, LinkedIn can identify the user's account on the provider's website. The provider points out that it does not receive any information about the content of the transmitted data or the use of that data by LinkedIn.

Further information about data gathering as well as account settings can be found at: **www.linkedin.com/legal/privacy-policy**.