

Privacy Policy

We take the protection of your personal data very seriously during the collection, processing and usage while you are visiting our website and would like you to know when we collect what data and how we use it. We have taken the technical and organisational measures to ensure that the data protection regulations are observed by us as well as by any service providers.

This Privacy Policy clarifies the nature, scope and purpose of the processing of personal data (hereinafter referred to as "Data") within our website and the web pages, functions and contents associated with it, as well as our external online presences, such as our social media profiles (hereinafter: "Online Offer").

Responsible

Responsible for the collection, processing and use of your personal data within the meaning of Art. 4 No. 7 GDPR is

Katja Pischel
EINFACH MACHEN e.V.
Karlstrasse 53
80333 Munich
Email: info@einfachmachenev.de

Types of data processed

- Inventory data (e.g. Your name, address)
- Contact details (e.g. your e-mail address, phone number)
- Content data (e.g. Your text entries on our site)
- Usage data (e.g. the subpages you visited, access times)
- Meta/communication data (e.g. device information, IP addresses)

Categories of affected persons

visitors and users of the online offer (hereinafter: "Users").

Purpose of processing

- Provision of the online offer, its functions and content
- Respond to contact requests and communicate with users
- Security measures

Terminology used

- **"Personal Data"** means any information relating to an identified or identifiable natural person (hereinafter 'data subject'); identifiable is a natural person who is directly or indirectly, in particular by means of an identifier such as a name, an identification number, location data, an online identifier (e.g. cookie) or one or more special characteristics which are an expression of the physical, physiological, genetic, psychological, economic, cultural or social identity of that natural person (Art. 4 paragraph 1 GDPR)
- **"Processing"** means any operation carried out with or without the aid of automated procedures or any series of such operations relating to personal data, such as the collection, recording, organisation, ordering, storage, adaptation or modification, reading, questioning, use, disclosure by transmission, distribution or any other form of deployment, reconciliation or linking, restriction, erasure or destruction (Art. 4 paragraph 2 GDPR).

- **"Profiling"** means any type of automated processing of personal data consisting in the use of such personal data to assess certain personal aspects relating to a natural person, in particular in order to analyse or predict the work performance, economic situation, health, personal preferences, interests, reliability, behaviour, whereabouts or change of location of this natural person (Art. 4 paragraph 4 GDPR).
- **"Pseudonymisation"** means the processing of personal data in such a way that the personal data may no longer be assigned to a specific data subject without the use of additional information, provided that such additional data is information that is kept separately and subject to technical and organisational measures to ensure that the personal data are not assigned to an identified or identifiable natural person (Art. 4 paragraph 5 GDPR) .
- **"Responsible"** means the natural or legal person, authority, body or other body that decides alone or jointly with others on the purposes and means of processing personal data (Art. 4 paragraph 7 GDPR).
- **"Controller"** means a natural or legal person, authority, body or other body that processes personal data on behalf of the responsible (Art. 4 paragraph 8 GDPR).

Relevant legal bases

Art. 13 GDPR stipulates that we inform you of the legal bases of our data processing. Unless the legal basis is explicitly stated in the following privacy policy, the following applies:

- The legal basis for obtaining consents is Art. 6 Abs. 1 lit. a and Article 7 GDPR.
- The legal basis for the processing for the performance of our services and the implementation of contractual measures as well as answering requests is Art. 6 Abs. 1 lit. b GDPR.
- The legal basis for processing to fulfil our legal obligations is Art. 6 Abs. 1 lit. c GDPR.
- The legal basis for the processing in order to safeguard our legitimate interests is Art. 6 Abs. 1 lit. f GDPR.
- The legal basis in the event that vital interests of the data subject or another natural person require the processing of personal data is Art. 6 Abs. 1 lit. d GDPR.

Security

In order to secure your data, we maintain technical and organisational security measures in compliance with Art. 32 GDPR, which we constantly adapt to the state of the art.

Measures include, in particular, ensuring the confidentiality, integrity and availability of data by controlling physical access to the data.

We have established procedures that ensure the exercise of data subjects' rights, deletion of data and the response to data threats.

We also take into account the protection of personal data through technology design (privacy by design) and by data protection-friendly presets (privacy by default), Art. 25 GDPR.

Your personal data will be transmitted encrypted with us. This applies to all communication via our internet site. We use the SSL (Secure Socket Layer) encoding system. However, we would like to point out that data transmission on the Internet can have security problems, e.g. when communicating via e-mail.

Cooperation with processors and third parties

If, in the course of our processing, we disclose data to processors or third parties, transmit them to them or otherwise grant them access to the data, this is done exclusively on the basis of a legal permit, e.g. if you agreed to, Article 6(1) lit. a GDPR, the transmission to third parties in accordance with Article 6 (1) lit. b GDPR is required for the performance of the contract, a legal obligation provides for this, Article 6(1) lit. c GDPR, or on the basis of our legitimate interests, Art. 6 Abs. 1 lit. f GDPR.

In the case of processors, the transfer is based on an order processing contract in accordance with Article 28 GDPR

Rights of data subjects

- **Right to confirmation and information:** You have the right to obtain confirmation from us as to whether personal data concerning you are processed by type, 15 GDPR. If this is the case, you have the right to request free information from us about the personal data stored about you, together with a copy of this data.
- **Right to rectification:** Under Article 16 GDPR, you have the right to require us to rectify your incorrect personal data. Taking into account the purposes of the processing, you have the right to request the completion of incomplete personal data.
- **Right to erasure:** Under Article 17 GDPR, you have the right to request that personal data concerning you will be deleted without delay.
- **Right to restrict processing:** Under the conditions of Article 18 GDPR, you have the right to request a restriction of the processing of personal data.
 - **Right to data portability:** Under Article 20 GDPR, you have the right to request that the personal data you provide to us are received in a structured, common and machine-readable format and that the data relating to you be transmitted to other responsible people, insofar as this is technically feasible.
 - **Right of withdrawal:** In accordance with Art. 7 sec. 3 GDPR, you have the right to revoke consent to the processing of personal data at any time with effect for the future.
 - **Right of objection:** in accordance with Article 21 GDPR, you have the right, for reasons arising from their particular situation, to object at any time to the processing of personal data concerning you, which are based on Article 6(1) lit. e or f GDPR to appeal; this shall also apply to profiling based on these provisions. If personal data is processed by us for direct marketing, you have the right to object at any time to the processing of personal data concerning you for the purpose of such advertising; this also applies to profiling insofar as it is related to such direct marketing.
 - **Right to complain to a supervisory authority:** under Article 77 GDPR, you have the right to file a complaint with the competent supervisory authority.

Deletion of data

Unless otherwise expressly stated, the data stored by us will be deleted in accordance with Art. 17 GDPR as soon as they are no longer necessary for their purpose and no legal retention obligations preclude deletion.

Unless the data is deleted because they are necessary for other and legally permissible purposes, their processing is restricted in accordance with Article 18 GDPR, i.e. the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for commercial or tax reasons. In accordance with legal requirements in Germany, the storage takes place in particular for 10 years in accordance with Sections 147 (1) No. 1, 4 and 4a, paragraph 3 AO, 257 (1) No. 1 and 4, paragraph 4 Of the German Commercial

Code (books, records, management reports, accounting documents, trading books, relevant for taxation of relevant documents, etc.) and 6 years in accordance with Section 147 (1) Nos. 2, 3 and 5, paragraph 3 AO, 257 (1) No. 2 and 3, paragraph 4 of the German Commercial Code (Trade Letters).

Operation of the website and access to the website

The hosting services we use with our hosting provider are used to provide the following services: infrastructure and platform services, computing capacity, storage space and database services, security services as well as technical maintenance services that we use for the purpose of operating the website.

In doing so, we, or our hosting provider, process inventory data, contact data, content data, contractual data, usage data, meta- and communication data of customers, interested parties and visitors to this website on the basis of our legitimate interests. on an efficient and secure provision of this online offer in accordance with Art. 6 sec. 1 p. 1 f) GDPR in accordance with Art. 28 GDPR.

We, or our hosting provider, also process access data. These include:

- Name and URL of the retrieved file
- Date and time of retrieval
- Amount of data transferred
- Message about successful retrieval (HTTP response code)
- Browser type and browser version
- Operating system
- Referer URL (i.e. the previously visited page)
- Websites accessed by the user's system via our website
- User's Internet service provider
- IP address and the requesting provider

We use this log data without assignment to your person or other profiling for statistical evaluations for the purpose of operation, security and optimization of our online offer, but also for anonymous recording of the number of visitors to our website, as well as the scope and method of use of our website and services, as well as for billing purposes, to measure the number of "clicks" received from cooperation partners. Based on this information, we can provide personalized and location-based content and analyze traffic, locate and correct errors, and improve our services.

This is also our legitimate interest in accordance with Art. 6 sec. 1 lit. f GDPR.

We reserve the right to check the log data retrospectively if there is a legitimate suspicion of illegal use on the basis of concrete indications. We store IP addresses in the log files for a limited period of time if this is necessary for security purposes or for the provision of services or the billing of a service, e.g. if you use one of our offers. After cancelling the order process or after receipt of payment, we will delete the IP address if it is no longer required for security measures. We store IP addresses even if we have a specific suspicion of a criminal offence in connection with the use of our website. In addition, if you have opened an account with us, we save the date of your last visit (e.g. registration, login, clicking on links, etc.).

Contact

When contacting us (e.g. by contact form, e-mail, telephone or via social media), the user's details for processing the contact request and processing it in accordance with Art. 6 sec. 1 lit. b) GDPR for the fulfilment of our contractual obligations or for answering (pre-)contractual agreements and otherwise in accordance with Art. 6 sec. 1 lit. f) GDPR processed on the basis of legitimate interests in the requesting.

We will delete the requests if they are no longer required. We check the necessity every two years; In addition, the statutory archiving obligations apply.

Integration of third-party services and content

Within our online offer, we place content or service offers based on our legitimate interests (i.e. interest in the analysis, optimization and economic operation of our online offer within the meaning of Art. 6 sec. 1 lit. f. GDPR). third parties to include their content and services, such as videos or fonts (hereinafter referred to as "Content").

This always presupposes that the third-party providers of this content perceive the IP address of the users, since they could not send the content to their browser without the IP address. The IP address is therefore required for the presentation of this content. We make every effort to use only those contents whose respective owners use the IP address only for the delivery of the content. Third parties may also use so-called pixel tags (invisible graphics, also known as "web beacons") for statistical or marketing purposes. The "pixel tags" allow information on how to evaluate visitor traffic on the pages of this website. The pseudonymous information can also be stored in cookies on the user's device and, among other things, technical information about the browser and operating system, referring websites, visit time as well as further information on the use of our online offer as well as such information from other sources.

Google Web Fonts

We include the fonts ("Google Fonts") of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our online offers. This constitutes a legitimate interest within the meaning of Article 6(1) of the Lit. f GDPR. Privacy Policy: <https://policies.google.com/privacy>, Opt-Out: <https://adssettings.google.com/authenticated>. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>)

Recaptcha

We bind the "ReCaptcha" function of the provider Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, for the detection of bots, e.g. for entries in online forms such as those of us contact form used. Users' behavioral information (e.g. mouse movements or queries) is evaluated in order to distinguish people from bots. The avoidance of SPAM constitutes a legitimate interest within the meaning of Article 6(1) lit. f GDPR. Privacy Policy: <https://policies.google.com/privacy>; Opt-out: <https://adssettings.google.com/authenticated>. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Status of this Privacy Policy: May 2020