

Website Data Tracking & Cookie Policy (EU/GDPR-Compliant Version)

1. General Information on Cookies and Tracking

We use cookies and similar technologies (e.g. pixels, local storage) on our website (hereinafter collectively referred to as “cookies”).

Cookies are small text files stored on your device (computer, tablet, smartphone, etc.) when you visit our website. They allow us to recognize your device and store certain information.

We use cookies to:

- ensure the proper functioning of the website
- improve usability and user experience
- analyze website performance
- deliver relevant marketing content (only with your consent)

2. Legal Basis and Consent

We only use non-essential cookies (e.g. analytics and marketing cookies) with your **explicit consent** in accordance with Art. 6(1)(a) GDPR and §25 TTDSG.

Strictly necessary cookies are processed based on our legitimate interest (Art. 6(1)(f) GDPR) to ensure the technical functionality and security of the website.

You can **withdraw or change your consent at any time** via the cookie settings on our website.

3. Categories of Cookies

a. Strictly Necessary Cookies

These cookies are required for the operation of the website and cannot be disabled.

They are used for:

- page navigation
- access to secure areas
- saving cookie preferences

b. Functional / Preference Cookies

These cookies allow the website to remember choices you make (e.g. language or region) and provide enhanced, more personalized features.

c. Analytics Cookies

These cookies help us understand how visitors interact with our website by collecting information such as:

- number of visitors
- pages visited
- time spent on pages
- traffic sources

The data collected is aggregated and does not allow direct identification of users.

We use:

- Google Analytics (with IP anonymization enabled)

Processing only takes place with your consent.

d. Marketing Cookies

Marketing cookies are used to:

- display relevant advertisements
- measure campaign effectiveness
- enable remarketing across platforms

These cookies may be set by us or third-party providers.

We use:

- Google Analytics Advertising Features
- Facebook Pixel
- LinkedIn Insight Tag

These cookies are only activated with your prior consent.

e. Personalization Technologies

To provide personalized content and recommendations, we may process data about your browsing behavior using:

- cookies
- local storage technologies

This is done only with your consent.

4. Use of Analytics and Marketing Tools

Google Analytics

We use Google Analytics to analyze website usage.

- IP anonymization is enabled
- data may be transferred to servers outside the EU
- appropriate safeguards (e.g. Standard Contractual Clauses) are applied

You can prevent tracking by:

- rejecting cookies in the consent banner
- adjusting your browser settings
- using browser add-ons

Google Analytics Advertising Features

We use additional advertising features such as:

- remarketing
- demographic and interest reports

These features allow us to better tailor our content and advertising.

Processing is based solely on your consent.

Meta (Facebook) Pixel

We use the Facebook Pixel to:

- measure campaign performance
- build audiences for advertising

Advanced matching may be used in pseudonymized form.

Processing is based on your explicit consent.

LinkedIn Insight Tag

We use the LinkedIn Insight Tag to:

- analyze visitor behavior
- create anonymized reports
- enable targeted advertising

Data is encrypted, anonymized, and processed by LinkedIn.

Processing is based on your explicit consent.

5. Data Transfers to Third Countries

Some providers (e.g. Google, Meta, LinkedIn) may process data outside the European Economic Area (EEA).

Where this occurs, we ensure appropriate safeguards such as:

- Standard Contractual Clauses (SCCs)
- additional technical and organizational measures

6. Your Rights

You have the right to:

- withdraw your consent at any time
- access your data
- request correction or deletion
- restrict processing
- object to processing
- data portability

You can manage your cookie preferences at any time via the cookie settings on our website.

7. Managing Cookies

You can also control cookies through your browser settings.

Please note:

Disabling cookies may limit the functionality of the website.