

Privacy Policy

As of: 15/04/2020

Personal data (usually just referred to as "data" below) will only be processed by us to the extent necessary and for the purpose of providing a functional and user-friendly website, including its contents, and the services offered there.

Per Art. 4 No. 1 of Regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereinafter referred to as the "GDPR"), "processing" refers to any operation or set of operations such as collection, recording, organization, structuring, storage, adaptation, alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction performed on personal data, whether by automated means or not.

The following privacy policy is intended to inform you in particular about the type, scope, purpose, duration, and legal basis for the processing of such data within our websites, services, applications, platforms, functions and content associated with it, as well as external online services, such as our social media profiles (collectively referred to as "Online Services" or "website"), either under our own control or in conjunction with others. We also inform you below about the third-party components we use to optimize our website and improve the user experience which may result in said third parties also processing data they collect and control.

1. Party responsible

The party responsible for this website (the "controller") for purposes of data protection law is:

Smart Enterprise Solutions GmbH

Stuttgarter Straße 13a

75179 Pforzheim

Phone: +49 7231 77857-50

Fax: +49 7231 77857-99

Email: [info\(a\)smenso.de](mailto:info@smenso.de)

Registered Office: Pforzheim

Registry Court: Mannheim HRB 713554

Management:

Dipl.-Ing. (FH) Marco De Tullio

Dipl.-Kfm. Philipp Riermeier

2. Data Protection Officer

You can consult our data protection officer **Volker Ernst** for all questions related to the processing of your personal data and the exercise of your rights under the GDPR.

Phone: +49 7231 133 6008

Email: datenschutzbeauftragter@justitgmbh.de

3. The rights of users and data subjects

With regard to the data processing to be described in more detail below, users and data subjects have the right

- to confirmation of whether data concerning them is being processed, information about the data being processed, further information about the nature of the data processing, and copies of the data (cf. also Art. 15 GDPR);
- to correct or complete incorrect or incomplete data (cf. also Art. 16 GDPR);
- to the immediate deletion of data concerning them (cf. also Art. 17 GDPR), or, alternatively, if further processing is necessary as stipulated in Art. 17 Para. 3 GDPR, to restrict said processing per Art. 18 GDPR;
- to receive copies of the data concerning them and/or provided by them and to have the same transmitted to other providers/controllers (cf. also Art. 20 GDPR);
- to file complaints with the supervisory authority if they believe that data concerning them is being processed by the controller in breach of data protection provisions (see also Art. 77 GDPR).

In addition, the controller is obliged to inform all recipients to whom it discloses data of any such corrections, deletions, or restrictions placed on processing the same per Art. 16, 17 Para. 1, 18 GDPR. However, this obligation does not apply if such notification is impossible or involves a disproportionate effort. Nevertheless, users have a right to information about these recipients.

Likewise, under Art. 21 GDPR, users and data subjects have the right to object to the controller's future processing of their data pursuant to Art. 6 Para. 1 lit. f) GDPR. In particular, an objection to data processing for the purpose of direct advertising is permissible.

4. Information about the data processing

Your processed data when using our Online Services will be deleted or blocked as soon as the purpose for its storage ceases to apply, provided the deletion of the same is not in breach of any statutory storage obligations or unless otherwise stipulated below.

4.1 Cookies

Please read more about our Cookie Policy here: <https://www.smenso.de/en/privacy-policy/cookie-policy>

4.2 Server data

For technical reasons, the following data sent by your internet browser to us or to our server provider will be collected, especially to ensure a secure and stable website: These server log files record the type and version of your browser, operating system, the website from which you came (referrer URL), the webpages on our site visited, the date and time of your visit, as well as the IP address from which you visited our site.

The data thus collected will be temporarily stored, but not in association with any other of your data.

The basis for this storage is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the improvement, stability, functionality, and security of our website.

The data will be deleted within no more than seven days unless continued storage is required for evidentiary purposes. In which case, all or part of the data will be excluded from deletion until the investigation of the relevant incident is finally resolved.

4.3 Order processing

The data you provide for the use of our services will be processed by us for the purpose of contract processing and is required to this extent, including names, addresses, contact details, services used or payment information. Contract conclusion and execution of the contract is not possible without the provision of your data. Entries marked as mandatory in online forms are required for the conclusion of the contract.

The legal basis for the processing is Art. b) GDPR.

As part of the contract process, e.g. registration for online services, recurrent registration and other use of our online services, we store IP addresses as well as the time of interaction. The storage is based on our legitimate interests, as well as on the interests of the users with regard to protection against misuse and other unauthorized use. In general, such data will not be passed on to third parties unless it is necessary to pursue our claims or there is a legal obligation.

The legal basis for the transfer of the data is then Art. b) GDPR.

We delete the data when contract processing is completed, depending on whether we have to respect retention periods under tax and commercial law.

This also applies when users open a test account for our online services. As part of the registration for a test account, required user information is processed. After termination of the test account or non-continuation of usage, the data will be completely deleted, subject to tax and commercial retention periods. If users want to secure their own data before the end of the contract, this is their own responsibility.

4.4 Newsletter

We offer you the opportunity to register for our free newsletter via our website.

We are using MailChimp, a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA, hereinafter referred to as "The Rocket Science Group".

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>

the Rocket Science Group guarantees that it will follow the EU's data protection regulations when processing data in the United States. In addition, the Rocket Science Group offers further information about its data protection practices at

<http://mailchimp.com/legal/privacy/>

If you register for our free newsletter, the data requested from you for this purpose, i.e. your email address and, optionally, your name and address, will be processed by The Rocket Science Group. In addition, your IP address and the date and time of your registration will be saved. During the registration process, your consent to receive this newsletter will be obtained together with a concrete description of the type of content it will offer and reference made to this privacy policy.

The newsletter then sent out by The Rocket Science Group will also contain a tracking pixel called a web beacon. This pixel helps us evaluate whether and when you have read our newsletter and whether you have clicked any links contained therein. In addition to further technical data, such as data about your computer hardware and your IP address, the data processed will be stored so that we can optimize our newsletter and respond to the wishes of our readers. The data will therefore increase the quality and attractiveness of our newsletter.

The legal basis for sending the newsletter and the analysis is Art. 6 Para. 1 lit. a) GDPR.

You may revoke your prior consent to receive this newsletter under Art. 7 Para. 3 GDPR with future effect. All you have to do is inform us that you are revoking your consent or click on the unsubscribe link contained in each newsletter.

4.5 Contact and contact forms

If you contact us via email or the contact form, the data you provide will be used for the purpose of processing your request. We must have this data in order to process and answer your inquiry; otherwise we will not be able to answer it in full or at all.

The legal basis for this data processing is Art. 6 Para. 1 lit. b) GDPR.

Your data will be deleted once we have fully answered your inquiry and there is no further legal obligation to store your data, such as if an order or contract resulted therefrom.

4.6 Information for applicants

1. Purposes and legal basis:

We process personal data about you for the purpose of your application for an employment relationship, insofar as this is necessary for the decision on the establishment of an employment relationship with us. The legal basis is Section 26 (1) i.V.m .8 p. 2 BDSG.

Furthermore, we may process personal data about you insofar as this is necessary to defend against asserted legal claims from the application process against us. The legal basis here is Article 6(1), point (f) GDPR, the legitimate interest is, for example, an obligation to provide evidence in

proceedings under the General Equal Treatment Act (AGG). Insofar as there is an employment relationship between you and us, we may, in accordance with Section 26 (1) of the German Data Protection Act (BDSG), process the personal data already received from you for the purposes of the employment relationship, if this is necessary for the performance or termination of the employment relationship or for the exercise or fulfilment of the rights and obligations of the employees' representation of interests arising from a law or a collective agreement, a company or service agreement (collective agreement).

2. Categories of personal data:

We process data related to your application. This may include general personal data (such as name, address and contact details), information about your professional qualifications and school education, or continuing vocational training information, or other information you provide to us in connection with your application. In addition, we may process publicly available, professional information, such as a profile on professional social media networks.

3. Sources:

Insofar as we do not collect the data directly from you and you have an active profile at StepStone or similar portals, or if we disclose an inactive or only partially active profile to us as part of the application process, we may also collect personal data about it.

4. Categories of recipients of data:

We may transfer your personal data to companies affiliated with us, as far as this is provided under section 1 set out in the purposes and legal bases set out in the In addition, personal data will be processed on our behalf on the basis of contracts in accordance with Article 28 GDPR.

5. Transfer to a third country:

In general, a transfer to a third country is not intended.

6. Duration of data storage:

We will store your personal data as long as this is necessary for the decision on your application. Insofar as an employment relationship between you and us does not arise, we may also store further data insofar as this is necessary to defend against possible legal claims. The application documents will be deleted two months after the announcement of the cancellation decision, unless a longer storage is necessary due to litigation.

7. Your rights as an applicant:

As an applicant, you have the following data protection rights, depending on the situation in individual cases, for which you can contact us or our data protection officer at any time:

a. Information:

You have the right to obtain information about your personal data processed by us as well as to request access to your personal data and/or copies of this data. This includes information on the purpose of use, the category of data used, its recipients and persons entitled to access and, where possible, the planned duration of the data storage or, if this is not possible, the criteria for determining that duration.

b. Correction, deletion or restriction of processing:

You have the right to request from us without delay the correction of any inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to request the completion of incomplete personal data, including by means of a supplementary declaration.

c. Right to object:

Insofar as the processing of personal data concerning you takes place on the basis of Art. 6 sec. 1 f GDPR, you have the right to object to the processing of this data at any time for reasons arising from your particular situation. We will no longer process this personal data unless we can prove compelling legitimate grounds for processing that outweigh your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims.

d. Right of withdrawal:

If the processing is based on consent, you have the right to withdraw your consent at any time without affecting the legality of the processing carried out on the basis of the consent until the withdrawal. For this purpose, you can contact us or our data protection officer at any time using the above-mentioned data.

e. Right to erasure:

You have the right to request that personal data relating to you be deleted immediately, and we are obliged to delete personal data immediately if one of the following reasons applies:

- i. The personal data are no longer necessary for the purposes for which they were collected or otherwise processed.
- ii. They object to the processing in accordance with point 9 (c) above and there are no legitimate priority reasons for the processing.
- iii. The personal data was processed unlawfully. The erasure of personal data is necessary to fulfil a legal obligation under Union law or the law of the Member States to which we are subject.

This does not apply to the extent that the processing is necessary:

- iv. to fulfil a legal obligation that requires processing under the law of the Union or the Member States to which we are subject.
- v. for the assertion, exercise or defence of legal claims.

f. Right to restriction of processing:

You have the right to request from us the restriction of processing if one of the following conditions is met:

- i. the accuracy of your personal data is disputed by you for a period of time that allows us to verify the accuracy of the personal data;
- ii. the processing is unlawful and you refuse to delete the personal data and instead request the restriction of the use of the personal data;
- iii. we no longer need the personal data for the purposes of the processing, but you need it to assert, exercise or defend legal claims, or
- iv. You have objected to the processing in accordance with point 8.c above, as long as it is not yet clear whether our legitimate reasons outweigh yours.

Where the processing has been restricted in accordance with point (f), such personal data may be processed, except for its storage, only with your consent or for the assertion, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of an important public interest of the Union or a Member State. If

you have obtained a restriction on processing, we will inform you before the restriction is lifted.

g. Right to appeal:

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your place of residence, place of work or place of alleged infringement, if you consider that the processing of personal data concerning you is in breach of the GDPR.

8. Necessity of providing personal data:

The provision of personal data is not required by law or contract, nor are you obliged to provide the personal data. However, the provision of personal data is required for the conclusion of an employment contract with us. This means that if you do not provide us with any personal data when applying, we will not enter into an employment relationship with you.

4.7 Social Media Profiles

We are maintaining social media profiles in various social media networks and platforms in order to get in touch with interested parties, users and customers and to inform them about our services. When accessing the respective social media networks, the terms and conditions and the data processing guidelines of the respective providers apply.

Unless otherwise stated in our privacy policy, we process the data of the users, provided that they are in contact with us within the social networks, e.g. write messages to us or comment on posts.

4.7.1 Twitter

We maintain an online presence on Twitter to present our company and our services and to communicate with customers/prospects. Twitter is a service provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to Twitter. Twitter Inc. is certified under the Privacy Shield and committed to adhering to European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

The privacy policy of Twitter can be found at

<https://twitter.com/privacy>

4.7.2 YouTube

We maintain an online presence on YouTube to present our company and our services and to communicate with customers/prospects. YouTube is a service of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043 USA. We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to YouTube. Google LLC is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

The YouTube privacy policy can be found here:

<https://policies.google.com/privacy>

4.7.3 LinkedIn

We maintain an online presence on LinkedIn to present our company and our services and to communicate with customers/prospects. LinkedIn is a service of LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085, USA.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to LinkedIn. LinkedIn Corporation is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>

The LinkedIn privacy policy can be found here:

<https://www.linkedin.com/legal/privacy-policy>

4.7.4 Facebook

To advertise our products and services as well as to communicate with interested parties or customers, we have a presence on the Facebook platform.

On this social media platform, we are jointly responsible with Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland.

The data protection officer of Facebook can be reached via this contact form:

<https://www.facebook.com/help/contact/540977946302970>

We have defined the joint responsibility in an agreement regarding the respective obligations within the meaning of the GDPR. This agreement, which sets out the reciprocal obligations, is available at the following link:

https://www.facebook.com/legal/terms/page_controller_addendum

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The legal basis may also be your consent per Art. 6 para. 1 lit. a GDPR granted to the platform operator. Per Art. 7 para. 3 GDPR, you may revoke this consent with the platform operator at any time with future effect.

When accessing our online presence on the Facebook platform, Facebook Ireland Ltd. as the operator of the platform in the EU will process your data (e.g. personal information, IP address, etc.).

This data of the user is used for statistical information on the use of our company presence on Facebook. Facebook Ireland Ltd. uses this data for market research and advertising purposes as well as for the creation of user profiles. Based on these profiles, Facebook Ireland Ltd. can provide advertising both within and outside of Facebook based on your interests. If you are logged into Facebook at the time you access our site, Facebook Ireland Ltd. will also link this data to your user account.

If you contact us via Facebook, the personal data you provide at that time will be used to process the request. We will delete this data once we have completely responded to your query, unless there are legal obligations to retain the data, such as for subsequent fulfillment of contracts.

Facebook Ireland Ltd. might also set cookies when processing your data.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Cookies that have already been saved can be deleted at any time. The instructions to do this depend on the browser and system being used. For Flash cookies, the processing cannot be prevented by the settings in your browser, but instead by making the appropriate settings in your Flash player. If you prevent or restrict the installation of cookies, not all of the functions of Facebook may be fully usable.

Details on the processing activities, their suppression, and the deletion of the data processed by Facebook can be found in its privacy policy:

<https://www.facebook.com/privacy/explanation>

It cannot be excluded that the processing by Facebook Ireland Ltd. will also take place in the United States by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025.

Facebook Inc. has submitted to the EU-US Privacy Shield, thereby complying with the data protection requirements of the EU when processing data in the USA.

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

4.7.5 Instagram

To advertise our products and services as well as to communicate with interested parties or customers, we have a presence on the Instagram platform.

On this social media platform, we are jointly responsible with Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland.

The data protection officer of Instagram can be reached via this contact form:

<https://www.facebook.com/help/contact/540977946302970>

We have defined the joint responsibility in an agreement regarding the respective obligations within the meaning of the GDPR. This agreement, which sets out the reciprocal obligations, is available at the following link:

https://www.facebook.com/legal/terms/page_controller_addendum

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The legal basis may also be your consent per Art. 6 para. 1 lit. a GDPR granted to the platform operator. Per Art. 7 para. 3 GDPR, you may revoke this consent with the platform operator at any time with future effect.

When accessing our online presence on the Instagram platform, Facebook Ireland Ltd. as the operator of the platform in the EU will process your data (e.g. personal information, IP address, etc.).

This data of the user is used for statistical information on the use of our company presence on Instagram. Facebook Ireland Ltd. uses this data for market research and advertising purposes as well as for the creation of user profiles. Based on these profiles, Facebook Ireland Ltd. can provide advertising both within and outside of Instagram based on your interests. If you are logged into Instagram at the time you access our site, Facebook Ireland Ltd. will also link this data to your user account.

If you contact us via Instagram, the personal data you provide at that time will be used to process the request. We will delete this data once we have completely responded to your query, unless there are legal obligations to retain the data, such as for subsequent fulfillment of contracts.

Facebook Ireland Ltd. might also set cookies when processing your data.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Cookies that have already been saved can be deleted at any time. The instructions to do this depend on the browser and system being used. For Flash cookies, the processing cannot be prevented by the settings in your browser, but instead by making the appropriate settings in your Flash player. If you prevent or restrict the installation of cookies, not all of the functions of Instagram may be fully usable.

Details on the processing activities, their suppression, and the deletion of the data processed by Instagram can be found in its privacy policy:

<https://help.instagram.com/519522125107875>

It cannot be excluded that the processing by Facebook Ireland Ltd. will also take place in the United States by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025.

Facebook Inc. has submitted to the EU-US Privacy Shield, thereby complying with the data protection requirements of the EU when processing data in the USA.

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

4.8 Social media links via graphics

We also integrate the following social media sites into our online services. The integration takes place via a linked graphic of the respective site. The use of these graphics stored on our own servers prevents the

automatic connection to the servers of these networks for their display. Only by clicking on the corresponding graphic will you be forwarded to the service of the respective social network.

Once you click, that network may record information about you and your visit to our site. It cannot be ruled out that such data will be processed in the United States.

Initially, this data includes such things as your IP address, the date and time of your visit, and the page visited. If you are logged into your user account on that network, however, the network operator might assign the information collected about your visit to our site to your personal account. If you interact by clicking Like, Share, etc., this information can be stored your personal user account and possibly posted on the respective network. To prevent this, you need to log out of your social media account before clicking on the graphic. The various social media networks also offer settings that you can configure accordingly.

The following social networks are integrated into our site by linked graphics:

4.8.1 Facebook

Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, a subsidiary of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA.

Privacy Policy: <https://www.facebook.com/policy.php>

EU-US Privacy Shield <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

4.8.2 Twitter

Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA

Privacy Policy: <https://twitter.com/privacy>

EU-US Privacy Shield <https://www.privacyshield.gov/...0000TORzAAO&status=Active>

4.8.3 YouTube

Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, a subsidiary of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA

Privacy Policy: <https://policies.google.com/privacy>

EU-US Privacy Shield <https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

4.8.4 LinkedIn

LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, a subsidiary of LinkedIn Corporation, 1000 W. Maude Avenue, Sunnyvale, CA 94085 USA.

Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

EU-US Privacy Shield <https://www.privacyshield.gov/participant?id=a2zt0000000L0UZA00&status=Active>

4.8.5 Facebook plug-in

Our website uses the plug-in of the Facebook social network. [Facebook.com](https://www.facebook.com) is a service provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA. In the EU, this service is also operated by Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland, hereinafter both referred to as "Facebook."

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>

Facebook guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

Further information about the possible plug-ins and their respective functions is available from Facebook at

<https://developers.facebook.com/docs/plugins/>

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Facebook's servers in the USA. For technical reasons, it is necessary for Facebook to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged in to Facebook while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Facebook. The information collected may then be assigned to your personal account at Facebook. If, for example, you use the Facebook Like button, this information will be stored in your Facebook account and published on the Facebook platform. If you want to prevent this, you must either log out of Facebook before visiting our website or use an add-on for your browser to prevent the Facebook plug-in from loading.

Further information about the collection and use of data as well as your rights and protection options in Facebook's privacy policy found at

<https://www.facebook.com/policy.php>

4.8.6 Twitter plug-in

Our website uses the plug-in of the Twitter social network. The Twitter service is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA ("Twitter").

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>

Twitter guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website.

If the plug-in is stored on one of the pages you visit on our website, your browser will download an icon for the plug-in from Twitter's servers in the USA. For technical reasons, it is necessary for Twitter to process your IP address. In addition, the date and time of your visit to our website will also be recorded.

If you are logged in to Twitter while visiting one of our plugged-in websites, the information collected by the plug-in from your specific visit will be recognized by Twitter. The information collected may then be assigned to your personal account at Twitter. If, for example, you use the Twitter Tweet button, this information will be stored in your Twitter account and may be published on the Twitter platform. To prevent this, you must either log out of Twitter before visiting our site or make the appropriate settings in your Twitter account.

Further information about the collection and use of data as well as your rights and protection options in Twitter's privacy policy found at

<https://twitter.com/privacy>

4.9 Third party embedded services and content

Within our online offer, on the basis of our legitimate interests within the meaning of Art. 6 para. 1 lit. f. GDPR, we use various services offered by third parties to integrate their content and services into our online offering. The following overview lists the third-party providers.

4.9.1 Tidio

We use Tidio, a chat platform that connects website visitors with our customer support or sales team. Tidio is a service provided by Tidio LLC, 180 Steuart St, CA 94119, San Francisco (hereinafter "Tidio").

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

We process e-mail addresses, names or telephone numbers only with the consent of the visitors in order to start a chat and communicate with them. We process this data exclusively to process user requests.

The messages and data exchanged via chat are stored in the Tidio application.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to Tidio. Tidio is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt00000008UxvAAE&status=Active>

Tidio's privacy policy can be found at

<https://www.tidio.com/privacy-policy/>

4.9.2 Instapage

We use Instapage, a service that can be used to create landing pages for advertising purposes and for lead generation. Instapage is provided by Instapage, Inc., 303 Second Street, Suite 901 South Tower, San Francisco, CA 94107 (hereinafter "Instapage").

The legal basis for the processing of the resulting and subsequently disclosed personal data is Art. 6 para. 1 lit. f GDPR. Our legitimate interest lies in the analysis, communication, sales, and promotion of our products and services.

The landing pages are displayed either under the domain of the main page smenso.de as a subdomain or under special linked domains (e.g. de.smenso.cloud). They may contain forms with which we collect information such as names, e-mail addresses or other personal data with the consent of the visitors and stores and processes it for the purpose of contacting the advertiser.

The information and data collected via the form are stored in the Instapage application.

We would like to point out that this might cause user data to be processed outside the European Union, particularly in the United States. This may increase risks for users that, for example, may make subsequent access to the user data more difficult. We also do not have access to this user data. Access is only available to Instapage. Instapage is certified under the Privacy Shield and committed to comply with European privacy standards.

<https://www.privacyshield.gov/participant?id=a2zt0000000PKpfAAG&status=Active>

The Instapage Privacy Notice can be found at

<https://instapage.com/privacy-policy>

4.9.3 SalesViewer

We use SalesViewer on our online presence, a service of SalesViewer® GmbH, Bongardstraße 29, 44787 Bochum, for the collection and storage of data for marketing, market research and optimization purposes.

The legal basis is Art. (f) GDPR. Our legitimate interest lies in the analysis, optimization and economic operation of our services and products.

For this purpose, a Javascript-based code is used for the collection of company-related data and the corresponding use. The data collected with this technology is encrypted via a non-retroputable disposable function (so-called hashing). The data is directly pseudonymized and is not used to personally identify the visitor to this website.

The collection and storage of data can be objected to at any time with effect for the future by clicking on this [Opt-out](#) Link in order to prevent the collection by SalesViewer® within this website in the future. An opt-out cookie for this website is stored on your device. If you delete your cookies in this browser, you will need to click this link again.

The SalesViewer privacy policy can be found at <https://www.salesviewer.com/datenschutz>.

4.9.4 Zendesk

As part of our online offering, we use Zendesk, a ticket management and help center system for support and documentation purposes. Zendesk is provided by Zendesk, Inc. (1019 Market Street, San Francisco, CA 94103, United States).

We use Zendesk to provide user documentation in a help center and to provide a support portal to give users the possibility to send us support requests.

The Help Center is provided under a subdomain of the main page smenso.de (e.g. help.smenso.de).

The data submitted by users as part of the collection of a support request will be processed by us for the purpose of processing the support request and are required to this extent, including names, e-mail addresses, the time of ticket registration or the IP address. Zendesk uses tracking tools in the form of cookies.

The legal basis is Art. (f) GDPR. Our legitimate interest lies in the analysis, optimization and economic operation of our services and products.

Zendesk is a cloud-based software solution. In this respect, we would like to point out that there is a possibility that users' data will be processed outside the European Union, particularly in the United States. This can increase the risks for users in that, for example, access to the user data can be made more difficult at a later time. We also do not have access to this user data. The access option is exclusively with Zendesk. Zendesk is certified under the Privacy Shield and is committed to complying with European data protection standards:

<https://www.privacyshield.gov/participant?id=a2zt0000000TOjeAAG&status=Active>

The Zendesk privacy policy can be found at

<https://www.zendesk.de/company/customers-partners/privacy-policy/>

4.9.5 Jira Service Desk / Jira Software

As part of our online offering, we use Jira Service Desk and Jira Software, a ticket management system for support purposes by Atlassian Corporation Plc (C/O Herbert Smith Freehills LLP Exchange House, Primrose Street, London, EC2A 2EG, United Kingdom). Atlassian uses tracking tools. Cookies are used for this purpose. The data submitted by users as part of the collection of a support request will be processed by us for the purpose of processing the support request and are required to this extent, including names, e-mail addresses, the time of ticket registration or the IP address.

The legal basis is Art. (f) GDPR. Our legitimate interest lies in the analysis, optimization and economic operation of our services and products.

Jira Service Desk and Jira Software are cloud-based software solutions. In this respect, we would like to point out that there is a possibility that users' data will be processed outside the European Union, particularly in the United States or Australia. This can increase the risks for users in that, for example, access to the user data can be made more difficult at a later time. We also do not have access to this user data. The access option is exclusively with Atlassian. Atlassian is certified under the Privacy Shield and is committed to complying with European data protection standards:

<https://www.privacyshield.gov/participant?id=a2zt00000008RdQAAU&status=Active>

Atlassian's privacy policy can be found at

<https://de.atlassian.com/legal/privacy-policy>

4.9.6 Google Analytics

We use Google Analytics on our website. This is a web analytics service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

The Google Analytics service is used to analyze how our website is used. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

Usage and user-related information, such as IP address, place, time, or frequency of your visits to our website will be transmitted to a Google server in the United States and stored there. However, we use Google Analytics

with the so-called anonymization function, whereby Google truncates the IP address within the EU or the EEA before it is transmitted to the US.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. This data can also be used to provide other services related to the use of our website and of the internet in general.

Google states that it will not connect your IP address to other data. In addition, Google provides further information with regard to its data protection practices at

<https://www.google.com/intl/de/policies/privacy/partners>,

including options you can exercise to prevent such use of your data.

In addition, Google offers an opt-out add-on at

<https://tools.google.com/dlpage/gaoptout?hl=en>

in addition with further information. This add-on can be installed on the most popular browsers and offers you further control over the data that Google collects when you visit our website. The add-on informs Google Analytics' JavaScript (ga.js) that no information about the website visit should be transmitted to Google Analytics. However, this does not prevent information from being transmitted to us or to other web analytics services we may use as detailed herein.

4.9.7 Google Maps

Our website uses Google Maps to display our location and to provide directions. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

If you access the Google Maps components integrated into our website, Google will store a cookie on your device via your browser. Your user settings and data are processed to display our location and create a route description. We cannot prevent Google from using servers in the USA.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in optimizing the functionality of our website.

By connecting to Google in this way, Google can determine from which website your request has been sent and to which IP address the directions are transmitted.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, the use of Google Maps and the information obtained via Google Maps is governed by the [Google Terms of Use](https://policies.google.com/terms?gl=DE&hl=en) <https://policies.google.com/terms?gl=DE&hl=en> and the [Terms and Conditions for Google Maps](https://www.google.com/intl/de_de/help/terms_maps.html) https://www.google.com/intl/de_de/help/terms_maps.html.

Google also offers further information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

4.9.8 Google Fonts

Our website uses Google Fonts to display external fonts. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

To enable the display of certain fonts on our website, a connection to the Google server in the USA is established whenever our website is accessed.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the optimization and economic operation of our site.

When you access our site, a connection to Google is established from which Google can identify the site from which your request has been sent and to which IP address the fonts are being transmitted for display.

Google offers detailed information at

<https://adssettings.google.com/authenticated>

<https://policies.google.com/privacy>

in particular on options for preventing the use of data.

4.9.9 FontAwesome

In order to be able to display fonts and visual elements of our website, we use FontAwesome's external fonts. FontAwesome is a service of

Fonticons Inc., 6 Porter Road, Apartment 3R, Cambridge, MA 02140, USA, hereinafter referred to as "FontAwesome".

When you access our website, a connection is established to the FontAwesome server in the USA in order to enable and update the display of fonts and visual elements.

The legal basis is Art. 6 para. 1 lit. f) GDPR. Our legitimate interest lies in the optimisation and economic operation of our website.

By connecting to the FontAwesome server when you access our website, FontAwesome can determine from which website your request was sent and to which IP address the font should be sent.

At <https://fontawesome.com/privacy> FontAwesome offers further information, in particular on the options for preventing data use.

4.9.10 YouTube

We use YouTube on our website. This is a video portal operated by YouTube LLC, 901 Cherry Ave, 94066 San Bruno, CA, USA, hereinafter referred to as "YouTube".

YouTube is a subsidiary of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, hereinafter referred to as "Google".

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google and its subsidiary YouTube guarantee that they will follow the EU's data protection regulations when processing data in the United States.

We use YouTube in its advanced privacy mode to show you videos. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in improving the quality of our website. According to YouTube, the advanced privacy mode means that the data specified below will only be transmitted to the YouTube server if you actually start a video.

Without this mode, a connection to the YouTube server in the USA will be established as soon as you access any of our webpages on which a YouTube video is embedded.

This connection is required in order to be able to display the respective video on our website within your browser. YouTube will record and process at a minimum your IP address, the date and time the video was displayed, as well as the website you visited. In addition, a connection to the DoubleClick advertising network of Google is established.

If you are logged in to YouTube when you access our site, YouTube will assign the connection information to your YouTube account. To prevent this, you must either log out of YouTube before visiting our site or make the appropriate settings in your YouTube account.

For the purpose of functionality and analysis of usage behavior, YouTube permanently stores cookies on your device via your browser. If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

Further information about the collection and use of data as well as your rights and protection options in Google's privacy policy found at

<https://policies.google.com/privacy>

4.9.11 Google AdWords with conversion tracking

Our website uses Google AdWords and conversion tracking. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use conversion tracking to provide targeted promotion of our site. The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you click on an ad placed by Google, the conversion tracking we use stores a cookie on your device. These so-called conversion cookies expire after 30 days and do not otherwise identify you personally.

If the cookie is still valid and you visit a specific page of our website, both we and Google can evaluate that you clicked on one of our ads placed on Google and that you were then forwarded to our website.

The data collected in this way is in turn used by Google to provide us with an evaluation of visits to our website and what visitors do once there. In addition, we receive information about the number of users who clicked on

our advertisement(s) as well as about the pages on our site that are subsequently visited. Neither we nor third parties who also use Google AdWords will be able to identify you from this conversion tracking.

You can also prevent or restrict the installation of cookies by making the appropriate settings in your browser. Likewise, you can use the browser to delete cookies that have already been stored. However, the steps and measures required vary, depending on the browser you use. If you have any questions, please use the help function or consult the documentation for your browser or contact its maker for support.

In addition, Google provides further information with regard to its data protection practices at

<https://services.google.com/sitestats/de.html>
<http://www.google.com/policies/technologies/ads/>
<http://www.google.de/policies/privacy/>

in particular information on how you can prevent the use of your data.

4.9.12 Google AdSense

We use Google AdSense on our website to integrate advertisements. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

Google AdSense stores cookies and web beacons on your device via your browser. This enables Google to analyze how you use our website. In addition to your IP address and the advertising formats displayed, the information thus collected will be transmitted to Google in the USA and stored there. Google may also share this information with third parties. Google states that it will not connect your IP address to other data.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

If you do not agree to this processing, you have the option of preventing the installation of cookies by making the appropriate settings in your browser. Further details can be found in the section about cookies above.

In addition, Google offers an opt-out add-on at

<https://policies.google.com/privacy>
<https://adssettings.google.com/authenticated>

in particular on options for preventing the use of data.

4.9.13 Google Remarketing

We use the remarketing function on our website. This is a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Irland (hereinafter: Google).

Through certification according to the EU-US Privacy Shield

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that it will follow the EU's data protection regulations when processing data in the United States.

We use this feature to deliver interest-based, personalized advertising on third-party websites that also participate in Google's advertising network.

The legal basis is Art. 6 Para. 1 lit. f) GDPR. Our legitimate interest lies in the analysis, optimization, and economic operation of our site.

To allow this advertising service to function, Google stores a cookie with a sequence of numbers on your device via your browser when you visit our website. This cookie records both your visit and the use of our website in anonymous form. However, personal data will not be passed on. If you subsequently visit a third-party website that also uses the Google advertising network, advertising may appear that refers to our website or our offers there.

To permanently disable this feature, Google provides a browser plugin for most common browsers at

<https://www.google.com/settings/ads/plugin?hl=de>

Likewise, the use of cookies from certain providers, e.g. via

<http://www.youronlinechoices.com/uk/your-ad-choices/>

or

<http://www.networkadvertising.org/choices/>

can be deactivated by opt-out.

Cross-device marketing allows Google to track your usage patterns across multiple devices, so you may see interest-based, personalized advertising even when you switch devices. However, this requires that you have agreed to link your browsing history to your existing Google account.

Google offers more information about Google Remarketing at

<http://www.google.com/privacy/ads/>

4.9.14 Cookiebot

We use Cookiebot to display cookie banners. Cookiebot is a product of Cybot A/S, Havnegade 39, 1058 Copenhagen, Denmark, hereinafter "Cybot."

Cookiebot informs you about the use of cookies on the website and allows you to make a decision about their use.

If you agree to the use of cookies, the following data will be automatically recorded by Cybot:

- your anonymized IP address;
- the date and time of your consent;
- the user agent of your browser;
- the provider's URL;
- an anonymous, random, and encrypted key.
- your cookie status which serves as proof of consent.

The encrypted key and cookie status are stored by means of a cookie on your device to enable the corresponding cookie status to be restored when you return to our site. This cookie automatically deletes after 12 months.

The legal basis for this processing of data is [Art. 6 para. 1 lit. f GDPR](#). Our legitimate interest is in the user-friendliness of the website and the fulfillment of the statutory requirements of GDPR.

You can prevent cookies from being installed and/or delete this cookie by adjusting the settings on your internet browser.

Go to this link to read the Cybot privacy policy:

<https://www.cookiebot.com/de/privacy-policy/>

This data protection declaration was supported by [Anwaltskanzlei Weiß & Partner](#).