

Privacy Policy

I am delighted that you are interested in my services. Data protection is particularly important to me. You can use my website without providing any personal information. However, if a data subject wishes to use special services via my website, it may be necessary to process personal data.

If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the data subject. The processing of personal data, such as the name, address, email address, or telephone number of a data subject, is always carried out in accordance with the General Data Protection Regulation and in compliance with the country-specific data protection regulations applicable to me. Through this privacy policy, I would like to inform you about the type, scope, and purpose of the personal data I collect, use, and process.

Furthermore, this privacy policy informs data subjects of their rights. As the controller, I have implemented numerous technical and organizational measures to ensure the most complete protection possible of the personal data processed via this website.

Nevertheless, Internet-based data transmissions can generally have security gaps, so that absolute protection cannot be guaranteed. For this reason, every data subject is free to transmit personal data to us by alternative means, for example by telephone.

1. Definitions

The privacy policy is based on the terminology used by the European legislators and regulators when enacting the General Data Protection Regulation (GDPR). Our privacy policy is intended to be easy to read and understand for the public as well as for our customers and business partners. To ensure this, I would like to explain the terms used in advance.

1.1. Personal data

Personal data is any information relating to an identified or identifiable natural person (hereinafter referred to as “data subject”). A natural person is considered identifiable if they can be identified directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier, or one or more special characteristics that express the physical, physiological, genetic, psychological, economic, cultural, or social identity of that natural person.

1.2. Data subject

A data subject is any identified or identifiable natural person whose personal data is processed by the controller.

1.3. Processing

Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, distribution, or any other form of provision, the comparison or linking, restriction, erasure, or destruction.

1.4. Restriction of processing

Restriction of processing is the marking of stored personal data with the aim of limiting its future processing.

1.5. Profiling

Profiling is any form of automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

1.6. Pseudonymization

Pseudonymization is the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data is not attributed to an identified or identifiable natural person.

1.7. Controller or processor

The controller or processor is the natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

1.8. Processor

A processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

1.9. Recipient

A recipient is a natural or legal person, public authority, agency, or other body to which personal data are disclosed, whether a third party or not. However, public authorities that may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients.

1.10. Third party

A third party is a natural or legal person, public authority, agency or another body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorized to process personal data.

1.11. Consent

Consent is any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. Name and address

The controller within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union, and other provisions of a data protection nature is:

Marie-Sophie Gremke

c/o IP-Management #9116, Ludwig-Erhard-Str. 18, 20459 Hamburg

Tel.: [+49 \(0\) 171-9975083](tel:+4901719975083)

Email: free.yoga.soul@protonmail.com

Website: www.freeyogasoul.com

3. Cookies

My websites use cookies. Cookies are text files that are stored on a computer system via an Internet browser. Numerous websites and servers use cookies. Many cookies contain a so-called

cookie ID. A cookie ID is a unique identifier for the cookie. It consists of a string of characters that can be used to assign websites and servers to the specific Internet browser in which the cookie was stored. This enables the websites and servers visited to distinguish the individual browser of the person concerned from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified via the unique cookie ID. By using cookies, I can provide users of this website with more user-friendly services that would not be possible without the use of cookies. Cookies allow the information and offers on our website to be optimized for the user. As already mentioned, cookies enable us to recognize users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, users of a website that uses cookies do not have to re-enter their access data each time they visit the website, as this is done by the website and the cookie stored on the user's computer system. Another example is the cookie for a shopping cart in an online shop. The online shop uses a cookie to remember the items that a customer has placed in their virtual shopping cart. The data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via an Internet browser or other software programs. This is possible in all common Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be fully usable.

4. Collection of general data and information

My website collects a range of general data and information each time the website is accessed by a data subject or an automated system. This general data and information is stored in the server log files. The following may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches our website (so-called referrer), (4) the sub-websites that are accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet Protocol address (IP address), (7) the Internet service provider of the accessing system, and (8) other similar data and information that serves to avert danger in the event of attacks on our information technology systems.

When using this general data and information, I do not draw any conclusions about the data subject. Rather, this information is required in order to (1) deliver the content of my website correctly, (2) optimize the content of my website and the advertising for it, (3) ensure the long-term functionality of the information technology systems and the technology of our website, and (4) provide law enforcement authorities with the information necessary for prosecution in the event of a cyberattack.

This anonymously collected data and information is therefore statistically recorded and further evaluated with the aim of increasing data protection and data security in order to ultimately ensure an optimal level of protection for the personal data processed. The anonymous data in the server log files is stored separately from all personal data provided by a data subject.

5. Routine deletion and blocking of personal data

The controller processes and stores the personal data of the data subject only for the period necessary to achieve the purpose of storage or as provided for by the European legislator or another legislator in laws or regulations to which the controller is subject.

If the purpose of storage no longer applies or if a storage period prescribed by the European Directive and Regulation Authority or another competent legislator expires, the personal data will be routinely blocked or deleted in accordance with the statutory provisions.

6. Rights of the data subject

6.1. Personal data

Every data subject has the right granted by the European Directive and Regulation to request confirmation from the controller as to whether personal data concerning them is being processed. If a data subject wishes to exercise this right of confirmation, please contact us.

6.2. Right of access

Every data subject affected by the processing of personal data has the right granted by European directives and regulations to obtain, at any time and free of charge, information from the controller about the personal data stored about them and a copy of this information. Furthermore, the European Directive and Regulation has granted the data subject access to the following information: Furthermore, the data subject has the right to obtain information on whether personal data has been transferred to a third country or to an international organization. If this is the case, the data subject also has the right to obtain information on the appropriate safeguards in connection with the transfer.

1. the purposes of the processing
2. the categories of personal data that are being processed
3. the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organizations
4. where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period

5. the existence of a right to rectification or erasure of personal data concerning them or to restriction of processing by the controller or a right to object to such processing
6. the existence of a right to lodge a complaint with a supervisory authority
7. if the personal data are not collected from the data subject: All available information on the origin of the data
8. the existence of automated decision-making, including profiling, pursuant to Article 22(1) and (4) of the GDPR and, at least in these cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject

If a data subject wishes to exercise this right of access, they may contact an employee of the controller at any time.

6.3. Right to rectification

Every data subject affected by the processing of personal data has the right granted by the European legislator to obtain the rectification of inaccurate personal data concerning them without undue delay. Furthermore, the data subject has the right to request the completion of incomplete personal data, taking into account the purposes of the processing, including by means of a supplementary statement.

If a data subject wishes to exercise this right of rectification, they may contact me at any time.

6.4. Right to erasure (right to be forgotten)

Any person affected by the processing of personal data has the right granted by European directives and regulations to request that the controller erase personal data concerning them without delay, provided that one of the following reasons applies and insofar as the processing is not necessary: If one of the above reasons applies and a data subject wishes to have personal data erased, they can contact me at any time.

1. The personal data has been collected or otherwise processed for purposes for which it is no longer necessary.
2. The data subject revokes their consent on which the processing was based in accordance with Art. 6 (1) (a) GDPR or Art. 9 (2) (a) GDPR, and there is no other legal basis for the processing.
3. The data subject objects to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Art. 21 (2) GDPR.
4. The personal data has been processed unlawfully.
5. The erasure of the personal data is necessary for compliance with a legal obligation in Union or Member State law to which the controller is subject.

6. The personal data has been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR.

I will ensure that the request for erasure is complied with without delay. If the personal data has been made public and I, as the controller, am obliged to delete the personal data in accordance with Art. 17 (1) GDPR, I will take reasonable steps, including technical measures, taking into account the available technology and implementation costs, to inform other controllers who process the published personal data that the data subject has requested these other data controllers to delete all links to this personal data or copies or replications of this personal data, unless the processing is necessary.

6.5. Right to restriction of processing

Any person affected by the processing of personal data has the right granted by the European legislator to request the controller to restrict processing if one of the following conditions applies: The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data. The processing is unlawful, the data subject refuses to have the personal data deleted and instead requests the restriction of the use of the personal data. The controller no longer needs the personal data for the purposes of the processing, but the data subject needs it to assert, exercise or defend legal claims. The data subject has objected to the processing pursuant to Art. 21 (1) GDPR and it is not yet clear whether the legitimate reasons of the controller outweigh those of the data subject. If one of the above conditions is met and a data subject wishes to request the restriction of personal data stored by me, they can contact me at any time. I will immediately arrange for the processing to be restricted.

6.6. Right to data portability

Every person affected by the processing of personal data has the right granted by the European legislator to receive the personal data concerning them, which they have provided to a controller, in a structured, commonly used and machine-readable format.

They also have the right to transmit this data to another controller without hindrance from the controller to whom the personal data was provided, provided that the processing is based on consent pursuant to Art. 6 (1) (a) GDPR or Art. Furthermore, when exercising their right to data portability pursuant to Art. 20(1) GDPR, the data subject has the right to obtain the personal data directly from a controller to another controller. Furthermore, when exercising their right to data portability pursuant to Art. 20(1) GDPR, the data subject has the right to have the personal data transmitted directly from one controller to another, where technically feasible and provided that this does not adversely affect the rights and freedoms of others. The data subject may contact me at any time to assert their right to data portability.

6.7. Right to object

Any person affected by the processing of personal data has the right granted by the European legislator to object, on grounds relating to their particular situation, at any time to the processing of personal data concerning them which is based on Article 6(1)(e) or (f) of the GDPR. This also applies to profiling based on these provisions. In the event of an objection, I will no longer process the personal data unless I can demonstrate compelling legitimate grounds for the processing that override the interests, rights, and freedoms of the data subject, or the processing serves to assert, exercise, or defend legal claims.

If I process personal data for direct marketing purposes, the data subject has the right to object at any time to the processing of personal data for such marketing purposes.

This also applies to profiling insofar as it is related to such direct marketing. If the data subject objects to me processing their data for direct marketing purposes, I will no longer process the personal data for these purposes. In addition, the data subject has the right to object, on grounds relating to their particular situation, to the processing of personal data concerning them which is carried out by me for scientific or historical research purposes or for statistical purposes in accordance with Article 89(1) of the GDPR unless such processing is necessary for the performance of a task carried out in the public interest. To exercise the right to object, the data subject may contact me directly. The data subject is also free to exercise their right to object in relation to the use of information society services, notwithstanding Directive 2002/58/EC, by means of automated procedures using technical specifications.

6.8. Automated individual decision-making, including profiling

Any person affected by the processing of personal data has the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them, insofar as the decision (1) is not necessary for entering into, or performance of, a contract between the data subject and the controller, or (2) is authorized by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is based on the data subject's explicit consent. If the decision is (1) necessary for entering into, or performance of, a contract between the data subject and the controller, or (2) based on the data subject's explicit consent, I will implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, which include at least the right to obtain human intervention on the part of the

controller, to express their point of view, and to contest the decision. If the data subject wishes to assert rights in relation to automated decisions, they may contact me at any time.

6.9. Right to revoke consent under data protection law

Every data subject affected by the processing of personal data has the right, granted by the European legislator, to revoke consent to the processing of personal data at any time.

If the data subject wishes to exercise their right to withdraw consent, they can contact me at any time.

7. Data protection provisions on the use of Google Analytics (with anonymization function)

The controller has integrated the Google Analytics component (with anonymization function) into this website. Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. A web analysis service collects, among other things, data about which website a data subject came to a website from (so-called referrer), which subpages of the website were accessed or how often and for how long a subpage was viewed. Web analysis is mainly used to optimize a website and for cost-benefit analysis of internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The controller uses the addition “_gat._anonymizeIp” for web analysis via Google Analytics. This addition is used by Google to shorten and anonymize the IP address of the data subject's Internet connection if access to our website is made from a member state of the European Union or from another state party to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze visitor traffic on our website. Google uses the data and information obtained to evaluate the use of our website, to compile online reports for us showing the activities on our website, and to provide other services related to the use of our website.

Google Analytics sets a cookie on the information technology system of the data subject. What cookies are has already been explained above. By setting the cookie, Google is enabled to analyze the use of our website. Each time one of the individual pages of this website, which is operated by the controller and on which a Google Analytics component has been integrated, is accessed, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google Analytics component to transmit data to Google for the purpose of online analysis. As part of this technical process, Google obtains knowledge of personal data, such as the IP address of the data subject, which Google uses, among other things, to track the origin of visitors and clicks and subsequently enable commission settlements.

The cookie is used to store personal information, such as the access time, the location from which access originated, and the frequency of visits to our website by the data subject. Each time our website is visited, this personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

As described above, the data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a cookie on the data subject's information technology system. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to and preventing the collection of data generated by Google Analytics relating to the use of this website and the processing of this data by Google. To do this, the data subject must download and install a browser add-on from the link <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information relating to visits to websites may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as an objection. If the data subject's information technology system is deleted, formatted, or reinstalled at a later date, the data subject must reinstall the browser add-on to deactivate Google Analytics. If the browser add-on is uninstalled or deactivated by the data subject or another person within their sphere of control, it is possible to reinstall or reactivate the browser add-on.

Further information and Google's applicable data protection provisions can be found at <https://www.google.de/intl/de/policies/privacy/> and <http://www.google.com/analytics/terms/de.html>. Google Analytics is explained in more detail at this link https://www.google.com/intl/de_de/analytics/.

8. Data protection provisions regarding the use of Google+

The controller has integrated the Google+ button as a component on this website. Google+ is a so-called social network. A social network is a social meeting place operated on the Internet, an online community that generally allows users to communicate with each other and interact in a virtual space. A social network can serve as a platform for exchanging opinions and experiences or enable the Internet community to provide personal or company-related information. Google+ allows users of the social network to create private profiles, upload photos, and network via friend requests, among other things.

The operating company of Google+ is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time one of the individual pages of this website, which is operated by the controller and on which a Google+ button has been integrated, is accessed, the Internet browser on the information technology system of the data subject is automatically prompted by the respective Google+ button to download a representation of the corresponding Google+ button from Google. As part of this technical process, Google receives information about which specific subpage of our website is visited by the data subject. More detailed information about Google+ is available at <https://developers.google.com/+/>.

If the person concerned is logged into Google+ at the same time, Google recognizes which specific subpage of our website the person concerned is visiting each time they visit our website and for the entire duration of their stay on our website. This information is collected by the Google+ button and assigned by Google to the respective Google+ account of the person concerned.

If the person concerned clicks on one of the Google+ buttons integrated into our website and thus gives a Google+1 recommendation, Google assigns this information to the personal Google+ user account of the person concerned and stores this personal data. Google stores the Google+1 recommendation of the person concerned and makes it publicly available in accordance with the terms and conditions accepted by the person concerned in this regard. A Google+1 recommendation made by the person concerned on this website is then stored and processed together with other personal data, such as the name of the Google+1 account used by the person concerned and the photo stored in it, in other Google services, such as the search engine results of the Google search engine, the Google account of the data subject, or in other places, such as on websites or in connection with advertisements. Furthermore, Google is able to link the visit to this website with other personal data stored by Google. Google also records this personal information for the purpose of improving or optimizing Google's various services.

Google receives information via the Google+ button that the person concerned has visited our website whenever the person concerned is logged into Google+ at the same time as visiting our website; This occurs regardless of whether the data subject clicks on the Google+ button or not.

If the data subject does not want personal data to be transmitted to Google, they can prevent such transmission by logging out of their Google+ account before visiting our website.

Further information and Google's applicable data protection provisions can be found at <https://www.google.de/intl/de/policies/privacy/>. Further information from Google on the Google+1 button can be found at <https://developers.google.com/+/web/buttons-policy>.

9. Privacy policy on the use of Google AdWords

The controller has integrated Google AdWords into this website. Google AdWords is an internet advertising service that allows advertisers to place ads in Google's search engine results and in the Google advertising network. Google AdWords allows an advertiser to specify certain keywords in advance, which are used to display an ad in Google's search engine results only

when the user enters a keyword-relevant search result in the search engine. In the Google advertising network, the ads are distributed to topic-relevant websites using an automatic algorithm and taking into account the previously specified keywords.

The operating company of Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to promote our website by displaying interest-relevant advertising on the websites of third-party companies and in the search engine results of the Google search engine, and to display third-party advertising on our website.

If a data subject accesses our website via a Google ad, Google stores a so-called conversion cookie on the data subject's information technology system. What cookies are has already been explained above. A conversion cookie loses its validity after thirty days and is not used to identify the data subject. The conversion cookie is used to track whether certain subpages, such as the shopping cart of an online store system, were accessed on our website, provided that the cookie has not yet expired. shop system, were accessed on our website. The conversion cookie allows both us and Google to track whether a data subject who has accessed our website via an AdWords ad has generated a sale, i.e., completed or canceled a purchase.

The data and information collected through the use of the conversion cookie is used by Google to compile visit statistics for our website. We in turn use these visit statistics to determine the total number of users who were referred to us via AdWords ads, i.e., to determine the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could be used to identify the data subject.

The conversion cookie stores personal information, such as the websites visited by the data subject. Each time our websites are visited, personal data, including the IP address of the Internet connection used by the data subject, is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of America. Google may pass on this personal data collected via the technical process to third parties.

As described above, the data subject can prevent the setting of cookies by our website at any time by means of a corresponding setting in the Internet browser used and thus permanently object to the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a conversion cookie on the data subject's information technology system. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to interest-based advertising by Google. To do this, the data subject must call up the link www.google.de/settings/ads from each of the Internet browsers they use and make the desired settings there.

Further information and Google's applicable data protection provisions can be found at <https://www.google.de/intl/de/policies/privacy/>.

9. Data protection provisions on the use of YouTube

The controller has integrated components from YouTube on this website. YouTube is an Internet video portal that allows video publishers to upload video clips free of charge and other users to view, rate, and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why complete films and television programs, as well as music videos, trailers, or videos created by users themselves, can be accessed via the Internet portal.

YouTube is operated by YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA. USA.

Each time one of the individual pages of this website operated by the controller is accessed, on which a YouTube component (YouTube video) has been integrated, the Internet browser on the information technology system of the data subject is automatically prompted by the respective YouTube component to download a representation of the corresponding YouTube component from YouTube. Further information about YouTube can be found at <https://www.youtube.com/yt/about/de/>. As part of this technical process, YouTube and Google are informed about which specific subpage of our website is visited by the data subject.

If the data subject is logged in to YouTube at the same time, YouTube recognizes which specific subpage of our website the data subject is visiting when a subpage containing a YouTube video is accessed.

This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject. YouTube and Google receive information via the YouTube component that the data subject has visited our website whenever the data subject is logged into YouTube at the same time as visiting our website; this occurs regardless of whether the data subject clicks on a YouTube video or not.

If the data subject does not want this information to be transmitted to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before visiting our website.

The privacy policy published by YouTube, which is available at <https://www.google.de/intl/de/policies/privacy/>, provides information about the collection, processing, and use of personal data by YouTube and Google.

10. Privacy policy regarding the use of the Amazon affiliate program

Based on our legitimate interests (i.e., interest in the economic operation of our online offering within the meaning of Art. 6 (1) (f) GDPR), we participate in the Amazon EU Partner Program,

which was designed to provide a medium for websites through which advertising costs can be earned by placing advertisements and links to Amazon.com (so-called affiliate system). This means that as an Amazon partner, we earn money from qualifying purchases.

Amazon uses cookies to track the origin of orders. Among other things, Amazon can recognize that you clicked on the affiliate link on this website or elsewhere in our online offerings and then purchased a product from Amazon.

For more information on Amazon's use of data and how to object, please refer to the company's privacy policy: [Amazon.de Privacy Policy / Legal / Privacy](#)

Note: Amazon and the Amazon logo are trademarks of Amazon.com, Inc. or one of its affiliates.

11. Data protection information for your data and the taking of photographs and videos at events

With regard to the storage of your data, we would like to point out that the data protection guidelines of the following companies must be observed.

Patreon:

<https://privacy.patreon.com/policies/de/>

12. Legal basis for processing

Art. 6 I lit. a GDPR serves as the legal basis for our company for processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, with processing operations necessary for the delivery of goods or the provision of other services or consideration, the processing is based on Art. 6 I lit. b GDPR. The same applies to such processing operations that are necessary for the implementation of pre-contractual measures, for example in cases of inquiries about my products or services. If our company is subject to a legal obligation that requires the processing of personal data, such as to fulfill tax obligations, the processing is based on Art. 6 I lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or another natural person.

This would be the case, for example, if a visitor were injured in our premises and their name, age, health insurance details, or other vital information had to be passed on to a doctor, hospital, or other third party. In this case, the processing would be based on Art. 6 I lit. d GDPR. Finally, processing operations could be based on Art. 6 I lit. f GDPR. This legal basis applies to

processing operations that are not covered by any of the above legal bases if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights, and freedoms of the data subject do not prevail. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this respect, the legislator took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47, sentence 2 GDPR).

13. Legitimate interests in processing pursued by the controller or a third party

If the processing of personal data is based on Article 6 I lit. f GDPR, my legitimate interest is the performance of business activities for the benefit of all my employees and our shareholders.

13. Duration for which the personal data will be stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. After expiry of this period, the corresponding data is routinely deleted, provided that it is no longer required for the fulfillment of the contract or for the initiation of a contract.

14. Legal or contractual requirements for the provision of personal data; Necessity for the conclusion of a contract; Obligation of the data subject to provide personal data; Possible consequences of non-provision

I would like to inform you that the provision of personal data is in some cases required by law (e.g., tax regulations) or may also result from contractual provisions (e.g., information about the contractual partner). In some cases, it may be necessary for a data subject to provide us with personal data in order to conclude a contract, which I must then process. For example, the data subject is obliged to provide me with personal data when I conclude a contract with them. Failure to provide personal data would mean that the contract with the data subject could not be concluded. Before providing personal data, the data subject must contact me. I will inform the data subject on a case-by-case basis whether the provision of personal data is required by law or contract, or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data, and what the consequences of not providing the personal data would be.