

Security and data protection

6. Pseudonymous user profiles

6.1 Conversion tracking by third parties

The following conversion tracking by third parties may be used:

- **Ligatus Conversion Pixel:**
You will find further information on data protection and cookies from Ligatus GmbH, Hohenstaufenring 30–32, 50674 Cologne, Germany, [here](#).
- **Outbrain Conversion Pixel:**
You will find further information on data protection and cookies from Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, USA, [here](#).
- **„DoubleClick by Google“ (Accuen Conversion Pixel)/Google Adwords Conversion Pixel:**
“DoubleClick by Google” is a service from Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). “DoubleClick by Google” uses cookies in order to present advertisements relevant to you. In the process, your browser is assigned a pseudonymous identification number (ID) in order to check which advertisements have been displayed in your browser and which advertisements have been called up. The cookies do not contain any personal information. The use of the “DoubleClick” cookies only enables Google and its partner websites to display advertisements on the basis of previous visits to our or other websites in the Internet. The information created by the cookies is transferred by Google to a server in the USA for evaluation and stored there. A transfer of the data by Google to third parties only takes place on the basis of legal regulations or in the context of a contract data processing agreement. In no case will Google combine your data with other data collected by Google.
- You will find further information on data protection and cookies from Google [here](#).
- **Twitter Conversion Pixel:**
You will find further information on data protection and cookies from Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, [here](#).
- **Seeding Alliance Conversion Pixel:**
You will find further information on data protection and cookies from Seeding Alliance GmbH, Lichtstr. 25, 50825 Cologne [here](#). You can [object](#) to the collection and storage of data in the context of Seeding Alliance GmbH with future effect at any time.
- **Plista Pixel:**
You will find further information on data protection and cookies from Plista GmbH, Torstraße 33–35, 10119 Berlin [here](#). You can [object](#) to the collection and storage of data in the context of Plista GmbH with future effect at any time.
- **DEFINE MEDIA Pixel:**
You will find further information on data protection and cookies from DEFINE MEDIA Pixel GmbH, An der Raumfabrik 31a, 76227 Karlsruhe [here](#).
- **Adform Pixel:**
You will find further information on data protection and cookies from Adform A/S, Wildersgade 10B, 1st floor, DK-1408 Copenhagen, Denmark [here](#). You can

[object](#) to the collection and storage of data in the context of Adform A/S with future effect at any time.

- **The Trade Desk' Pixel:**
You will find further information on data protection and cookies from Trade Desk Inc., Chestnut Street, Ventura, CA93001, USA, [here](#). You can [object](#) to the collection and storage of data in the context of The Trade Desk Inc. with future effect at any time.
- **ADITION Pixel:**
You will find further information on data protection and cookies from ADITION TECHNOLOGIES AG, Oststraße 55, 40211 Düsseldorf, [here](#). You can [object](#) to the collection and storage of data in the context of ADITION with future effect at any time.
- **LinkedIn Conversion Pixel:**
You will find further information on data protection and cookies from the LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale CA 94085, USA, [here](#).
- **Facebook Conversion Pixel:**
You will find further information on data protection and cookies from Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, [here](#).
- **Facebook Website Custom Audiences Pixel:**
We use the "Website Custom Audiences" pixel from Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA on our websites. Tracking pixels are integrated into our websites for this purpose. When you visit our sites, the tracking pixel is used to establish a direct connection between your browser and Facebook's server. As a result, Facebook receives information from your browser including the fact that your terminal has accessed our website.

If you are a Facebook user, Facebook can assign the visit to our websites to your user account. We would like to point out that we, as the providers of the websites, have no knowledge of the content of the transmitted data or of how it is used by Facebook. We can only select which sectors of Facebook users (such as age, interests) should see our advertisements displayed. In this process, we use one of two modes

of working from Custom Audiences, in which no data-sets - in particular, none of our users' e-mail addresses - are transferred to Facebook. You will find further information on this subject in Facebook's privacy policy [here](#). Click [here](#) if you do not wish data to be collected using Custom Audiences. Alternatively you can deactivate the Facebook pixel on the Digital Advertising Alliance website under the following [link](#).

- **Taboola Conversion Pixel:**
You will find further information on data protection and cookies from Taboola Inc. (28 West 23rd St., 5th floor, New York, NY 10010) [here](#) (You will find opt-out information under "Site Visitor Choices").
- **AdTiger:**
AdTiger is a service for integrating advertisements from arejo GmbH, Schaperstraße 14, 10719 Berlin, Germany. You will find further information on data protection from AdTiger and on the use of cookies including the option of an opt-out [here](#).
- **Amazon Pixel:**
We use the web analysis services Amazon Conversion Pixel and Amazon Remarketing Pixel from Amazon of Amazon.com, Inc, 410 Terry Ave N, Seattle, WA 98109, USA on our websites. When you visit our sites, Amazon receives the information that you have called up our website. For this purpose, a so-called Web Beacon (these are invisible graphics) is called up from Amazon and Amazon places a cookie on your terminal, and as a result data is transferred to Amazon. Amazon uses the cookie placed in order to recognize you on other websites, in apps, and within Amazon services and to show you personalized advertising as appropriate. You can prevent the storage of the cookies by making a corresponding setting in your browser software. However, we inform you that you may not then be able to use the full scope of all of the features of our websites. You can also avoid the collection, by Amazon, of the data generated by the cookie regarding your use of the website and Amazon's processing of this data by clicking on the following [link](#) and there selecting the option "Do not

show me interest-based ads provided by Amazon". Alternatively you can make the corresponding settings [here](#).

This results in the setting of an opt-out cookie in your browser that prevents the future recording of your data by the Amazon Pixel when you visit our website. This opt-out remains in effect until you delete the opt-out cookie. Further details on the collection of data are available from Amazon [here](#). We do not have any influence on the data collected nor are we aware of the full scope of the data collected. These data are transferred to the USA and are evaluated there. You can also obtain further information on the purpose and scope of the data collection and its processing as well as further information on your rights in relation to this and possibilities for making settings in order to protect your privacy above and beyond that contained in the aforementioned privacy policy at: Amazon EU S.à r.l., Amazon Services Europe S.à r.l, and Amazon Media EU S.à r.l, all three of them located at: 5 Rue Plaetis, L-2338 Luxembourg; e-mail: ad-feed-back@amazon.de.

- Google Analytics mit Conversion Tracking:**
We use Google Analytics, a Web analysis service from Google Inc. ("Google"), including the function "Conversion Tracking". Google Analytics employs so-called "cookies", which are text files that are stored on your terminal and make it possible to analyse how you are using the website, the products that you view and possible purchases that you make. No personal data are collected during this process. The information created by the cookie (including your abbreviated IP address) is transferred to a Google server in the USA and stored there. Google will use this information to evaluate it, to create reports on the website activities and the products viewed or sold for the operators of the website, and to provide additional services connected with the use of the website and the Internet. If applicable, Google will also transfer this information to third parties, insofar as this is legally prescribed, or insofar as third parties process this information on behalf of Google. You will find further informa-

tion about how Google uses your data in Google's [Privacy Policy](#). You can deactivate Google Analytics by means of a browser add-on, should you not want the website analysis. You can download the add-on [here](#). The use of Google Analytics with Conversion Tracking takes place on the basis of our legitimate interest in a needs-based design, the statistical evaluation and the efficient promotion of our website and the fact that your legitimate interests are not overriding pursuant to Article 6 (1) (f) GDPR.

6.2 Further tools for the purposes of marketing and optimization

- Use of Google AdWords and Remarketing:**
We also place advertisements using Google AdWords, in order to draw attention to our services outside the display network. The corresponding advertisements are displayed by Google after a search query on the part of the user. Cookies are subsequently used to help register on our website how many users reached our website via one of our advertisements. The anonymous statistics that we gain from this process enable us to optimize our advertisements. The cookie is stored with the click on an advertisement. We also use Google Analytics for the statistical evaluation of the data from AdWords. The storage of the cookies can be prevented using the settings of your browser. In this case your visit to our website also does not appear in the anonymous user statistics. You will find further information about how Google uses your data in Google's [Privacy Policy](#) and [here](#). You can permanently deactivate the use of cookies for personalized advertising by Google by downloading and installing the corresponding plugin provided under the following [link](#).
The use of Google AdWords and Remarketing takes place on the basis of our legitimate interest in the efficient promotion of our website, the success monitoring of our advertisements and the fact that your legitimate interests are not overriding pursuant to Article 6 (1) (f) GDPR.

- Google Tag Manager:**
 Google Tag Manager is a solution that enables us to manage various website tags using a single interface. The Tool Tag Manager itself (which implements the tags) is a cookie-free domain and does not collect any personal information. The tool triggers other tags which could themselves collect data. Google Tag Manager does not access these data. If deactivation is carried out at domain or cookie level, this remains in force for all tracking tags that have been implemented using Google Tag Manager.
- Facebook Insights:**
 Our Facebook page serves the purpose of enabling us to actively communicate with our customers and interested parties. We use this platform to provide information about our trade fairs and other events. When you visit our Facebook page, your personal data can be automatically collected and stored for the purposes of market research and advertising. This data is used with pseudonyms to create user profiles. As a rule, cookies are placed on your terminal for this purpose. The cookies store the user's behaviour and interests. Further information about this is available from Facebook under the following [link](#).
 The use of the statistical information about the utilization of the Facebook page made available by Facebook ("Facebook Insights") takes place pursuant to Article 6 (1) (f) of the General Data Protection Regulation (GDPR) within the framework of a balancing of interests for the purposes of our predominant legitimate interests in optimizing the presentation of our services and effective communication with our customers and interested parties. The data processing is carried out on the basis of an agreement between jointly responsible parties pursuant to Article 26 GDPR. You can read this agreement [here](#). Facebook has its headquarters in the USA. An adequacy decision by the European Commission for the USA has been adopted. This decision is based on the EU-US Privacy Shield, to which [Facebook](#) is subject. You can find a link to the opt-out option [here](#).
- LeadLab (wiredminds):**
 Products and services from wiredminds GmbH (www.wiredminds.de) are used on this website for the purposes of marketing and optimization. In the process, data is collected, processed and stored, and used to create usage profiles under a pseudonym. The usage profiles are completely anonymized where this is possible and sensible. Cookies may be used in this process. Cookies are small text files that are stored in the visitor's Internet Browser and are used to recognize the Internet Browser. The data collected, which may also include personal data, are transferred to wiredminds or collected directly by wiredminds. wiredminds is permitted to use information that has been left as a result of a visit to a website to create anonymized usage profiles. The data obtained in this way are not used to personally identify the visitor to this website without the specifically granted consent of the person affected and they are not combined with personal data concerning the bearer of the pseudonym. Insofar as IP addresses are recorded, these are anonymized by the deletion of the last number block immediately after their collection. You can [object](#) to the collection, processing and storage of data with future effect at any time.
- Google Maps:**
 This website uses Google Maps to represent maps and to generate driving directions. Google Maps is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA Due to the embedding of Google Maps, your IP address is transferred directly to Google and a cookie is stored as soon as you visit such a website. You can find information about the data processing by Google and object to this at any time [here](#). You will find the terms and conditions of use for Google Maps under [Terms for Google Maps](#). You can find exhaustive details in the data protection centre of google.com [Transparency and a broad range of choices](#) and [Privacy Policy](#).
- Google Webfonts:**
 This website uses the so-called Webfonts to represent the typefaces. These are provided by Google (<http://www.google.com/webfonts/>). To accomplish this, your

browser loads the required Webfont into the browser cache when the page is called up. This is necessary in order for your browser to be able to display an optically improved representation of our text. If your browser does not support this function, your computer will be use a standard font for the display. You will find further information about Google Webfonts [here](#). You will find general information about the topic of data protection at Google [here](#).

- **Other active content (e. g. Javascript, ActiveX):**
You can deactivate Javascript, ActiveX or other control elements and scripting languages in websites that contain executive elements for security reasons in your browser at any time. Our websites also remain navigable without the use of Javascript.
- **Dentsu Aegis Network:**
Koelncongress GmbH collaborates with a target group marketer. For this purpose, cookies are used on our websites which collect or incorporate (Online Behavioral Targeting „OBA“) anonymous usage data for the purpose of usage-based online advertising such as the type of website visited, categories visited and/or product pages and/or which browser and terminal device was used for this. The user may either delete the cookies at any time directly in the browser or manage cookie preferences [here](#) or disable the cookies of the target group marketer Dentsu Aegis Network Germany GmbH [here](#).
- **ADEX DMP-TECHNOLOGIE:**
We use the „DMP tag technology“ of The ADEX GmbH, Berlin, for the anonymous collection of information about your usage behavior and the provision of such anonymous information to Third Party Providers for the display of Online Behavioral Advertising. You can customize the settings for collection and use of information via the technology of The ADEX in your cookie settings or by clicking the following [link](#). Alternatively, you can opt out of the settings for collection and use of information by activating or deactivating The ADEX (available as ADEX) as a provider in the central preference manager of [YourOnlineChoices](#).