



Version 1, 23/05/18, 9:00 a.m.

# **Website privacy policy and information on parties affected by Articles 13 and 14 of the EU General Data Protection Regulation**

**ec4u**



## General Information

### Information on the responsible organization

- Company: ec4u expert consulting ag
- Legal representatives: ec4u expert consulting ag is a stock corporation formed under German law, with headquarters in Karlsruhe. It is registered in the commercial register of Mannheim District Court (Amtsgericht) under number HRB 109355. The Chairman of the Supervisory Board is Mr. Elmar Buschlinger. The members of the Board are: Steffen Deufel, David D. Laux (Chairman), Mario Pufahl, Jens Rehwinkel, Dr. Peer Stehling and Reinhard Janning.

ec4u expert consulting ag is legally represented by at least two of the registered Board members:

- David D. Laux – Board/Chairman
- Steffen Deufel – Board
- Jens Rehwinkel – Board
- Dr. Peer Stehling – Board
- Mario Pufahl – Board
- Reinhard Janning – Board

Responsible for content: David D. Laux

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Fax: +49 (0) 721 46 476-299  
E-Mail: [info@ec4u.com](mailto:info@ec4u.com)  
URL: [www.ec4u.com](http://www.ec4u.com)  
Contact details for data protection officer: [datenschutz@ec4u.com](mailto:datenschutz@ec4u.com)

## General Data Processing Information

### Data Subject:

Personal data is only collected if you give us permission to do so. Otherwise, we will never collect personal data. Any processing of your personal data that extends beyond the scope of the statutory authorization only takes place with your express consent.

- Purpose of processing: Contract execution.
- Categories of recipients: Public entities where overriding legal requirements exist. External service providers or other contractors. Other external authorities provided the Data Subject has granted their consent or the transmission of the data is permitted by other prevailing interest.
- Transfers to third countries: Within the scope of the execution of the contract, contract processors based outside of the European Union may also be used.
- Data storage period: The data storage period is in accordance with statutory retention obligations and is usually 10 years.

## Privacy Policy

Thank you for visiting our website and expressing an interest in our company and our products. Data protection is based on trust and your trust is important to us. We are committed to respecting your privacy. We therefore attach great importance to the protection of your personal data and ensuring that it is collected, processed and used in line with legal provisions.

In order to ensure you feel secure visiting our website, we are careful to ensure strict adherence to statutory provisions when we process your personal data, and would like to explain how we collect and use your personal data. We will also explain how we collect and use non-personal but relevant usage data.

### Collection and Processing of Personal Data

We do not collect any personal data through our website without your permission. You are the only one who can decide whether or not you want to disclose this data, for example during the registration process or the download process. We need your personal data, so we can respond to your inquiries, process your requests, or provide you with access to special information or offers.

Personal data may include:

- Your first and last name
- Your email address
- Your company
- Your industry, etc.

We share your personal information with a third party only to the extent necessary to process your order or invoice, pursuant to §11 of BDSG (German Federal Data Protection Act), or if we have your express consent. We do not sell your personal information to third parties. We disclose such information to state or federal authorities only if required by law or a court order. Third parties include companies and parties who do not form part of the ec4u Group.

### Intended Use

As a general rule, we only use data to respond to your requests (e.g. we use your email address to send you the requested downloads, or to enable contact to be made via a software partner).

Only if you have provided us with a separate consent, will we link the personal data entered with the usage data captured by Eloqua so that our website is tailored to you and your interests specifically. We have instructed and bound our employees to keep your information confidential, pursuant to the privacy protection provisions under §5 of BDSG.

### Information we maintain

At ec4u expert consulting ag, we maintain your personal information as long as it is necessary to provide you the requested service, or for as long as you have given your consent, unless otherwise prohibited by law.

## Rights of Access, Authorizations, and Deletion

Upon request, we will always inform you as to what, if any, personal data of yours is stored by us. You also have the right to have your personal information corrected, blocked or deleted by us at any time.

Please contact this email address for these matters: [datenschutz@ec4u.com](mailto:datenschutz@ec4u.com).

The only data that cannot be deleted is data that we need to process open orders or to assert our rights and claims, as well as data that we are required to retain by law. This data will be blocked.

## Security

We have implemented technical and organizational measures in order to protect your data against accidental or deliberate manipulation, loss, destruction or against unauthorized access. We update our security measures on an ongoing basis in line with technical developments.

## Children

Personal information on children (persons under 18 years of age) may not be transmitted to our Website without parental consent. ec4u expert consulting ag recommends that all parents and guardians should instruct their children on responsible use of personal information when surfing the Internet. We will not knowingly collect, process, maintain, or use personal information on children.

## Cookies

Our Website uses cookies, which are small files sent by a Web server to your computer and often maintained on your hard drive. These are not programs that can damage your machine; they simply enable us to recognize your browser when you revisit our site. No personal information is stored in a cookie nor can such information be used to identify you. You may disable cookies in your browser; for more details please refer to the help function of your browser. However, please note that some of our Website features or services may not function properly without cookies.

## Google Analytics

Our Website uses Google Analytics, a Web analysis service of Google Inc. ("Google"), which uses cookies that are small files maintained on your computer for analyzing your visit. The information collected by the cookie about your visit to this Website (including your IP address) is transmitted to and kept on a Google server located in the United States of America. This Website uses the "\_anonymizeIp()" extension from Google to anonymize or use short form IP addresses of user's within the European Member States or in other treaty countries within the European Economic Union. Only in exceptional cases is the full IP address transmitted to Google servers in the US and then shortened. Such a short form IP address precludes the possibility of identifying the person visiting the site. Google uses this information to analyze usage of the Website by you and generate reports of your Web activities under contract to the Website provider. These reports allow the provider to improve the quality of its online service and your experience. Google never correlates your IP address obtained via Google Analytics with other data obtained by Google.

You may reset your browser to refuse cookies. However, please note that some of our Website features or services may not function properly without cookies. Moreover, you may download and install the following plug-in through your browser <http://tools.google.com/dlpage/gaoptout?hl=de> to prevent collection of any information by a cookie, transmission of data on your usage of the Website (including your IP address) to Google, and any subsequent processing of such information by Google.

Click the following link to set up an opt-out cookie to deactivate Google Analytics and prevent it from collecting any information during future visits to this Website: Deactivate Google Analytics. If you delete cookies after surfing the Internet, you must reset the opt-out cookie. Please visit <https://policies.google.com/privacy> to view Google's general privacy policy and to see privacy information relating to Google Analytics.

## Your Visit to our Website

You can visit our website without entering any personal data or otherwise transmitting any personal data. If you disclose personal data to us yourself (see Clause II), only then will we collect and save it throughout your visit to the pages of our website.

When using our website, there is always some data that does accumulate however, and this is called usage data:

## Cookies

Our website (in the same way as nearly all websites) uses "session cookies". Cookies are small files that are stored on your hard drive and assigned to the browser you are using. Specific information is sent to the site where the cookie has been placed. Session cookies enable, for example, form data to be stored, which will be required across several pages. After the end of the session, this data is removed from the session; the session cookie is deleted.

If you want to disable cookies, you can set your browser to prevent the acceptance and storage of new cookies. Browsers can also be configured so that you can be asked to agree to their use before cookies are used. Finally, cookies that have been used once can be deleted again at any time. You can find out how this works for your browser by going to the browser's help page, for example. It may be the case that you will not be able to use our website to its full extent if you decide to disable cookies or constantly delete them.

ec4u uses the following cookie groups:

- ga / gat = Google (Analytics)
- apbct = WordPress module
- ct\_ = WordPress module
- phpsessid = normal website session

Other cookies are used by third-party providers, e.g. LinkedIn, see: Tools used.

## Web Analytics

### Nature and Purpose of Web Analytics

Our website uses web analytics tools to analyze data traffic.

We use these web analytics tools to find out, for example, which pages of our website generate the most traffic; at what times our website is particularly intensively used; whether our users reach our website via search engines or from other websites; how many pages are viewed on average; which regions and cities of the world our website visitors come from, and which browser and operating systems are used by our users the most statistically speaking.

The data that this information contains is not user-related, but is processed into statistics and aggregated. The statistics help us to understand how our visitors use our website. We use the statistics to constantly improve our website in terms of the technology, design and editing, and to make it more user friendly. By using the statistical outcomes regarding browser type and operating system, we are also able to optimize our web design.

The web analytics tools used are the products listed below. If you do not agree to the storage and use of usage data by the corresponding tool mentioned here, you can disable the collection of data in the nature and scope listed, and in this way, voice your objection to the data collection and use to take place during web analytics

### Tools used

#### Eloqua

Eloqua is a web analytics tool from Eloqua Corp, with registered office in Canada. Eloqua also uses cookies, where necessary. Web beacon technologies can also be applied here. Eloqua, like the other web analytics tools, only captures specific usage data, e.g.

- Browser type/version
- The clickstream (i.e. the pages you visited on our website)
- How long you stayed on certain pages
- Date and time of first and last request
- Company DNS name
- Country and city of the internet dialup
- Country (through IP address)

Provided you, as user of and/or through our website, have not entered any personal data (e.g. by consenting to receive our news by email, or filling in a download form), Eloqua works for us in the same way as Google Analytics. We will only proceed with using the collected data if you have actively entered personal data and submitted a declaration of consent. More information on Eloqua can be found at [www.eloqua.com](http://www.eloqua.com).

#### Google Analytics

Our website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses cookies that are text files saved on your computer to analyze how you use the website. The information obtained by the cookie about your visit to our website is usually transmitted to a Google server in the United States of America and stored there. If IP anonymization is enabled on this website, however, your IP address is given a short form by Google beforehand for member states of the European Union or other contracting states

of the European Economic Area Agreement. The full IP address will only be transmitted to a Google server in the USA and then shortened in exceptional cases.

On behalf of the operator of the website, Google uses this information to assess your use of the website in order to compile reports on website activities and to provide other services associated with website use and internet use to the website operator.

The IP address transmitted by your browser as part of the Google Analytics procedure is not merged with other Google data. You can prevent the storage of cookies by configuring the relevant settings in your browser software. Please note, however, that you may not be able to use all of the functions of the website to their full extent if you do this. Furthermore, you can prevent the collection of data obtained by the cookie and related to your use of the website (incl. your IP address) by Google and the processing of this data through Google by downloading and installing the browser plugin available at the following link. On the subject of using analytics tools with full IP addresses, we would like to point out that our website uses Google Analytics with the extension “\_anonymizeIp()”, meaning IP addresses are only processed further in short form to prevent them being directly linked to a particular individual. If you are using your browser on a mobile device, please click this link to set up “opt-out cookies” to prevent Google Analytics from anonymously capturing data during future visits to this website on your browser.

## **Exclusion of Web Analytics; Your Right to Object**

You have the right to object to the collection of usage data for web analytics purposes. You can prevent the collection of data obtained by the cookies and related to your use of our website (incl. your IP address) as well as the processing of this data by taking the following measures:

### **Google Analytics**

Download the browser add-on from the following link and install it:

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

### **Eloqua**

To prevent further web analytics by Eloqua, change the setting for this to “opt-out”. This means that an opt-out cookie will be used, which prevents further web analytics. Some data may still be collected by web beacons used, but this data can no longer be linked to information generated through cookies by a specific browser and is therefore anonymous and cannot be used to create user profiles.

### **Support for the Opt-out Status**

The corresponding web analytics tool will remain disabled for as long as the add-on is not disabled or deleted, or the opt-out cookies are not deleted. For this reason, we recommend that you do not delete add-ons or cookies while you do not want the corresponding web analytics to take place. Add-ons and opt-out cookies are used per browser and terminal. If you call up our website using different browsers or terminals, you will need to install the add-on separately and/or set up opt-out cookies separately for each one.

## Google Tag Manager

Google Tag Manager is a service of Google Inc. It helps manage website tags via an interface, ensuring that other tags listed in our privacy policy are launched and record the stated information. This Tag Manager does not access such information.

## Facebook

We have installed plug-ins on our Website that are operated solely by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). You can easily recognize the Facebook logo 'f' or 'Like' on the button. If you click our Webpage with this logo, your browser will connect directly with the Facebook server, which uses the connection to transmit information on the content of the button to your browser and integrate it into the Website. Moreover, Facebook will be notified that you visited our site. During this visit, if you are logged-in to your personal Facebook account, Facebook can record your visit under your user account and note your interaction, such as the 'likes' or comments you make. All this information is transmitted directly to and saved by Facebook. If you do not wish to have such information transmitted, you must log out from your Facebook account before visiting our Website. Please visit <http://www.facebook.com/about/privacy/> for more information on the purpose and scope of Facebook's Data Use Policy and how Facebook uses and shares the information it receives.

## Tweet button by Twitter

We have installed a 'Tweet' button on our Website that is operated by the social network Twitter Inc., 750 Folsom Street, Suite 600, San Francisco, CA 94107, USA ("Twitter"). You can recognize the blue bird logo on the button. If you click our Webpage with this logo, your browser will connect directly with the Twitter server, and the content of the Tweet button will be transmitted directly to your browser and integrated into your Tweet. ec4u thus has no control over what information the Tweet button collects. We believe that your IP address will also be recorded. Please visit <http://twitter.com/privacy> for more information on the purpose and scope of Twitter's Privacy Policy, how Twitter collects and uses this information, your rights, and how you may protect your privacy by modifying the settings. If you are a registered user of Twitter services and do not wish to have such information transmitted, you must log out from your Twitter account before visiting our Website.

## LinkedIn button

Our Website uses a button operated by the social network, LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA. You can recognize the blue 'in' logo on the button. If you click this button on our Webpage, your browser will connect directly with the LinkedIn server, and the content of the plug-in will be transmitted back to your browser and integrated into the Website. Moreover, LinkedIn will be notified that you have visited our Website. If you are logged into your personal LinkedIn account during your visit, LinkedIn can identify you as the person visiting our Website. If you do not wish to have such information transmitted to your LinkedIn account, you must log out from that account before visiting our Website. Please visit <https://www.linkedin.com/legal/privacy-policy?trk=uno-reg-guest-home-privacy-policy> for more information on LinkedIn's privacy policy and user agreement <https://www.linkedin.com/legal/user-agreement?trk=uno-reg-guest-home-user-agreement> and the scope of the information collected and processed by LinkedIn.

## XING's Share button

The "XING share button" is in use on this Website, operated by XING AG ("XING"), Gänsemarkt 43, 20354 Hamburg, Germany. You can recognize the blue 'X' logo on the button. If you click the button when accessing this Website, your browser will connect for a short time to the XING AG ("XING") servers that provide the "XING share button" features (including the visitor counter). XING does not save any of your personal information via our Website. XING does not store IP addresses, nor does it use cookies to monitor your behavior with regard to the XING share button. Please visit the following Website to view the latest privacy policy for the XING share button and other related information: [https://www.xing.com/app/share?op=data\\_protection](https://www.xing.com/app/share?op=data_protection) or <http://www.xing.com/privacy> or <http://www.xing.com/terms>.

## Google +1 Button

On our website, we have installed the Google+ button of this social network, operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. This button uses the "g+1" logo. As soon as you click a Google+ button on any of our website pages, your browser activates the related link and connects you directly to a Google server. We have no control over the scope of data transmitted to Google. If you log in as a member of Google+, the system collects and processes information that includes your IP address. If you have a Google+ account and do not wish to have Google collect information on you via our website, you must log out from that account before visiting our website. We never obtain information about if and when you clicked the Google+ button: all we receive are anonymous, summarized statistics on use of the Google+ button. Please visit <http://www.google.com/intl/de/policies/privacy/> for more information on the purpose and scope of Google's Privacy Policy and how Google uses and processes the information it collects.

## Kununu

We have installed the Kununu button on our Website, operated by Kununu GmbH, Fischhof 3 Top 7, 1010 Vienna, Austria. You can recognize the blue 'ku' logo on the button. If you visit a page of our Website with such a button, your browser will connect directly with the Kununu server and the content of the button will be transmitted back to your browser and integrated into the Website. Please note that as the operator of this Website, ec4u expert consulting ag has no knowledge of the information transmitted or how it is used by Kununu. Moreover, we have no control over what information the Kununu button collects. Please visit <http://www.kununu.com/info/agb> for more information on Kununu's privacy policy, the scope of information collected and processed and how you can set preferences to protect your privacy. If you do not wish to have such information transmitted to your Kununu account, you must log out from that account before visiting our Website.

## YouTube

If you click the red YouTube button, your browser will connect you directly to the YouTube server and then to our YouTube site. If you log in as a member of YouTube while visiting our website, YouTube can identify you. If you have a YouTube account and do not wish to have YouTube collect information on you via our website, you must log out from that account before visiting our site.

Please visit <http://www.youtube.com/t/terms/> for information on YouTube's terms of service and read Google's Privacy Policy under <https://www.google.de/intl/de/policies/privacy/> for more information on its purpose and scope and how the collected information is used and processed. The YouTube website is operated by YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066 and represented by Google Inc.

## Instagram

Our website uses Instagram features, which are operated by Instagram Inc, 1601 Willow Road, Menlo Park, CA, 94025, USA. The "Instagram button" can be recognized by its camera icon on a blue background. If you click on it, your browser makes a direct connection with the Instagram servers. If you are logged into your own personal Instagram account while visiting our website, Instagram can assign your visit to your user account. If you would like to prevent data from being transmitted to your Instagram account, you will need to log out of your Instagram account before clicking on the Instagram button. We have no influence over the amount of data that is transmitted to Instagram. You can find further information on this in the Instagram privacy policy at <http://instagram.com/about/legal/privacy/>.

## Plugins

### Mobile applications (apps)

We presently run the 'ec4u job' app. After being started, the app connects with your smartphone to provide you the requested information. The app does not collect or save any information other than that needed to set up a network connection. The Events function contains links to other service providers, as elucidated under the links section below. The Contact function contains links to our online presence in XING, Kununu, and Facebook. For more information, please review the privacy policies of XING, Kununu, and Facebook, respectively.

## Freedom of information

For information or comments concerning how we use your personal information, please contact our privacy officer: [datenschutz@ec4u.com](mailto:datenschutz@ec4u.com). Upon request and as prescribed by laws and regulations, we will inform you as soon as possible in writing as to what if any of your personal information we maintain. We will correct any data we maintain that are inaccurate or not current. Moreover, you have the right to have your personal information blocked or deleted in accordance with the law.

## Links

Our website contains links to websites operated by third parties. The links have been carefully checked before being connected to our website. However, we cannot rule out that changes might be made to the content by the corresponding operator after this check. This Privacy Policy only applies to the website of ec4u expert consulting ag. We do not accept liability for the content or accuracy of the privacy policy of websites of other providers. If you click on these links, we do not have any influence over what data will be collected by third parties and how that data will be used. Detailed information on data collection and use can be found in the privacy policy of the corresponding provider. Since data that is collected and processed by third parties is naturally out of our control, we cannot accept any responsibility for this.

## Advertising emails

You have the option to register to receive emails from us. We use these emails to keep you regularly informed of new developments that may be of interest to you based on your visit to our website. For this communication, we make sure we strictly adhere to the applicable legal provisions. If you no longer wish to receive advertising content from us, you can unsubscribe at any time without incurring charges above the transmission costs based on the basic tariff rates. All you need to do is send a message to [marcom@ec4u.com](mailto:marcom@ec4u.com). You can also find an "unsubscribe" link in every email.

## Information on Other Data Processing Procedures

### Specific Information on the Application Process

- Data Subject: Application information
- Purpose of processing: Completion of application procedure
- Categories of recipients: Public entities where overriding legal requirements exist, external service providers or other contractors, other external authorities provided the Data Subject has granted their consent or the transmission of the data is permitted by other prevailing interest.
- Transfers to third countries: Within the scope of the execution of the contract, contract processors based outside of the European Union may also be used.
- Data storage period: Application data is usually deleted within four months of notification of the decision, provided there is no consent to storage of the data for a longer period of time.

### Specific Information on the Processing of Customer/Prospective Customer Data

- Data Subject: Data provided for the execution of a contract; if applicable, any other data to be processed with your express consent.
- Purpose of processing: Contract execution
- Categories of recipients: Public entities where overriding legal requirements exist, external service providers or other contractors, other external authorities provided the Data Subject has granted their consent or the transmission of the data is permitted by other prevailing interest.
- Transfers to third countries: Within the scope of the execution of the contract, contract processors based outside of the European Union may also be used.
- Data storage period: The data storage period is in accordance with statutory retention obligations and is usually 10 years.

### Specific Information on Processing Employee Data

- Data Subject: Data provided for the execution of a contract; if applicable, any other data to be processed with your express consent.
- Purpose of processing: Contract execution
- Categories of recipients: Public entities where overriding legal requirements exist, external service providers or other contractors, other external authorities

provided the Data Subject has granted their consent or the transmission of the data is permitted by other prevailing interest.

- Transfers to third countries: Within the scope of the execution of the contract, contract processors based outside of the European Union may also be used.
- Data storage period: The data storage period is in accordance with statutory retention obligations and is usually 10 years.

### Specific Information on the Processing of Supplier Data

- Data Subject: Data provided for the execution of a contract; if applicable, any other data to be processed with your express consent.
- Purpose of processing: Contract execution
- Categories of recipients: Public entities where overriding legal requirements exist, external service providers or other contractors, other external authorities provided the Data Subject has granted their consent or the transmission of the data is permitted by other prevailing interest.
- Transfers to third countries: Within the scope of the execution of the contract, contract processors based outside of the European Union may also be used.
- Data storage period: The data storage period is in accordance with statutory retention obligations and is usually 10 years.

### Other Information and Contact Persons

You can also assert your rights to correct, delete, or restrict the processing, or exercise your right to object against the processing and the right to data portability at any time. To do this, you can either contact us by [email](#) or by [post](#). You are also entitled to contact the data protection authority in the event of a complaint.