

# Data protection

Responsible body in terms of data protection laws is:

cross-frontier GmbH

Bad Brunthal 3

81675 Munich

Bavaria - Germany

Register: Munich | HRB: 175977

Managing Director: Andreas Stuetz

## Collecting general information

When you access our website, information of a general nature is automatically recorded. This information (server log files) includes, for example, the type of web browser, the operating system used, the domain name of your Internet service provider and the like. This is only information that does not allow conclusions about your person. This information is technically necessary to correctly deliver the contents of web pages requested by you and is mandatory when using the internet. Anonymous information of this kind is statistically evaluated by us to optimize our internet presence and the underlying technology.

## contact form

If you contact us by e-mail or contact form, the information you provide will be stored for the purpose of processing the request and for possible follow-up questions.

## Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, due to the activation of IP anonymization on these websites, your IP address will be shortened by Google beforehand within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address provided by Google Analytics as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by a corresponding setting of your browser software; however, we point out that in this case you may not be able to use all functions of this website in full. In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of the website (including your IP address) as well as the processing of this data by Google by downloading the browser plug-in available under the following link and install:

[Link: Browser Add On to deactivate Google Analytics](#)

In addition or as an alternative to the browser add-on, you can prevent tracking by Google Analytics on our pages by clicking this link. An opt-out cookie will be installed on your device. This will prevent the collection by Google Analytics for this website and for this browser in the future, as long as the cookie remains installed in your browser.

### **Google AdWords**

Our website uses Google Conversion Tracking. If you have reached our website via an advertisement sent by Google, Google Adwords will set a cookie on your computer. The conversion tracking cookie is set when a user clicks on a Google-served ad. These cookies lose their validity after 30 days and are not used for personal identification. If the user visits certain pages of our website and the cookie has not expired, we and Google may recognize that the user clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies cannot be tracked through AdWords advertisers' websites. The information gathered using the conversion cookie is used to generate conversion statistics for AdWords advertisers who have opted for conversion tracking. Customers are told the total number of users who clicked on their ad and were redirected to a conversion tracking tag page. However, they do not receive information that personally identifies users.

If you do not want to participate in the tracking, you can refuse the required setting of a cookie - for example via a browser setting that generally disables the automatic setting of cookies or sets your browser to block cookies from the domain "googleleadservices.com".

Please note that you cannot delete the opt-out cookies as long as you do not want to record measurement data. If you have deleted all your cookies in the browser, you must set the respective opt-out cookie again.

### **Your rights to information, correction, suspension, cancellation and opposition**

You have the right to receive information about your personal data stored by us at any time.

Likewise, you have the right to correction, blocking or, apart from the prescribed data storage for business transactions, deletion of your personal data. Please contact our data protection officer. The contact details can be found at the bottom.

For a data lock to be taken into account at all times, these data must be stored in a lock file for control purposes. You can also request the deletion of the data, as long as there is no legal archiving obligation. As far as such an obligation exists, we lock your data on request.

You can make changes or revoke your consent by notifying us with effect for the future.

### **Change of our privacy policy**

We reserve the right to change this Privacy Policy from time to time to ensure that it complies with current legal requirements or to implement changes to our services in the Privacy Policy, such as: For example, when introducing new services. Your new visit will be subject to the new privacy policy.

Questions to the data protection officer

If you have any questions about data protection, please write us an e-mail or contact our data protection officer directly:

#### **Contact details:**

cross-frontier GmbH

Attn: Data Protection Officer

Bad Brunthal 3

81675 Munich

info@cross-frontier.com

The privacy policy has been created with the privacy statement generator of activeMind AG.