

Privacy

The responsible party within the meaning of the data protection laws, in particular the EU General Data Protection Regulation (DSGVO), is:

FeatValue GmbH
Mendelstr. 11
48149 Münster

Your data subject rights

You can exercise the following rights at any time using the contact details provided by our data protection officer:

Information about your data stored by us and its processing (Art. 15 DSGVO),

Correction of inaccurate personal data (Art. 16 GDPR),

Deletion of your data stored by us (Art. 17 DSGVO),

Restriction of data processing if we are not yet allowed to delete your data due to legal obligations (Art. 18 DSGVO),

object to the processing of your data by us (Art. 21 DSGVO) and

Data portability, provided that you have consented to the data processing or have concluded a contract with us (Art. 20 DSGVO).

If you have given us consent, you can revoke this at any time with effect for the future.

You may at any time submit a complaint to a supervisory authority, e.g. the competent supervisory authority in the federal state of your residence or the authority responsible for us as the responsible body.

A list of supervisory authorities (for the non-public sector) with address can be found at:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html.

Cookies

Nature and purpose of the processing:

Like many other websites, we also use so-called "cookies". Cookies are small text files that are transferred from a website server to your hard drive. Through this, we automatically receive certain data such as IP address, browser used, operating system and your connection to the Internet.

Cookies cannot be used to launch programs or transfer viruses to a computer. Based on the information contained in cookies, we can facilitate your navigation and enable the correct display of our web pages.

Under no circumstances will the data we collect be passed on to third parties or linked to personal data without your consent.

Of course, you can also view our website without cookies in principle. Internet browsers are regularly set to accept cookies. In general, you can deactivate the use of cookies at any time via your browser settings. Please use the help functions of your Internet browser to find out how to change these settings. Please note that individual functions of our website may not work if you have disabled the use of cookies.

Use of Google Analytics

Nature and purpose of the processing:

This website uses Google Analytics, a web analytics service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA (hereinafter: "Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. 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 truncated beforehand by Google 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 transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other data from Google.

The purposes of data processing are to evaluate the use of the website and to compile reports on activities on the website. Based on the use of the website and the internet, other related services shall then be provided.

Legal basis:

The processing of the data is based on the consent of the user (Art. 6 para. 1 lit. a DSGVO).

Recipient:

The recipient of the data is Google as an order processor. For this purpose, we have concluded the corresponding order processing agreement with Google.

Storage period:

The data is deleted as soon as it is no longer required for our recording purposes.

Third country transfer:

Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>. We have also concluded standard data protection clauses with Google for the use of Google Analytics.

Provision prescribed or required:

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

Withdrawal of consent:

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent the collection of data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plugin available at the following link: [Browser Add On to disable 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](#). This will install an opt-out cookie 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.

Profiling:

With the help of the tracking tool Google Analytics, the behavior of visitors to the website can be evaluated and interests can be analyzed. For this purpose, we create a pseudonymous user profile.

Use of script libraries (Google Webfonts)

Nature and purpose of the processing:

In order to display our content correctly and in a graphically appealing manner across browsers, we use "Google Web Fonts" from Google LLC

(1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter "Google") on this website to display fonts.

The privacy policy of the library operator Google can be found here: <https://www.google.com/policies/privacy/>

Legal basis:

The legal basis for the integration of Google Webfonts and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

Recipient:

Calling up script libraries or font libraries automatically triggers a connection to the operator of the library. It is theoretically possible - although it is currently unclear whether and for what purposes - that the operator collects Google data in this case.

Storage period:

We do not collect any personal data through the integration of Google Web Fonts.

For more information about Google Web Fonts, please visit <https://developers.google.com/fonts/faq> and see Google's privacy policy: <https://www.google.com/policies/privacy/>.

Third country transfer:

Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>.

Provision prescribed or required:

The provision of personal data is not required by law or contract. However, without the correct display of the contents of standard fonts can not be enabled.

Withdrawal of consent:

The JavaScript programming language is regularly used to display the content. You can therefore object to data processing by deactivating the execution of JavaScript in your browser or installing a JavaScript blocker. Please note that this may result in functional restrictions on the website.

Google AdWords

Nature and purpose of the processing:

Our website uses Google Conversion Tracking. The operator of the Google AdWords services is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. If you have reached our website via an ad placed by

Google, Google AdWords will set a cookie on your computer. The conversion tracking cookie is set when a user clicks on an ad placed by Google.

If the user visits certain pages of our website and the cookie has not yet expired, we and Google can recognize that the user clicked on the ad and was redirected to this page. Each Google AdWords customer receives a different cookie. Cookies can therefore not be tracked across AdWords customers' websites. The information obtained using the conversion cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. The customers learn the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they do not receive any information that personally identifies users.

Legal basis:

The legal basis for the integration of Google AdWords and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

Recipient:

Whenever you visit our website, personal data, including your IP address, is transferred to Google in the USA. This personal data is stored by Google. Google may share this personal data collected via the technical process with third parties.

Our company does not contain any information from Google by means of which the data subject could be identified.

Storage period:

These cookies lose their validity after 30 days and are not used for personal identification.

Third country transfer:

Google processes your data in the USA and has submitted to the EU-US Privacy Shield <https://www.privacyshield.gov/EU-US-Framework>.

Withdrawal of consent:

If you do not wish to participate in tracking, you can refuse the setting of a cookie required for this - for example, by means of a browser setting that generally deactivates the automatic setting of cookies or by setting your browser so that cookies from the domain "googleleadservices.com" are blocked.

Please note that you must not delete the opt-out cookies as long as you do not want any measurement data to be recorded. If you have deleted all

your cookies in the browser, you must set the respective opt-out cookie again.

Provision prescribed or required:

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

Use of Google Remarketing

Nature and purpose of the processing:

This website uses the remarketing function of Google Inc. The operator of the Google Remarketing services is Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google").

The function is used to present interest-based advertisements to website visitors within the Google advertising network. A so-called "cookie" is stored in the browser of the website visitor, which makes it possible to recognize the visitor when they visit websites that belong to the Google advertising network. On these pages, the visitor may be presented with advertisements that relate to content that the visitor has previously accessed on websites that use Google's remarketing function.

Legal basis:

The legal basis for the integration of Google Remarketing and the associated data transfer to Google is your consent (Art. 6 para. 1 lit. a DSGVO).

Recipient:

Whenever you visit our website, personal data, including your IP address, is transferred to Google in the USA. This personal data is stored by Google. Google may share this personal data collected via the technical process with third parties.

Our company does not contain any information from Google by means of which the data subject could be identified.

Withdrawal of consent:

According to its own information, Google does not collect any personal data during this process. If you nevertheless do not wish to use Google's remarketing function, you can deactivate it in principle by making the appropriate settings at <https://support.google.com/adwordspolicy/answer/143465>. Alternatively, you can deactivate the use of cookies for interest-based advertising via the advertising network initiative by following the instructions at http://www.networkadvertising.org/managing/opt_out.asp.

Provision prescribed or required:

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this may result in functional restrictions on the website.

Facebook

We use the integration of the Facebook pixel throughout our website.

The responsible party for Facebook within the meaning of the GDPR is Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland.

If you are a registered Facebook user and permanently logged into your personal profile, every interaction you make with the integrations installed on our website is registered by Facebook and assigned to your user.

You can find Facebook's dashboard privacy policy here: <https://de-de.facebook.com/about/privacy>.

On the site you will also find various setting options to increase or ensure the protection of your privacy.

LinkedIn

We use the integration of the LinkedIn pixel throughout our website.

The controller for LinkedIn within the meaning of the GDPR is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland

If you are a registered LinkedIn user and permanently logged into your personal profile, every interaction you make with the integrations installed on our website is registered by LinkedIn and assigned to your user.

You can find LinkedIn's dashboard privacy policy here: https://www.linkedin.com/legal/privacy-policy?_l=de_DE.

On the site you will also find various setting options to increase or ensure the protection of your privacy.

SSL encryption

To protect the security of your data during transmission, we use state-of-the-art encryption methods (e.g. SSL) via HTTPS.

reCAPTCHA

We use Google's reCaptcha service to determine whether a human or a computer is making a particular entry in our contact or newsletter form. Google uses the following data to check whether you are a human or a computer: IP address of the terminal device used, the website you visit with us on which the captcha is embedded, the date and duration of the

visit, the recognition data of the browser and operating system type used, Google account if you are logged in to Google, mouse movements on the reCaptcha areas and tasks that require you to identify images. The legal basis for the described data processing is Art. 6 (1) lit. f of the General Data Protection Regulation. There is a legitimate interest on our side in this data processing to ensure the security of our website and to protect us from automated entries (attacks).

Newsletter

Nature and purpose of the processing:

Your data will only be used to send you the subscribed newsletter by e-mail. Your name is provided in order to be able to address you personally in the newsletter and, if necessary, to identify you if you wish to exercise your rights as a data subject.

To receive the newsletter, it is sufficient to provide your e-mail address. When registering to receive our newsletter, the data you provide will be used exclusively for this purpose. Subscribers may also be informed by e-mail about circumstances relevant to the service or registration (for example, changes to the newsletter offer or technical circumstances).

For an effective registration we need a valid e-mail address. In order to verify that a registration is actually made by the owner of an e-mail address, we use the "double-opt-in" procedure. For this purpose, we log the order of the newsletter, the sending of a confirmation email and the receipt of the response requested herewith. No further data is collected. The data is used exclusively for sending the newsletter and is not passed on to third parties.

Legal basis:

Based on your explicit consent (Art. 6 para. 1 lit. a DSGVO), we will regularly send you our newsletter or similar information by e-mail to your specified e-mail address.

You can revoke your consent to the storage of your personal data and its use for the newsletter dispatch at any time with effect for the future. You will find a corresponding link in each newsletter. In addition, you can also unsubscribe directly on this website at any time or inform us of your revocation using the contact option provided at the end of this privacy policy.

Recipient:

Recipients of the data are, if applicable, order processors.

Storage period:

In this context, the data will only be processed as long as the corresponding consent is given. Afterwards they will be deleted.

Provision prescribed or required:

The provision of your personal data is voluntary, based solely on your consent. Without existing consent, we can unfortunately not send you our newsletter.

Change to our privacy policy

We reserve the right to adapt this data protection declaration so that it always complies with the current legal requirements or in order to implement changes to our services in the data protection declaration, e.g. when introducing new services. The new privacy policy will then apply to your next visit.