

Privacy Policy

Personal data will only be processed by us to ensure a functioning, user friendly online presence, including its contents and the services offered on this website.

In accordance with Art. 4 Ziffer 1. of the regulation (EU) 2016/679, i.e. the General Data Protection Regulation (hereafter referred to as „GDPR“), “processing” refers to any action in conjunction with personal data, be it automated or not automated, e.g. recording, organizing, sorting, filtering, storing, editing, changing, reading, retrieving, using, disclosing by transferring, or any other form of providing, comparing, linking, or deleting of such data.

With the following privacy policy, we especially inform you about nature, scope, purpose, duration, as well as legal basis of such processing of personal data, insofar as we ourselves or in collaboration with others decide on the purposes and means of such processing. Furthermore, in the following, we inform you about any components of third parties, used by us for optimization or increasing of usability, if by those components personal data is processed by third parties in their own responsibility.

Our privacy statement is structured as follows:

- I. Information about us, as responsible party
- II. Rights of users and affected persons
- III. Information about data processing

I. Information about us, as responsible party

The responsible provider of this web presence concerning data privacy is:

evopark GmbH
Sedanstr. 31-33
50668 Köln
Deutschland

Telephone: 0800 0003 579
E-Mail: service@evopark.de

The provider's data privacy officer is:

Benjamin Ambros
E-Mail: benjamin.ambros@evopark.de

II. Rights of users and affected persons

Concerning the processing of data, as described in the following, users and affected persons have the following right

- to confirmation whether personal data concerning those persons is processed and to information about processed data, as well as the way the data is processed. Also, the user has a right to receive a copy of the processed data (see Art. 15 GDPR);
- to corrections and completion of incorrect or incomplete data (see Art. 16 GDPR);
- to immediate deletion of personal data (Art. 17 GDPR), or alternatively, if continued processing is required, as stated in Art. 17 §. 3 GDPR, to restriction of the processing, as specified in Art. 18 GDPR;
- to receiving this personal and otherwise provided data, as well as transmission of this data to other providers (see Art. 20 GDPR);
- to filing a complaint with the regulatory body, if they feel that their personal data is not processed in compliance with privacy regulations by the provider (see Art. 77 GDPR).

Furthermore, the provider is obligated to inform any third party, to which personal data was transferred, about any changes to, or deletion of, as well as restriction to processing of such personal data, as stated in Arts. 16, 17 §. 1, 18 GDPR. These obligations are invalid, if the act of informing said partners is impossible, or can only be done with a disproportionate amount of effort. Nevertheless, the user has a right to information about the respective third party.

Also, all users and affected persons have the right to reject all future processing of personal data, as stated in Art. 21 GDPR, if data is processed by the provider in accordance with Art. 6 §. 1 lit. f) GDPR. Especially, rejection of such processing is admissible in the case of direct mail.

III. Information about data processing

All personal data that is processed during the usage of our online presence will be deleted or locked as soon as the purpose of the storage of said data is fulfilled, or no legal record retention requires otherwise, and none of the cases specified below is applicable.

Cookies

a) Session-Cookies

Our web presence uses so called cookies. Cookies are small text files or other types of storage files, which are stored on your device through your web-browser. Certain information, such as browser- or location data, or IP-address, is processed in an individual scope.

Through this processing, our web presence will become easier to use, more effective and safer, as it enables e.g. the display of the presence in different languages.

The legal basis of this processing is Art. 6 §. 1 lit b.) GDPR, if those cookies are used to prepare or process a contract.

If they are not processed to prepare or process a contract, we have legitimate interest in the functionality of our web presence. In that case, legal basis is Art. 6 §. 1 lit. f) GDPR.

Using your browser settings, you can delete single cookies or all stored cookies. Moreover, you will find information and instructions on how to delete those cookies or prevent their storage in the first place. Depending on the provider of your browsers, you will find these infos under the following links:

- Mozilla Firefox: <https://support.mozilla.org/de/kb/cookies-loeschen-daten-von-websites-entfernen>
- Internet Explorer: <https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies>
- Google Chrome: <https://support.google.com/accounts/answer/61416?hl=de>
- Opera: <http://www.opera.com/de/help>
- Safari: https://support.apple.com/kb/PH17191?locale=de_DE&viewlocale=de_DE

b) Third party cookies

Potentially, we will use third party cookies of our partners in our web presence, with whom we cooperate for advertising, analytics, or functionality of our web presence.

Details, especially concerning the purpose and legal basis for processing of such third party cookies are specified below.

c) Deletion Option

You can prevent or restrict the installation of cookies in your browser. Also, you can delete stored cookies at any time. The steps necessary for this depend on the browser you are using. If you have any questions regarding this, please use the help tool of your browser, or the respective documentation. Alternatively, you can contact the provider of your browser, or their support respectively. However, if you choose to prevent or restrict the installation of cookies, this may cause specific functions of our web presence not to work properly.

Newsletter

In case you filled out and submitted the form and signed up for our free newsletter, all data submitted by you, i.e. your E-Mail address, name, company name, and telephone number, will be transferred to us. At the same time, we will store your IP-address, as well as the time and date of your accessing our web presence. By clicking on the opt-in option at the end of the form, you are approving the transmission of your data to us. Thus, you are also accepting this privacy policy. All the collected data will be used for for the newsletter exclusively and by us in order to contact you.

The legal basis of this is Art. 6 §. 1 lit. a) GDPR.

You can revoke your opt-in to the newsletter at any time, with effect from then on, according to Art. 7 §. 3 GDPR. You will simply have to inform us about this, or click the unsubscribe link in the respective newsletter.

Getting in contact

In case you are contacting us via contact form or E-Mail, all submitted data will be use to process your request and to inform you further about our products. Submitting your data is necessary to contact you and thus inform you about our products. Without this data, we cannot process your request in full.

The legal basis for this is Art. 6 §. 1 lit. b) GDPR.

Your data will be deleted if this is requested by you and there are no regulations preventing the deletion, such as the subsequent processing of a contract. If you wish any deletion, please contact us using the contact details mentioned above.

Google Analytics

In our web presence we are using Google Analytics. This is a web analytics service by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereafter referred to as „Google“.

By certification in compliance with the „EU-US Privacy Shield“

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>

Google guarantees that they are compliant to any privacy regulation of the EU, also when processing data in the US.

The service Google Analytics is used to analyze user behavior in our web presence. Legal basis for this is Art. 6 §. 1 lit. f) GDPR. Our legitimate interest ist the analysis, optimization, and profitable operation of our web presence.

Information about user and usage, such as IP-address, location, time, or frequency of access, will be transmitted to and stored on a Google server in the US. However, we are using Google analytics with the anonymization feature. With this feature, Google shortens IP-addresses while still in the EU/EEA

Data collected this way will be used by Google, to provide us with an analysis about the visit of our web presence, as well as the all usage there. Also, this data can be used, to provide further services, that are associated with the use of our web presence and the internet.

Google claims that it does not link your IP-address to other data. Furthermore, Google provides more information on privacy, including the option to prevent the use of that data, available at:

<https://www.google.com/intl/de/policies/privacy/partners>

Also, Google offers a so called deactivation add-on and appendant information, available at:

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

This add-on can be installed with any standard web-browsers and offers controlling options fo the data which Google processes when visiting our web presence. The add-on also tells the Google Analytics JavaScript (ga.js), to not transmit any information concerning the visit of our web presence to Google Analytics. However, this does not prevent information from being transmitted to us or other web analytics services. You will find information on other web analytics services used by us in this privacy policy.

Hotjar website analytics

We use [Hotjar](#) in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data on an individual user. For further details, please see Hotjar's privacy policy by clicking on [this link](#).

You can opt-out to the creation of a user profile, Hotjar's storing of data about your usage of our site and Hotjar's use of tracking cookies on other websites by following this [opt-out link](#).

MailChimp - Newsletter

We give you the opportunity to sign up for our free newsletter via our web presence.

To send newsletters, we use Mailchimp, a service of The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA, referred to as „The Rocket Science Group“ hereafter.

By certification in compliance with the „EU-US Privacy Shield“

<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>

The Rocket Science Group guarantees that they are compliant to any privacy regulation of the EU, also when processing data in the US.

Furthermore, The Rocket Science Group offers more information on privacy, available at:

<http://mailchimp.com/legal/privacy/>

If you sign up for our newsletter, all submitted data, such as E-Mail address, name, and company name will be processed by The Rocket Science Group verarbeitet. Furthermore, your IP-address, as well as time and date of your signup will be recorded. During the following signup, your consent to the reception of the newsletter will be collected. The contents of the newsletter will be specified, and your will be referred to this privacy policy.

The newsletter that is subsequently sent via The Rocket Science Group contains a so-called counting pixel, also known as Web Beaconn. With the help of this counting pixel, we can analyze if and when you read our newsletter, and if you followed the included links. Besides further technical data, such as the data about your operating system and your IP-address, the processed data is only stored to optimize our newsletter and react to the wishes of our readers. Thus, the data is used to increase the quality and attractiveness of our newsletter.

The legal basis for sending the newsletter and the analysis is Art. 6 §. 1 lit. a.) GDPR.

You can revoke your opt-in to the newsletter at any time, with effect from then on, according to Art. 7 §. 3 GDPR. You will simply have to inform us about this, or click the unsubscribe link in the respective newsletter.

Google AdWords with Conversion-Tracking

In our web presence, we use the ad service Google AdWords, while using the so-called Conversion Tracking. This is a service of Google.

We are using Conversion Tracking for target-oriented promotion of our offer. Legal basis is Art. 6 §. 1 lit. f) GDPR. Our legitimate interest is the analysis, optimization, and profitable operation of our web presence.

If you click on an ad by Google, the Conversion Tracking used by us places a cookie on your device. These so-called conversion cookies lose their validity after 30 days. Furthermore, they can not be used to identify you personally.

If the cookie is still valid and you are entering a certain site of our web presence, both us and Google can analyze that you clicked on one of our ads placed on Google and then entered our website.

With this information, Google provides statistics about the visit of our web presence. Also, we receive information about the number of users that clicked on our ad(s), as well as the pages of our web presence visited subsequently. Neither ourselves, nor a third party that uses Google AdWords as well are thereby enabled to identify you personally.

By configuring your web browser accordingly, you can furthermore prevent or restrict the installation of cookies. At the same time you can delete stored cookies at any time. The necessary steps for this depend on the type of browser you are using. If you have any questions concerning this, please use the help feature or documentation of your browser, or contact its provider/support.

Furthermore, Google offers additional information about this topic, especially the option to prevent the use of data, available at:

<https://services.google.com/sitestats/de.html>

<http://www.google.com/policies/technologies/ads/>

<http://www.google.de/policies/privacy/>

Google Remarketing oder "Ähnliche Zielgruppen"-Komponente von Google

In our web presence, we use the remarketing feature also known as "similar audiences", by Google.

We are using this feature to display personalized ads on the web pages of third parties which are also part of the Google ad network.

Legal basis for this is Art. 6 §. 1 lit. f) GDPR. Our legitimate interest is the analysis, optimization, and profitable operation of our web presence.

To enable this service, Google saves a cookie with a series of numbers on your device via your web browser, while visiting our web presence. This cookie anonymously records your visit, as well as usage of our web presence. Personal data is not passed on. If you visit a web presence of a third party that is also part of the Google ad network, you may see ad placements that contain a reference to our web presence and the respective offers.

To disable this feature permanently, Google offers plugins for most web browsers, available at:

<https://www.google.com/settings/ads/plugin>

Also, the use of cookies of certain providers can be disabled via opt-out via:

<http://www.youronlinechoices.com/uk/your-ad-choices>

or

<http://www.networkadvertising.org/choices/>

Through so-called "Cross-Device-Marketing", Google can potentially track your usage through different devices, leading to personalized ads being displayed even if you switch devices. However, the precondition for this is, that you have linked your browser history to your Google Account.

Google offers further information on Google Remarketing at:

<http://www.google.com/privacy/ads/>