

In the event of any deviations resulting from the translation, the formulation set forth in the German version shall prevail.

Privacy policy

I. General Information

Subsequently, we provide information in accordance with Art. 13 EU data protection basic regulation (DSGVO) about the collection of personal data when using our website. Personal data refers to all data that can be related to you personally, e.g. name, address, e-mail addresses, user behaviour.

Responsible according to Art. 4 Para. 7 DSGVO is

diva-e Datacenters GmbH, Kruppstrasse 105, 60388 Frankfurt am Main

aterio.de/legal/impressum/?language=english

You can reach our data protection officer at:

Bugl & Kollegen Gesellschaft für Datenschutz und Informationssicherheit mbH
Sedanstrasse 7
93055 Regensburg
E-mail address: kontakt@buglundkollegen.de

II. Your rights

If personal data is processed by you as a user, you are considered to be the data subject in accordance with the DSGVO. Data subjects are entitled to the following rights vis-à-vis the person responsible:

- Right to information (Art. 15 DSGVO)
- Right to correct or delete personal data (Art. 16, 17 DSGVO)
- Right to restrict processing (Art. 18 DSGVO)
- Right of communication in connection with the correction or deletion of your personal data or the restriction of processing (Art. 19 DSGVO)
- Right to data transferability (Art. 20 DSGVO)
- Right of objection (Art. 21 DSGVO)
- Right to revoke any declarations of consent granted. The legality of the data processing carried out up to the time of revocation remains unaffected by the consent valid up to that point. (Art. 7 para. 3 DSGVO)
- Right to appeal to the supervisory authority (Art. 77 DSGVO)

You will find the competent supervisory authority in data protection matters at the following link.

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

III. Cookie Consent with Usercentrics

This website uses Usercentrics' cookie consent technology to obtain your consent to the storage of certain cookies on your terminal device and to document this consent in accordance with data protection regulations. The provider of this technology is Usercentrics GmbH, Rosental 4, 80331 Munich, Germany.

Website: <https://usercentrics.com/de/> (hereinafter "Usercentrics").

When you enter our website, the following personal data is transferred to Usercentrics:

Your consent(s) or the revocation of your consent(s)

Your IP address

Information about your browser

As of 01.10.2020

Information about your end device

Time of your visit to the website

Furthermore, Usercentrics stores a cookie in your browser in order to be able to allocate the consents granted to you or their revocation. The data collected in this way is stored until you request us to delete it, delete the Usercentrics cookie itself, or until the purpose for which the data is stored no longer applies. Mandatory legal storage obligations remain unaffected.

Usercentrics is used to obtain the legally required consent for the use of cookies. The legal basis for this is Art. 6 Para. 1 sentence 1 lit. c DSGVO.

We have concluded a contract for order processing with Usercentrics. This is a contract which is prescribed by data protection law and ensures that Usercentrics processes the personal data of our website visitors only in accordance with our instructions and in compliance with the DSGVO.

IV. Hosting

The hosting services we use serve to provide the following services: Infrastructure and platform services, computing capacity, storage space and database services, e-mail dispatch, security services as well as technical maintenance services which we use for the purpose of operating this online offer.

In doing so, we or our hosting provider process inventory data, contact data, content data, contract data, usage data, meta and communication data of customers, interested parties and visitors of this online offer on the basis of our legitimate interests in an efficient and secure provision of this online offer in accordance with Art. 6 Para. 1 lit. f DSGVO in conjunction with Art. 28 DSGVO (conclusion of contract processing agreement).

V. Contact

a. Nature and purpose of the processing operation

The data you enter in the contact form will be stored for the purpose of individual communication with you. For this purpose it is necessary to provide a valid e-mail address and your name. This serves to assign the inquiry and to answer it afterwards. The specification of further data is optional.

If you contact us by e-mail or telephone, we will process your contact data to answer your request.

b. Legal basis of the processing

Your personal data is processed on the basis of a legitimate interest (Art. 6 Para. 1 lit. f DSGVO). By providing the contact form, we aim to make it easy for you to contact us. The information you provide will be stored for the purpose of processing your inquiry and for possible follow-up questions. If you contact us to request an offer, the data provided will be processed for the purpose of implementing pre-contractual measures (Art 6 Para. 1 lit. b DSGVO).

c. Data categories

Contact details and order details

d. Recipient

Recipients of the data are internal employees of the technical, marketing, sales and possibly order processing departments.

e. Storage periods

Data will be deleted at the latest 6 months after processing the request. If a contractual relationship is established, we are subject to the legal retention periods according to German Commercial Code and delete your data after these periods have expired.

f. Legal / contractual requirement

The provision of your personal data is voluntary. However, we can only process your request if you provide us with your name, your e-mail address and the reason for your request.

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

i. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling in this data processing.

VI. Online shop

a. Nature and purpose of the processing operation

In order to be able to place orders via our offers, each customer must set up a password-protected customer account. This account contains an overview of all orders placed and active ordering processes.

In addition, it is necessary for the conclusion of the contract that customers provide further personal data, which we use to process your order. Mandatory data necessary for the processing of contracts are marked separately, further data is voluntary. We use various payment service providers for the processing of payments. You can choose from the following providers: PayPal (Europe) S.à r.l. et Cie, S.C.A. 22-24 Boulevard Royal L-2449 Luxembourg, Stripe, Inc. 510 Townsend Street San Francisco, CA 94103, USA

Furthermore, during the ordering process customers have the possibility to register for our newsletter. For further information please refer to section "VII Newsletter".

b. Legal basis of the processing

The processing of the data entered is carried out in order to execute the contract (Art. 6 para. 1 lit. b DSGVO).

c. Data categories

Contact and order details

d. Recipient

Recipients of the data are internal employees of the technical, marketing and sales departments, order processors if applicable and the selected payment service provider.

e. Storage periods

In this context, data is only processed as long as it is necessary to fulfil the purposes. Afterwards they are deleted, unless there are legal obligations to retain data. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

The provision of your personal data is necessary to be able to process the contract.

g. Transfer to third countries

Processing will not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling in this data processing.

VII. Newsletter

a. Nature and purpose of the processing

Your data will only be used to send you the subscribed newsletter by e-mail. Your name is entered in order to address you personally in the newsletter and, if necessary, to identify you if you wish to exercise your rights as a person affected. To receive the newsletter, it is sufficient to enter your e-mail address. If you register to receive our newsletter, the data you provide will be used exclusively for this purpose. Subscribers can also be informed by e-mail about circumstances relevant to the service or registration (e.g. changes to the newsletter offer or technical conditions). 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 ordering of the newsletter, the sending of a confirmation mail and the receipt of the hereby requested answer. Further data is not collected. The data will be used exclusively for sending the newsletter and will not be passed on to third parties.

If you have made a purchase of goods and/or services from us, we are entitled to send you information about our own similar goods and services via the e-mail address sent with the purchase (§ 7 III UWG). You can object to this use of your e-mail address at any time in total or for individual measures, e.g. by e-mail info@first-colo.net or letter diva-e@datacenters.com, Kruppstrasse 105, 60388 Frankfurt am Main, Germany, without incurring any costs other than the transmission costs according to the basic tariffs.

b. Legal basis of the processing

On the basis of your expressly granted consent (Art. 6 para. 1 lit. a DSGVO) or on the basis of a legitimate interest (Art. 6 para. 1 lit. f DSGVO) in conjunction with the requirements of §7 III UWG, we will send you our newsletter or comparable information regularly by e-mail to your specified e-mail address.

c. Data categories

Customer data, contact data and order details

d. Recipient

The recipients of the data are internal employees of the Technical, Marketing, Sales department.

e. Storage periods

The data will only be processed in this context as long as the corresponding consent is available or you have objected to the processing. Afterwards they will be deleted.

f. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

g. Revocation/objection of the processing

You can revoke your consent to the storage of your personal data and its use for sending the newsletter at any time with effect for the future. There is a corresponding link in every newsletter. You can also unsubscribe directly on this website at any time or inform us of your revocation using the contact option at the end of this data protection notice.

h. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling in this data processing.

VIII. Accessing the website

a. Nature and purpose of the processing

When you access our website, i.e. when you do not register or otherwise submit information, general information is automatically collected. This information (server log files) includes, for example, the type of browser, the operating system used, the domain name of your Internet service provider, your IP address and similar. This is

exclusively information that does not allow any conclusions about your person. It is processed in particular for the following purposes:

- Ensuring a trouble-free connection of the website,
- Ensuring a smooth use of our website,
- Evaluation of system security and stability and
- for further administrative purposes.

We do not use your data to draw conclusions about your person. Information of this kind will be statistically evaluated by us, if necessary, in order to optimize our Internet presence and the technology behind it.

b. Legal basis of the processing

The processing is carried out in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interest in improving the stability and functionality of our website.

c. Data categories

IP address, browser information, timestamp, URL path of the accessed page

d. Recipient

Recipients of the data are internal employees of the technical, marketing, sales and possibly order processing departments who act as order processors for the operation and maintenance of our website.

e. Storage periods

The data will be deleted as soon as they are no longer required for the purpose of collection. This is generally the case for the data used to provide the website, when the respective session has ended.

f. Legal / contractual requirement

The provision of the aforementioned personal data is not required by law or contract. Without the IP address, however, the service and functionality of our website cannot be guaranteed. In addition, individual services may not be available or may be restricted.

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

i. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling in this data processing.

IX. Use of cookies

a. Nature and purpose of the processing

Like many other websites, we also use so-called "cookies".

Cookies are simple files which store information about our web offer and your use. These small files are optionally created automatically by your browser when you use our website and are stored locally on your end device. This does not mean that we have obtained direct knowledge of your identity. The use of cookies serves to make the use of our offer more pleasant for you.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored longer on your end device. These cookies enable us to recognize your browser on your next visit.

We differentiate between **technically necessary** and **not necessary** cookies:

Technically necessary cookies ("first party cookies")

are required for the operation of a website and are indispensable for navigating on it and using its functions.

We use the following technically necessary cookies:

As specified in our cookie banner.

Not necessary cookies however are mostly performance cookies as well as marketing & third party cookies, which allow, for example, to record and count the number of visitors and traffic sources in order to measure and improve the performance of the website. They are also used to find out if certain pages have problems or errors, which pages are most popular and how visitors navigate the site.

Performance cookies are used to track visits and individual activities on web pages. They are used to statistically record and evaluate the use of websites.

Marketing & third-party cookies originate from external advertising companies, among others, and are used to collect information about the websites visited by the user, for example to create target-group-oriented advertising for the user.

The following non-essential cookies are used by us:

As specified in our cookie banner.

b. Legal basis of the processing

The use of technically necessary cookies ("first party cookies") is possible without the consent of the website visitor and is subject to a legitimate interest in the economic operation and optimization of our website and services in the sense of Art. 6 Para. 1 sentence 1 lit. f DSGVO.

The use of non-essential cookies, such as performance cookies as well as marketing & third party cookies is subject to the consent of the website visitor in accordance with Art. 6 Para. 1 sentence 1 lit. a DSGVO.

c. Data categories

- IP address
- Used Browser
- Operating system used
- Internet connection
- Session ID of the cookie
- and similar

d. Recipient

- In our cookie banner you will find the external recipient of each cookie and further information

e. Storage periods

The user can set his web browser to generally prevent the storage of cookies on his terminal device or to ask him each time whether he agrees to the setting of cookies. Once cookies have been set, the user can delete them at any time. How this works is described in the help function of the respective web browser.

A general deactivation of cookies may lead to functional limitations of this website.

f. Legal / contractual requirement

The provision of your personal data in cookies is voluntary, solely on the basis of your consent (so-called opt-in cookies). You can also prevent the use of pre-set, technically necessary cookies (so-called opt-out cookies) via the settings of your browser. However, the service and functionality of our website cannot be guaranteed without your consent. In addition, individual services may not be available or may be restricted.

g. Third Country Transfer

Processing may also take place outside the European Union (EU) or the European Economic Area (EEA). Please refer to our cookie banner and/or the following information for detailed information on the respective provider

h. Revocation of consent

You can revoke your consent to all cookies at any time with future effect in your browser settings or change the selection in the cookie banner.

i. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling when collecting cookies.

X. Google Tag Manager

a. Nature and purpose of the processing

Using Google Tag Manager: Google Tag Manager is a solution that allows marketers to manage website tags through a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-less domain and does not collect any personal information. The tool triggers other tags, which in turn may collect data. Google Tag Manager does not access this data. If deactivation is made at the domain or cookie level, it will remain in effect for all tracking tags implemented with Google Tag Manager: <http://www.google.de/tagmanager/use-policy.html>.

b. Legal basis of the processing

The processing of the data entered is based on our legitimate interest in improving the functionality of our website (Art. 6 Para. 1 lit. f DSGVO).

c. Data categories

No data collected

d. Recipient

Recipients of the data are internal employees of the marketing, sales and Google departments as order processors. For this purpose we have concluded the corresponding contract with Google.

e. Storage periods

Data will only be processed in this context as long as the necessity arises. Afterwards they will be deleted, as far as there are no legal obligations to keep them. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

The provision of your personal data is voluntary, you can object to the processing of your data at any time. If you prevent access, this may result in functional restrictions on the website.

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Profiling

With the help of the Google Tag Manager tool, the behavior of visitors to the website can be evaluated and interests analyzed.

XI. Google reCAPTCHA

a. Nature and purpose of the processing

For the purpose of protection against misuse of our web forms as well as against spam, we use the Google reCAPTCHA service in some forms on this website. By verifying a manual input, this service prevents automated software (so-called bots) from performing abusive activities on the website. This serves to protect our legitimate interests in the protection of our website from misuse as well as in a trouble-free presentation of our online presence.

Google reCAPTCHA uses a code embedded in the website, a so-called JavaScript, to check methods that enable an analysis of your use of the website, such as cookies. The automatically collected information about your use of this website including your IP address is usually transferred to a Google server in the EU and stored there. In addition, other cookies stored in your browser by Google services are evaluated by Google reCAPTCHA.

A readout or storage of personal data from the input fields of the respective form does not take place.

b. Legal basis of the processing

The processing is carried out in accordance with Art. 6 Para. 1 lit. f DSGVO on the basis of our legitimate interest in improving the security and functionality of our website.

c. Data categories

IP address, time spent on the site, browser language, Javascript objects, click path, visitor behavior of the site, user input and browser plugins

d. Recipient

Recipients of the data are internal employees of the departments Marketing, Sales, Technology and Google as the order processor.

e. Storage periods

The data collected in this context will be deleted after the end of the purpose and use of Google reCAPTCHA by us.

f. Legal / contractual requirement

The provision of your personal data is voluntary, solely based on your consent. Without the provision of your personal data, we cannot grant you access to our offered contents and services.

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You may refuse the use of JavaScript or cookies by selecting the appropriate settings in 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 find further information about Google's data protection policy here: <https://policies.google.com/privacy>. You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

i. Automated decision making and profiling

As a responsible company, we do not use automatic decision making or profiling in this data processing.

XII. Google Analytics

a. Nature and purpose of the processing

This website uses Google Analytics, a web analytics service provided by Google Building Gordon House, 4 Barrow Street, Dublin, D04 E5W5, Ireland. Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users navigate the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, due to the activation of IP anonymisation on these websites, your IP address will be shortened by Google within member states of the European Union or in other states which are party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transferred 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. The IP address transmitted by your browser within the scope of Google Analytics is not combined 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, further associated services are then to be provided.

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

- IP address (shortened/anonymised)

d. Recipient

- Employees of the IT and marketing department
- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

e. Storage periods

Data will only be processed in this context as long as the corresponding consent has been obtained. Afterwards they will be deleted, as far as there are no legal obligations to keep them. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

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

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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 deactivate Google Analytics".

i. Automatic decision making and profiling

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

XIII. Matomo

a. Nature and purpose of the processing

As of 01.10.2020

This website uses Matomo (formerly Piwik), an open source software for statistical analysis of visitor access. The provider of the Matomo software is InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand. Matomo uses so-called cookies, i.e. text files which are stored on your computer and which enable an analysis of your use of the website. The information generated by the cookie about your use of the website is stored on our server in Germany. The IP address is anonymised immediately after processing and before it is saved. You have the option of preventing the installation of cookies by changing the settings of your browser software. We would like to point out that with the appropriate settings, not all functions of this website may be available. You can decide whether a unique web analysis cookie may be stored in your browser to enable the website operator to collect and analyse various statistical data. You can find more information about the privacy settings of the Matomo software under the following link: <https://matomo.org/docs/privacy/>.

b. Legal basis of the processing

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

c. Categories of data

IP address, device operating system, browser language, browser type, usage data, referrer URL, device type, screen resolution, geographic location, subpages visited and number of visits

d. Recipient

Recipients of the data are internal employees of the marketing, sales and technical departments. Since we host Matomo ourselves, no connection to the servers of Matomo is established.

e. Storage periods

The data will be deleted as soon as they are no longer required for our recording purposes.

f. Legal / contractual requirement

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

g. Transfer to third countries

Although Matomo is based in New Zealand, all data is hosted by Matomo on our own servers located in Germany.

Therefore, the processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

i. Automated decision making and profiling

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

XIV. Yandex Metrica

a. Nature and purpose of the processing

This web site uses Yandex Metrica, a web analytics service of Yandex LLC, 16 Lva Tolstogo str., Moscow, 119021, Russia. With the help of Yandex Metrica pseudonymised user profiles are created and evaluated for statistical analysis of user behaviour for optimisation and marketing purposes. Yandex Metrica uses so-called cookies for the exact determination of statistical data. The data of the user's IP address is also collected, but it is pseudonymised

immediately after collection before being stored. The information generated by the cookie (including the pseudonymised IP address) is transferred to a Yandex server in Russia and stored there.

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

IP address, usage data, browser information and device data

d. Recipient

- Employees of the IT and marketing department
- Yandex LLC, 16 Lva Tolstogo str., Moscow, 119021 Russia

e. Storage periods

Data will only be processed in this context as long as the corresponding consent has been obtained. Afterwards they will be deleted, as far as there are no legal obligations to keep them. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

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

g. Transfer to third countries

Your data will be transferred to Russia. The data transfer takes place under appropriate guarantees according to Art. 46 Para. 2 lit. c DSGVO (standard data protection clauses).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

i. Automatic decision making and profiling

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

XV. Google Ads Remarketing

a. Nature and purpose of the processing

We use the remarketing or "Similar Target Audience" feature of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google") on our website. If you are habitually resident in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for ensuring compliance with the applicable data protection laws. The purpose of the application is to analyse visitor behaviour and interests. Google uses cookies to perform the analysis of website usage, which forms the basis for the creation of interest-related advertisements. The cookies are used to record visits to the website as well as anonymous data on the use of the website. There is no storage of personal data of visitors to the website. If you visit another website in the Google Display network, you will be shown advertisements that most probably take into account previously accessed product and information areas.

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

Visited pages, duration of visit, content in which the user is interested, IP address, other information on the use of websites

d. Recipient

- Employees of the IT and marketing department
- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

e. Storage periods

Data will only be processed in this context as long as the corresponding consent has been obtained. Afterwards they will be deleted, as far as there are no legal obligations to keep them. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

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

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

i. Automatic decision making and profiling

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

XVI. Microsoft Advertising

a. Nature and purpose of the processing

We use Microsoft Advertising of Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA; "Microsoft") on our website. The data processing serves marketing and advertising purposes and the purpose of measuring the success of the advertising measures (conversion tracking). We learn the total number of users who clicked on one of our ads and were redirected to a page with a conversion tracking tag. However, this does not allow us to personally identify these users. Microsoft Advertising uses technologies such as cookies and tracking pixels to help analyse how you use the site. When you click on an ad placed by Microsoft Advertising, a conversion tracking cookie is placed on your computer. This cookie has a limited validity and is not used for personal identification. If you visit certain pages on our site and the cookie has not expired, Microsoft and we may recognize that you have clicked on the ad and been directed to that page. The information that may be collected includes the following: IP address, identifiers (tags) assigned by Microsoft, information about the browser you are using and the device you are using, referrer URL (web page from which you accessed our site), URL of our site.

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

As of 01.10.2020

IP address, GUID generated from UET tag, page URL, Microsoft cookie, page title, screen width, digital signature, screen color depth, UET ID tag, referrer URL, ad click information, page load time, browser language setting, Microsoft click ID and screen height

d. Recipient

- Employees of the IT and marketing department
- Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA

e. Storage periods

Data will only be processed in this context as long as the corresponding consent has been obtained. Afterwards it will be deleted, as far as there are no legal obligations to keep it. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

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

g. Transfer to third countries

Your data may be transferred to the USA. Microsoft has certified itself according to the US-EU Privacy Shield Agreement and has thus committed itself to comply with the European data protection guidelines.

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

i. Automatic decision making and profiling

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

XVII. Google Ads Conversion Tracking

a. Nature and purpose of the processing

We use the online advertising program "Google Ads" on our website and, in this context, conversion tracking (visitor action evaluation). Google Conversion Tracking is an analysis service of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"). If you have your habitual residence in the European Economic Area or Switzerland, Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) is the data controller. Google Ireland Limited is therefore the company affiliated with Google which is responsible for processing your data and for ensuring compliance with the applicable data protection laws. When you click on an ad placed by Google, a conversion tracking cookie is placed on your computer. These cookies have a limited validity, do not contain any personal data and are therefore not used for personal identification. If you visit certain pages on our site and the cookie has not expired, Google and we may recognize that you clicked on the ad and were directed to that page. Each Google Ads customer receives a different cookie. As a result, there is no way that cookies can be tracked across the sites of ads customers. The information collected through the conversion cookie is used to compile conversion statistics. This tells us the total number of users who have clicked on one of our ads and been redirected to a page with a conversion tracking tag. However, we do not receive information that personally identifies users

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

ads clicked, web request, cookie ID, cookie information, browser language, IP address, usage data, date and time of visit, error URL and browser type

d. Recipient

- Employees of the IT and marketing department
- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland

e. Storage periods

Data will only be processed in this context as long as the corresponding consent has been obtained. Afterwards they will be deleted, as far as there are no legal obligations to keep them. To contact us in this context, please use the contact data provided at the beginning of this data protection declaration.

f. Legal / contractual requirement

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

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

i. Automatic decision making and profiling

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

XVIII. LinkedIn Insight tag

a. Nature and purpose of the processing

This website uses the "LinkedIn Insight Tag", an analysis and tracking tool of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. The LinkedIn Insight tag enables the collection of information about visits to this website, including URL, referrer URL, IP address, device and browser characteristics, timestamps, and page views. LinkedIn does not share any personally identifiable information with the owner of this website, but only provides aggregated reports about website audience and ad performance. LinkedIn also provides retargeting for website visitors, so that the owner of this website can use this data to display targeted advertising outside of their website without identifying the member. The purpose of data collection is to analyse visits to our website and campaign results in order to provide you with interesting information.

b. Legal basis of the processing

The processing of the data entered is based on the consent of the user (Art. 6 Para. 1 letter a DSGVO).

c. Data categories

Referrer URL, Device Information, Timestamp, IP Address, Browser Information

d. Recipient

- Employees of the IT and marketing department

- LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland

e. Storage periods

The data is encrypted, anonymised within seven days and the anonymised data is deleted within 90 days. To contact us in this context, please use the contact data provided at the beginning of this privacy policy.

f. Legal / contractual requirement

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

g. Transfer to third countries

The processing does not take place outside the European Union (EU) or the European Economic Area (EEA).

h. Revocation of consent

You can revoke your consent to the storage of your personal data at any time with effect for the future. You can inform us of your revocation at any time by using the contact option provided at the beginning of this data protection notice.

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.

Members of LinkedIn can control the use of their personal information for advertising purposes [in their account settings](#).

i. Automated Decision Making and Profiling

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

XIX. Online Presence in Social Media

We maintain online presences within social networks in order to inform the users active there about our services and, if interested, to communicate directly via the platforms. We are currently represented in the following networks:

twitter.com/AterioDE

www.instagram.com/aterio/

All of our social media channels can only be accessed by visitors to the website via an external link. We do not use any plug-ins or other interfaces on our website that offer the respective networks for embedding the offers on websites.

We have no influence on the data collection and its further use by the social networks. For example, we have no knowledge of the extent to which, where and for how long the data is stored, the extent to which the networks comply with existing deletion obligations, what evaluations and links are made with the data and to whom the data is passed on. We therefore expressly draw attention to the fact that user data (e.g. personal information, IP address) is stored and used for business purposes by the operators of the networks in accordance with their data usage guidelines.

We process the data of users in the social media presences insofar as they contact and communicate with us via comments or direct messages.

The legal basis for the processing of user data is Art. 6 Para. 1 lit. b and f DSGVO.

- Twitter
- LinkedIn

- Facebook
- YouTube

Within our online offer no functions and contents of the service Twitter, offered by Twitter Inc., 795 Folsom Street, Suite600, San Francisco, CA 94107 or 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, are integrated. The Twitter channels are only accessible via an external link. If visitors to the website are members of the Twitter platform, Twitter can assign the call of the social media channel to the user's profile if the user visits our Twitter profile while logged in. Twitter is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with the European data protection laws. We would like to point out that we have no influence on the content, scope of use, or the data collected by Twitter Inc. For further information in this regard, we refer you to the pages of Twitter Inc. at: <http://twitter.com/privacy>. Furthermore, we would like to point out that you can make appropriate changes to your Twitter account to protect your privacy.

Within our online offer no functions and contents of the service LinkedIn, offered by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, are integrated. The LinkedIn channels can only be accessed via an external link. If visitors to our website are members of the LinkedIn platform, LinkedIn can assign the call to the social media channel to the user's profile there if the user visits the LinkedIn profile while logged in. We would like to point out that we have no influence on the content, scope of use of the data collected by LinkedIn. For further information in this regard, we refer to the LinkedIn privacy policy: https://www.linkedin.com/legal/privacy-policy?trk=hb_ft_priv

You can access the social media network Facebook via external links on our website. All functions in the social media network are offered by Facebook, 4 Grand Canal Square, Dublin 2, Ireland. If you are logged into Facebook with your own profile and access our social media channel, Facebook will be able to associate your visit with your logged in profile. If you do not want your account to be associated with your IP address, please log out of your Facebook account prior to using our website.

For further information on the processing of your data, we refer you to the Facebook privacy policy: <https://facebook.com/privacy/explanation> and to our data policy Facebook Fanpage, which you will find at the end of this statement.

Within our online offer no functions and contents of the service YouTube, offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, are integrated. The YouTube channels are only accessible via an external link. If the visitors of the website are members of the YouTube platform, YouTube can assign the call of the social media channel to the profile of the user, if the user visits our YouTube profile in the logged in state. We would like to point out that we have no influence on the content, scope of use, data collected by YouTube. For further information in this regard, we refer to the YouTube privacy policy: <https://policies.google.com/privacy?hl=de&gl=de>. We would also like to point out that you can make appropriate changes to your YouTube account to protect your privacy.

XX. Data Policy Facebook Fanpage

diva-e Datacenters GmbH operates an online presence on Facebook, a so-called Facebook fan page. For visiting our fan page, the following additional information on data processing applies. Information about data protection on Facebook in general can be found here (<https://www.facebook.com/about/privacy/>).

1. Joint responsibility, contact data, company data protection officer:

We are jointly responsible with Facebook for the operation of our Facebook fan page in accordance with Art. 26 DSGVO. For this purpose, we have concluded an agreement with Facebook to determine who fulfills which obligations with regard to data protection. This agreement can be accessed here (https://www.facebook.com/legal/terms/page_controller_addendum). According to this agreement, Facebook is primarily responsible for providing the data subject with information about the joint processing and for enabling the data subject to exercise his or her data protection rights. Irrespective of this, we hereby inform you about your visit to our fan page.

Our contact details are as follows:

diva-e Datacenters GmbH
Kruppstrasse 105, 60388 Frankfurt am Main
info@first-colo.net

You can reach Facebook at:

Facebook Ireland Ltd.

4 Grand Canal Square,
Grand Canal Harbour,
Dublin 2, Ireland

Online you can reach Facebook here (<https://www.facebook.com/help/contact/2061665240770586>)

You can reach our company data protection officer at:

Bugl & Kollegen Gesellschaft für Datenschutz und Informationssicherheit mbH
Sedanstraße 7
93055 Regensburg
E-Mail: kontakt@buglundkollegen.de

You can contact the Facebook data protection officer at

<https://www.facebook.com/help/contact/540977946302970>.

2. Collection and storage of personal data as well as the type and purpose and their use:

a) Data collected by Facebook:

If you are a Facebook user, Facebook collects the data described in the [Facebook Data Policy](#) under "What type of information do we collect? If you are not a Facebook user, cookies, small text files containing identifiers, may still be stored in your browser to enable tracking of your user behavior.

As a rule, when you visit Facebook, the user data is also processed by Facebook for market research and advertising purposes. Based on user behavior (also when visiting our fan page) complex user profiles are created, which Facebook can use to display personalised advertisements to the visitor inside and outside of Facebook. You can also find more detailed information on this in the [Facebook Data Policy](#).

If you do not agree with this, you can object to it [here](#) (Opt-Out).

b) Data used by us ("Page-Insights") and legal basis:

Facebook provides us with statistics and usage data that we can use to analyse the use of our fan page (so-called "Page-Insights"). This enables us to continuously improve our Facebook offer. We as operators do not make any decisions regarding the processing of Insights data and all other information resulting from Art. 13 DSGVO, such as the storage period of cookies on user terminals. The primary responsibility under the DSGVO for the processing of Insights data lies with Facebook and Facebook fulfils all obligations under the DSGVO with regard to the processing of Insights data.

We as site administrators have no other possibility, not even via user tracking, to evaluate user behavior on our fan page. It is also fundamentally impossible for us to identify the visitor of the fan page based on the Page-Insights. In particular, according to the agreement, we have no right to require Facebook to disclose individual visitor data. We are only able to identify a visitor if we can assign individual profile pictures to "likely-me" information for the page, but only if our fan page has been marked "likely-me" by the respective visitor and the "likely-me" information is set to "public".

You can find out what information Facebook uses to create the page insights [here](#).

The operation of the Facebook Fanpage and the use of the Page-Insights serves our legitimate interest in an effective external presentation and efficient communication with our customers and interested parties. This interest justifies the operation of the page both against the legitimate interests of Facebook users, as well as against visitors to our fan page who do not have a Facebook account. The legal basis is accordingly Art. 6 para. 1 lit. f) DSGVO.

3. Transfer of data to third parties:

Data collected by Facebook is exchanged and processed within the entire Facebook group. The Facebook Group also includes, for example, Instagram, WhatsApp and Oculus. For example, information collected via Facebook is used to display personalised advertising to the user on Instagram, or information from WhatsApp is used to take action on Facebook against accounts that send spam via WhatsApp. This information can be found in the [Facebook Data Policy](#) at "How do Facebook companies work together?".

Facebook's processing of data may involve the transfer of user data outside the European Economic Area (EEA), particularly the USA.

4. Right of objection:

If your personal data is processed based on legitimate interests in accordance with Art. 6 Para. 1 letter f DSGVO, you have the right to object to the processing of your personal data in accordance with Art. 21 DSGVO if there are reasons for doing so that arise from your particular situation or if the objection is directed against direct advertising. In the latter case, you have a general right of objection, which will be implemented by us without specifying a special situation. If you wish to exercise your right of revocation or objection, simply send an e-mail to info@first-colo.net.

5. Rights of data subjects:

You have the right to revoke your consent to us at any time. As a result, we are not allowed to continue the data processing that was based on this consent for the future. In addition, you have the right to information according to Art. 15 DSGVO, the right to correction according to Art. 16 DSGVO, the right to deletion according to Art. 17 DSGVO, the right to restriction of processing according to Art. 18 DSGVO, as well as the right from data transferability according to Art. 21 DSGVO. There is also a right of appeal to a competent data protection supervisory authority (Art. 77 DSGVO).

In principle, you can assert your rights as a data subject against Facebook as well as against us. Since only Facebook has direct access to your user data, you can most effectively assert your rights of data subjects against Facebook.