

# Data protection

Responsible body in the sense of the data protection laws, in particular the EU data protection basic regulation (DSGVO), is:

innoME GmbH  
In the Tütenbeke 36  
32339 Espelkamp

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E-Mail: [info@innome.de](mailto:info@innome.de)

## Your affected rights

You can always exercise the following rights under the contact details of our contact person for data protection:

- Information about your stored data and their processing,
- correction of incorrect personal data,
- deletion of your stored data,
- Restriction of data processing, if we are not yet allowed to delete your data due to legal obligations,
- Objection to the processing of your data with us and
- Data portability, if you have consented to the data processing or have concluded a contract with us.

If you have given us your consent, you can withdraw it at any time with effect for the future.

You can always contact the supervisory authority responsible for you with a complaint. Your competent supervisory authority will depend on the state of your domicile, work or alleged violation. A list of the supervisory authorities (for the non-public area) with address can be found at: [https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften_links-node.html).

## Purposes of data processing by the responsible body and third parties

We process your personal data only for the purposes stated in this privacy policy. A transfer of your personal data to third parties for purposes other than those mentioned does not take place. We only share your personal information with third parties if:

- you have given your express consent
- processing is required to complete a contract with you,
- the processing is necessary to fulfill a legal obligation,

processing is necessary to protect legitimate interests and there is no reason to believe that you have an overriding legitimate interest in not disclosing your information.

## **Deletion or blocking of data**

We adhere to the principles of data avoidance and data economy. Therefore, we only store your personal data for as long as is necessary to achieve the purposes mentioned here or as provided for by the various storage periods provided for by law. After discontinuation of the respective purpose or expiration of these deadlines, the corresponding data will be routinely and in accordance with the statutory provisions blocked or deleted.

## **Collecting general information when visiting our website**

When you access our website, a cookie automatically records information of a general nature. 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. They are processed in particular for the following purposes:

- ensuring a hassle-free connection of the website,
- ensuring a smooth use of our website,
- Evaluation of system security and stability as well
- for further administrative purposes.

The processing of your personal data is based on our legitimate interest for the aforementioned purposes of data collection. We do not use your information to draw conclusions about you. The recipient of the data is only the responsible body and possibly the processor.

Anonymous information of this kind may be statistically evaluated by us to optimize our website and the underlying technology.

## **Provision of paid services**

To provide paid services we ask for additional data, such as: Payment details to complete your order. We store this data in our systems until the legal retention periods have expired.

## **SSL encryption**

To protect the security of your data during transmission, we use state-of-the-art encryption techniques (such as SSL) over HTTPS.

## contact form

If you have questions of any kind contact us by e-mail or contact form, give us your consent for the purpose of establishing contact. This requires the specification of a valid e-mail address. This serves for the assignment of the request and the subsequent answering of the same. The specification of further data is optional. The information you provide will be stored for the purpose of processing the request and for possible follow-up questions. After completing the request you will automatically delete personal data.

## Use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. (following: Google). Google Analytics uses so-called "cookies", ie 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 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 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.

The purposes of the data processing are the evaluation of the use of the website and the compilation of reports on activities on the website. Based on the use of the website and the Internet, other related services will be provided. The processing is based on the legitimate interest of the website operator.

You can prevent the storage of cookies by a corresponding setting of your browser software; however, please note that if you do this, you may not be able to use all the features of this website to the fullest extent possible. 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: [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](#). 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.

## Using Script Libraries (Google Webfonts)

In order to render our content correctly and graphically appealing across browsers, we use script libraries and font libraries on this website, such as: Google Webfonts (<https://www.google.com/webfonts/>). Google web fonts are transferred to the cache of your browser to prevent multiple loading. If the browser does not support Google Web fonts or prohibits access, content will be displayed in a standard font.

The call of script libraries or font libraries automatically triggers a connection to the operator of the library. It is theoretically possible - but currently also unclear whether and if so for what purposes - that operators of such libraries collect data.

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

## Social plugins

Our websites use social plugins of the providers listed below. The plugins can be recognized by the fact that they are marked with the appropriate logo.

These plug-ins may be used to send information, which may include personal information, to the service provider and may be used by the service provider. We prevent the unconscious and unwanted collection and transmission of data to the service provider through a 2-click solution. To activate a desired social plugin, it must first be activated by clicking on the corresponding button. Only through this activation of the plugin is the detection of information and its transmission to the service provider triggered. We do not collect personally identifiable information by means of social plugins or their use. We have no control over what data an enabled plugin collects and how it is used by the provider. At present, it must be assumed that a direct connection to the services of the provider will be expanded and at least the IP address and device-related information will be collected and used. It is also possible that the service providers try to save cookies on the computer used. Please refer to the privacy policy of the respective service provider to see which specific data is collected here and how it is used. Note: If you are logged in to Facebook at the same time, Facebook may identify you as a visitor to a particular page.

On our website, we have integrated the social media buttons of the following companies: Facebook Ireland Limited, Ireland Unlimited Company LinkedIn, YouTube LLC, XING SE, Twitter International Company

## Change of our privacy policy

We reserve the right to amend this privacy policy to always comply with the latest legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. Your new visit will be subject to the new privacy policy.

## Questions to the contact person for data protection

If you have any questions about privacy, please email us or contact the person responsible for privacy in our organization:

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[malte.schnau@innome.de](mailto:malte.schnau@innome.de)

The privacy policy has been created with the [privacy statement generator of activeMind AG](#).