Privacy Policy

Version 1.5

If copies of these GTC have been made in languages other than German, only the German version is binding for anny and the provider.

This privacy policy also applies to app.anny.co and try.anny.co as well as other subdomains of anny.co.

For our customers, we provide a Data Processing Agreement (DPA) that contractually regulates the handling of data.

1. Data Protection at a Glance

General Information

The following information provides a simple overview of what happens to your personal data when you visit this website. Personal data is any data with which you can be personally identified. Detailed information on the subject of data protection can be found in our privacy policy listed below this text.

Data Collection on This Website

Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator. You can find their contact details in the legal notice (Impressum) of this website.

How do we collect your data?

On the one hand, your data is collected when you share it with us. This can, for example, be data that you enter into a contact form.

Other data is collected automatically or with your consent by our IT systems when you visit the website. This is primarily technical data (e.g., internet browser, operating system, or time of the page view). This data is collected automatically as soon as you enter this website.

What do we use your data for?

Part of the data is collected to ensure the error-free provision of the website. Other data can be used to analyze your user behavior.

What rights do you have regarding your data?

You have the right to receive information about the origin, recipient, and purpose of your stored personal data free of charge at any time. You also have a right to request the correction or deletion of this data. If you have given your consent to data processing, you can revoke this consent at any time for the future. You also have the right to request the restriction of the processing of your personal data under certain circumstances. Furthermore, you have a right to lodge a complaint with the competent supervisory authority.

For this and other questions on the subject of data protection, you can contact us at any time at the address given in the legal notice.

Analysis Tools and Third-Party Tools

When visiting this website, your surfing behavior can be statistically evaluated. This happens mainly with so-called analysis programs.

Detailed information on these analysis programs can be found in the following privacy policy.

2. Hosting and Content Delivery Networks (CDN)

External Hosting

This website is hosted by an external service provider (hoster). The personal data collected on this website is stored on the hoster's servers. This may primarily include IP addresses, contact requests, meta and communication data, contract data, contact details, names, website access, and other data generated via a website.

The hoster is used for the purpose of fulfilling the contract with our potential and existing customers (Art. 6 para. 1 lit. b GDPR) and in the interest of a secure, fast, and efficient provision of our online offering by a professional provider (Art. 6 para. 1 lit. f GDPR).

Our hoster will only process your data to the extent necessary to fulfill its performance obligations and will follow our instructions regarding this data.

Conclusion of a Contract on Commissioned Processing

Framer

The provider is Framer B.V., Rozengracht 207B, 1016 LZ Amsterdam, Netherlands (hereinafter "Framer"). When you visit our website, Framer collects various log files including your IP addresses.

Framer is a tool for creating and hosting websites. Framer stores cookies or other recognition technologies that are required for displaying the page, providing certain website functions, and ensuring security (necessary cookies).

Details can be found in Framer's privacy policy: https://www.framer.com/legal/privacy-statement.

The use of Framer is based on Art. 6 para. 1 lit. f GDPR. We have a legitimate interest in the most reliable presentation of our website possible. If a corresponding consent was requested, processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g., device fingerprinting) within the meaning of the TDDDG. The consent can be revoked at any time.

Framer is based in the EU. Insofar as Framer uses sub-processors in third countries (e.g., the USA), data transfer is based on the standard contractual clauses of the EU Commission or on an adequacy decision. Details can be found here: https://www.framer.com/legal/data-processing-addendum.

bunny.net

We use the service "bunny.net". The provider is BUNNYWAY, informacijske storitve d.o.o., Cesta komandanta Staneta 4A, 1215 Medvode, Slovenia (hereinafter "bunny.net").

bunny.net offers a globally distributed Content Delivery Network with a firewall. Technically, the information transfer between your browser and our website is routed through the bunny.net network. This enables bunny.net to analyze the data traffic between your browser and our website and to serve as a filter between our servers and potentially malicious traffic from the internet. In doing so, bunny.net can also use cookies or other technologies to recognize internet users, which are, however, used solely for the purpose described here.

The use of bunny.net is based on our legitimate interest in the most error-free and secure provision of our website as possible (Art. 6 para. 1 lit. f GDPR).

More information about security and data protection at bunny.net can be found here: https://bunnycdn.com/privacy.

Cloudflare

We use the service "Cloudflare". The provider is Cloudflare Inc., 101 Townsend St., San Francisco, CA 94107, USA (hereinafter "Cloudflare").

Cloudflare offers a globally distributed Content Delivery Network with DNS. Technically, the information transfer between your browser and our website is routed through the Cloudflare network. This enables Cloudflare to analyze data traffic between your browser and our website and to serve as a filter between our servers and potentially malicious traffic from the internet. In doing so, Cloudflare can also use cookies or other technologies to recognize internet users, which are, however, used solely for the purpose described here.

The use of Cloudflare is based on our legitimate interest in the most error-free and secure provision of our website as possible (Art. 6 para. 1 lit. f GDPR).

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.cloudflare.com/privacypolicy/.

More information about security and data protection at Cloudflare can be found here: https://www.cloudflare.com/privacypolicy/.

Order Processing

We have concluded a contract for order processing (DPA) with the providers mentioned above. This is a contract required by data protection law, which ensures that they only process the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

To ensure data-protection-compliant processing, we have concluded a contract on commissioned processing with our hoster.

3. General Notes and Mandatory Information

Data Protection

The operators of these pages take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this privacy policy.

When you use this website, various personal data are collected. Personal data is data with which you can be personally identified. This privacy policy explains what data we collect and what we use it for. It also explains how and for what purpose this happens.

We would like to point out that data transmission on the internet (e.g., when communicating by email) can have security gaps. Complete protection of data against access by third parties is not possible.

Note on the Responsible Body

The responsible body for data processing on this website is:

anny GmbH
Cäcilienstraße 30
50667 Cologne

Phone: +49 241 93688158

Email: hello@anny.co

The responsible body is the natural or legal person who alone or jointly with others decides on the purposes and means of processing personal data (e.g., names, email addresses, etc.).

Storage Duration

Unless a more specific storage period has been specified in this privacy policy, your personal data will remain with us until the purpose for data processing no longer applies. If you assert a justified request for deletion or revoke your consent to data processing, your data will be deleted unless we have other legally permissible reasons for storing your personal data (e.g., tax or commercial law retention periods); in the latter case, the deletion will take place once these reasons no longer apply.

General Information on the Legal Basis of Data Processing on This Website

If you have consented to data processing, we process your personal data on the basis of Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR, provided that special categories of data according to Art. 9 para. 1 GDPR are processed. In the event of explicit consent to the transfer of personal data to third countries, data processing is also based on Art. 49 para. 1 lit. a GDPR. If you have consented to the storage of cookies or to access to information on your terminal device (e.g., via device fingerprinting), data processing is additionally based on § 25 para. 1 TTDSG. The consent can be revoked at any time. If your data is required for the fulfillment of a contract or for the implementation of pre-contractual measures, we process your data on the basis of Art. 6 para. 1 lit. b GDPR. Furthermore, we process your data if this is necessary to fulfill a legal obligation on the basis of Art. 6 para. 1 lit. c GDPR. Data processing can also take place on the basis of our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. Information on the legal basis applicable in each individual case is provided in the following paragraphs of this privacy policy.

Statutory Data Protection Officer

We have appointed a data protection officer for our company.

anny GmbH
Adriaan Wind
Cäcilienstraße 30
50667 Cologne

Phone: +49 241 93688158

Email: privacy@anny.co

Note on Data Transfer to Third Countries that are Not Secure Under Data Protection Law

When visiting try.anny.co, we use, among other things, tools from companies based in third countries that are not secure under data protection law. If these tools are active, personal data may be transferred to these countries and processed there. We point out that in third countries that are unsafe under data protection law, a level of data protection comparable to that of the EU cannot be guaranteed.

We point out that the USA as a secure third country generally has a level of data protection comparable to that of the EU. A transfer of data to the USA is permitted if the recipient is certified under the "EU-US Data Privacy Framework" (DPF) or has suitable additional guarantees. Information on transfers to third countries, including the data recipients, can be found in this privacy policy.

Revocation of Your Consent to Data Processing

Many data processing operations are only possible with your express consent. You can revoke consent that you have already given at any time. The legality of the data processing carried out up to the revocation remains unaffected by the revocation.

Right to Object to Data Collection in Special Cases and to Direct Marketing (Art. 21 GDPR)

IF DATA PROCESSING IS BASED ON ART. 6 PARA. 1 LIT. E OR F GDPR, YOU HAVE THE RIGHT TO OBJECT TO THE PROCESSING OF YOUR PERSONAL DATA AT ANY TIME FOR REASONS ARISING FROM YOUR PARTICULAR SITUATION; THIS ALSO APPLIES TO PROFILING BASED ON THESE PROVISIONS. THE RESPECTIVE LEGAL BASIS ON WHICH PROCESSING IS BASED CAN BE FOUND IN THIS PRIVACY POLICY. IF YOU OBJECT, WE WILL NO LONGER PROCESS YOUR PERSONAL DATA CONCERNED UNLESS WE CAN PROVE COMPELLING LEGITIMATE REASONS FOR THE PROCESSING WHICH OUTWEIGH YOUR INTERESTS, RIGHTS, AND FREEDOMS, OR THE PROCESSING SERVES THE ASSERTION, EXERCISE, OR DEFENSE OF LEGAL CLAIMS (OBJECTION UNDER ART. 21 PARA. 1 GDPR).

IF YOUR PERSONAL DATA IS PROCESSED FOR THE PURPOSE OF DIRECT MARKETING, YOU HAVE THE RIGHT TO OBJECT AT ANY TIME TO THE PROCESSING OF PERSONAL DATA CONCERNING YOU FOR THE PURPOSE OF SUCH ADVERTISING; THIS ALSO APPLIES TO PROFILING INSOFAR AS IT IS CONNECTED WITH SUCH DIRECT MARKETING. IF YOU OBJECT, YOUR PERSONAL DATA WILL SUBSEQUENTLY NO LONGER BE USED FOR THE PURPOSE OF DIRECT MARKETING (OBJECTION UNDER ART. 21 PARA. 2 GDPR).

Right to Lodge a Complaint with the Competent Supervisory Authority

In the event of violations of the GDPR, those affected have a right to lodge a complaint with a supervisory authority, in particular in the Member State of their habitual residence, their place of work, or the place of the alleged violation. The right to lodge a complaint is without prejudice to other administrative or judicial remedies.

Right to Data Portability

You have the right to have data that we process automatically on the basis of your consent or in fulfillment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another responsible party, this will only be done to the extent technically feasible.

SSL or TLS Encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or inquiries that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Encrypted Payment Transactions on This Website

If there is an obligation to transmit your payment data to us (e.g., account number for direct debit authorization) after the conclusion of a contract with costs, this data is required for payment processing.

Payment transactions via the common means of payment (Visa/MasterCard, direct debit) are carried out exclusively via an encrypted SSL or TLS connection. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

With encrypted communication, your payment data that you transmit to us cannot be read by third parties.

Access, Deletion, and Correction

Within the framework of the applicable statutory provisions, you have the right at any time to free information about your stored personal data, its origin and recipient, and the purpose of data processing and, if applicable, a right to correct or delete this data. For this and other questions on the subject of personal data, you can contact us at any time at the address given in the legal notice.

Right to Restriction of Processing

You have the right to request the restriction of the processing of your personal data. To do this, you can contact us at any time at the address given in the legal notice. The right to restriction of processing exists in the following cases:

- If you dispute the accuracy of your personal data stored with us, we usually need time to verify this. For the duration of the audit, you have the right to request the restriction of the processing of your personal data.
- If the processing of your personal data happened/happens unlawfully, you can request the restriction of data processing instead of deletion.
- If we no longer need your personal data, but you need it to exercise, defend, or assert legal claims, you have the right to request restriction of the processing of your personal data instead of deletion.
- If you have filed an objection under Art. 21 para. 1 GDPR, a balance must be struck between your interests and ours. As long as it is not yet clear whose interests prevail, you have the right to request the restriction of the processing of your personal data.

If you have restricted the processing of your personal data, this data – apart from its storage – may only be processed with your consent or for the assertion, exercise, or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of an important public interest of the European Union or a Member State.

4. Data Collection on This Website

Cookies

Our internet pages use so-called "cookies". Cookies are small text files and do not cause any damage to your end device. They are stored on your device either temporarily for the duration of a session (session cookies) or permanently (permanent cookies). Session cookies are automatically deleted after your visit. Permanent cookies remain stored on your end device until you delete them yourself or they are automatically deleted by your web browser.

In some cases, cookies from third-party companies can also be stored on your device when you enter our site (third-party cookies). These enable us or you to use certain services of the third-party company (e.g., cookies for processing payment services).

Cookies have different functions. Numerous cookies are technically necessary, as certain website functions would not work without them (e.g., the shopping cart function or the display of videos). Other cookies serve to evaluate user behavior or display advertising.

Cookies that are required to carry out the electronic communication process (necessary cookies) or to provide certain functions you desire (functional cookies, e.g., for the shopping cart function) or to optimize the website (e.g., cookies to measure the web audience) are stored on the basis of Art. 6 para. 1 lit. f GDPR, unless another legal basis is specified. The website operator has a legitimate interest in storing cookies for the technically error-free and optimized provision of its services. If consent to the storage of cookies has been requested, the storage of the cookies concerned takes place exclusively on the basis of this consent (Art. 6 para. 1 lit. a GDPR); the consent can be revoked at any time.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when closing the browser. If cookies are deactivated, the functionality of this website may be limited.

Insofar as cookies are used by third-party companies or for analysis purposes, we will inform you about this separately in this privacy policy and, if necessary, ask for your consent.

Server Log Files

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- Operating system used
- Referrer URL
- Host name of the accessing computer
- Time of the server request
- IP address

This data is not merged with other data sources.

This data is collected on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the technically error-free presentation and optimization of its website – for this purpose, the server log files must be recorded.

Contact Form

If you send us inquiries via the contact form, your details from the inquiry form, including the contact details you provided there, will be stored by us for the purpose of processing the inquiry and in case of follow-up questions. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 para. 1 lit. b GDPR, provided that your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR) if this was requested.

The data you enter in the contact form will remain with us until you ask us to delete it, revoke your consent to storage, or the purpose for data storage no longer applies (e.g., after your request has been fully processed). Mandatory statutory provisions – in particular retention periods – remain unaffected.

Inquiry by Email, Phone, or Fax

If you contact us by email, phone, or fax, your inquiry including all resulting personal data (name, inquiry) will be stored and processed by us for the purpose of processing your request. We do not pass on this data without your consent.

The processing of this data is based on Art. 6 para. 1 lit. b GDPR, provided that your inquiry is related to the fulfillment of a contract or is necessary for the implementation of pre-contractual measures. In all other cases, processing is based on our legitimate interest in the effective processing of inquiries addressed to us (Art. 6 para. 1 lit. f GDPR) or on your consent (Art. 6 para. 1 lit. a GDPR) if this was requested.

The data you send to us via contact requests will remain with us until you ask us to delete it, revoke your consent to storage, or the purpose for data storage no longer applies (e.g., after your request has been fully processed). Mandatory statutory provisions – in particular statutory retention periods – remain unaffected.

Pipedrive

We use Pipedrive CRM on this website. The provider is Pipedrive OÜ, Mustamäe tee 3a, 10615 Tallinn, Estonia (hereinafter "Pipedrive").

Among other things, Pipedrive allows us to manage existing and potential customers of anny as well as customer contacts. With the help of Pipedrive, we are able to record, sort, and analyze customer interactions via email, social media, or phone across various channels. The personal data recorded in this way can be evaluated and used for communication with the (potential) customer.

Only customers who are directly related to anny are affected by data processing; thus explicitly not groups of people who book services or offerings with other operators via anny, where anny only acts as a processor.

Details can be found in Pipedrive's privacy policy: https://www.pipedrive.com/en/privacy.

Registration on This Website

You can register on this website to use additional features on the site. We only use the data entered for this purpose for the use of the respective offer or service for which you have registered. The mandatory information requested during registration must be provided in full. Otherwise, we will refuse the registration.

For important changes, such as in the scope of the offer or in the case of technically necessary changes, we will use the email address provided during registration to inform you in this way.

The data entered during registration is processed for the purpose of implementing the user relationship established by the registration and, if necessary, for initiating further contracts (Art. 6 para. 1 lit. b GDPR).

The data collected during registration will be stored by us as long as you are registered on this website and will then be deleted. Statutory retention periods remain unaffected.

5. Analysis Tools and Advertising

Google Tag Manager

We use the Google Tag Manager. The provider is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This service is not used on the booking page or the admin area of anny!

Google Tag Manager is a tool with which we can integrate tracking or statistical tools and other technologies on our website. Google Tag Manager itself does not create user profiles, does not store cookies, and does not carry out independent analyses. It only serves to manage and play out the tools integrated through it. However, the Google Tag Manager records your IP address, which can also be transmitted to Google's parent company in the United States.

The use of Google Tag Manager is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in a fast and uncomplicated integration and management of various tools on its website. If corresponding consent was requested, processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g., device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

Google Analytics

This website uses functions of the web analysis service Google Analytics. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. This service is not used on the booking page or the admin area of anny!

Google Analytics enables the website operator to analyze the behavior of website visitors. In doing so, the website operator receives various usage data, such as page views, length of stay, operating systems used, and origin of the user. This data is combined in a user ID and assigned to the respective device of the website visitor.

Furthermore, we can record your mouse and scroll movements and clicks with Google Analytics, among other things. In addition, Google Analytics uses various modeling approaches to supplement the recorded data sets and uses machine learning technologies in data analysis.

Google Analytics uses technologies that enable the recognition of the user for the purpose of analyzing user behavior (e.g., cookies or device fingerprinting). The information collected by Google about the use of this website is usually transmitted to a Google server in the USA and stored there.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. The consent can be revoked at any time.

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://privacy.google.com/businesses/controllerterms/mccs/.

IP Anonymization

We have activated the IP anonymization function on this website. As a result, your IP address will be shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area before being transmitted to the USA. 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 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 transmitted by your browser as part of Google Analytics will not be merged with other Google data.

Browser Plugin

You can prevent Google from collecting and processing your data by downloading and installing the browser plugin available under the following link: https://tools.google.com/dlpage/gaoptout?hl=en.

More information on how Google Analytics handles user data can be found in Google's privacy policy: https://support.google.com/analytics/answer/6004245?hl=en.

Google Signals

We use Google Signals. When you visit our website, Google Analytics records, among other things, your location, search history, and YouTube history as well as demographic data (visitor data). This data can be used for personalized advertising with the help of Google Signals. If you have a Google account, your visitor data will be linked to your Google account by Google Signals and used for personalized advertising messages. The data is also used to create anonymized statistics on the behavior of our users.

Order Processing

We have concluded an order processing contract with Google and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Storage Duration

Data stored by Google at user and event level linked to cookies, user identifiers (e.g., User ID), or advertising IDs (e.g., DoubleClick cookies, Android advertising ID) are anonymized or deleted after 26 months. Details can be found under the following link:
https://support.google.com/analytics/answer/7667196?hl=en

The website operator uses Google Ads. Google Ads is an online advertising program of Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

Google Ads enables us to display advertisements in the Google search engine or on third-party websites when the user enters certain search terms on Google (keyword targeting). Furthermore, targeted advertisements can be displayed using the user data available on Google (e.g., location data and

interests) (target group targeting). As website operators, we can quantitatively evaluate this data by, for example, analyzing which search terms led to our advertisements being displayed and how many advertisements led to corresponding clicks.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. The consent can be revoked at any time.

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://policies.google.com/privacy/frameworks and https://privacy.google.com/businesses/controllerterms/mccs/.

Meta Pixel

This website uses the visitor action pixel from Facebook/Meta for conversion measurement. The provider of this service is Meta Platforms Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland. However, according to Facebook, the data collected is also transferred to the USA and other third countries. This service is not used on the booking page or the admin area of anny!

This allows the behavior of page visitors to be tracked after they have been redirected to the provider's website by clicking on a Facebook advertisement. This allows the effectiveness of Facebook advertisements to be evaluated for statistical and market research purposes and future advertising measures to be optimized.

The data collected is anonymous for us as the operator of this website; we cannot draw any conclusions about the identity of the users. However, the data is stored and processed by Facebook, so that a connection to the respective user profile is possible and Facebook can use the data for its own advertising purposes, in accordance with the Facebook Data Use Policy. This allows Facebook to enable the display of advertisements on Facebook pages as well as outside of Facebook. This use of the data cannot be influenced by us as the site operator.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. The consent can be revoked at any time.

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.facebook.com/legal/EU_data_transfer_addendum and https://de-de.facebook.com/help/566994660333381.

Insofar as personal data is collected on our website and forwarded to Facebook with the help of the tool described here, we and Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland are jointly responsible for this data processing (Art. 26 GDPR). Joint responsibility is limited exclusively to the collection of data and its transmission to Facebook. The processing by Facebook after forwarding is not part of joint responsibility. The obligations incumbent on us jointly have been set out in a joint processing agreement. The wording of the agreement can be found under: https://www.facebook.com/legal/controller_addendum. According to this agreement, we are responsible for providing the data protection information when using the Facebook tool and for the secure implementation of the tool on our website in terms of data protection law. Facebook is responsible for the data security of Facebook products. You can assert data subject rights (e.g., request for information) regarding the data processed by Facebook directly with Facebook. If you assert the data subject rights with us, we are obliged to forward them to Facebook.

In Facebook's privacy policy you will find further notes on protecting your privacy: https://de-de.facebook.com/about/privacy/.

You can also deactivate the remarketing function "Custom Audiences" in the advertisement settings area under https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. To do this, you must be logged in to Facebook.

If you do not have a Facebook account, you can deactivate usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance: http://www.youronlinechoices.com/de/praferenzmanagement/.

TikTok Pixel

We have integrated the TikTok Pixel on this website. The provider is TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland (hereinafter "TikTok"). This service is not used on the booking page or the admin area of anny!

With the help of TikTok Pixel, we can display interest-based advertising on TikTok (TikTok Ads) to website visitors who have viewed our offers. At the same time, we can use the TikTok Pixel to determine how effective our advertising on TikTok is. This allows the effectiveness of TikTok advertisements to be evaluated for statistical and market research purposes and optimized for future advertising measures. Various usage data are processed, such as IP address, page views, length of stay, operating systems used, and origin of the user, information about the advertisement a person clicked on TikTok, or an event that was triggered (timestamp). This data is combined in a user ID and assigned to the respective device of the website visitor.

The use of this service is based on your consent in accordance with Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. The consent can be revoked at any time.

Data transmission to third countries is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.tiktok.com/legal/page/eea/privacy-policy/de-DE and https://ads.tiktok.com/i18n/official/policy/controller-to-controller.

Order Processing

We have concluded an order processing contract (DPA) for the use of the service mentioned above. This is a contract required by data protection law, which ensures that they only process the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

LinkedIn Insight Tag

This website uses the LinkedIn Insight Tag. The provider of this service is LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. This service is not used on the booking page or the admin area of anny!

With the help of the LinkedIn Insight Tag, we receive information about the visitors to our website. If a website visitor is registered with LinkedIn, we can, among other things, analyze the key professional data (e.g., career level, company size, country, location, industry, and job title) of our website visitors and thus better align our site to the respective target groups. Furthermore, we can use LinkedIn Insight Tags to measure whether the visitors to our website make a purchase or perform any other action (conversion measurement). Conversion measurement can also take place across devices (e.g., from PC to tablet). LinkedIn Insight Tag also offers a retargeting function, with the help of which we can show targeted advertising to visitors to our website outside the website, whereby according to LinkedIn, no identification of the advertising addressee takes place.

LinkedIn itself also collects so-called log files (URL, referrer URL, IP address, device and browser properties, and time of access). The IP addresses are shortened or (if they are used to reach LinkedIn members across devices) hashed (pseudonymized). The direct identifiers of LinkedIn members are deleted by LinkedIn after seven days. The remaining pseudonymized data is then deleted within 180 days.

The data collected by LinkedIn cannot be assigned to specific individuals by us as website operators. LinkedIn will store the collected personal data of website visitors on its servers in the USA and use it as part of its own advertising measures. Details can be found in LinkedIn's privacy policy under https://www.linkedin.com/legal/privacy-policy#choices-oblig.

Insofar as consent was obtained, the use of the above-mentioned service takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 TTDSG. The consent can be revoked at any time. If no consent was obtained, this service is used on the basis of Art. 6 para. 1 lit. f GDPR; the website operator has a legitimate interest in effective advertising measures, including social media.

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.linkedin.com/legal/l/dpa and https://www.linkedin.com/legal/l/eu-sccs.

You can object to the analysis of usage behavior and targeted advertising by LinkedIn under the following link: https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out.

Furthermore, LinkedIn members can control the use of their personal data for advertising purposes in their account settings. To prevent a linking of data collected on our website by LinkedIn and your LinkedIn account, you must log out of your LinkedIn account before visiting our website.

We have concluded a contract for order processing (DPA) with the provider mentioned above. This is a contract required by data protection law, which ensures that they only process the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

Order Processing

We have concluded a contract for order processing (DPA) for the use of the service mentioned above. This is a contract required by data protection law, which ensures that they only process the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

6. Newsletter

Newsletter Data

If you would like to receive the newsletter offered on the website, we require an email address from you as well as information that allows us to verify that you are the owner of the email address provided and that you agree to receive the newsletter. Further data is not collected, or only on a voluntary basis. We use this data exclusively for sending the requested information and do not pass it on to third parties.

The data entered into the newsletter registration form is processed exclusively on the basis of your consent (Art. 6 para. 1 lit. a GDPR). You can revoke the consent granted for storing the data, the email address, and using it to send the newsletter at any time, for example via the "unsubscribe" link in the

newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

The data you have deposited with us for the purpose of receiving the newsletter will be stored by us or the newsletter service provider until you unsubscribe from the newsletter and will be deleted from the newsletter distribution list after you unsubscribe from the newsletter or after the purpose ceases to apply. We reserve the right to delete or block email addresses from our newsletter distribution list at our own discretion within the scope of our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR.

After you unsubscribe from the newsletter distribution list, your email address may be stored in a blacklist by us or the newsletter service provider to prevent future mailings. The data from the blacklist will only be used for this purpose and will not be merged with other data. This serves both your interest and our interest in complying with the legal requirements when sending newsletters (legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR). Storage in the blacklist is not limited in time. You can object to the storage if your interests outweigh our legitimate interest.

7. Plugins and Tools

MapTiler

We use the map service of MapTiler in the administration area. The provider is MapTiler AG, Zugerstrasse 22, 6314 Unterägeri, Switzerland.

When you visit a website on which MapTiler is integrated, your IP address and other information are stored, among other things. This information is usually transmitted to a MapTiler server and stored there. The provider of this page has no influence on this data transmission.

MapTiler is used in the interest of an appealing presentation of our online offers and to make it easy to find the locations indicated by us on the website. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If corresponding consent was requested (e.g., consent to the storage of cookies), processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TDDDG; the consent can be revoked at any time.

Data transmission to Switzerland is based on the adequacy decision of the EU Commission.

More information on how user data is handled can be found in MapTiler's privacy policy: https://www.maptiler.com/privacy-policy/.

MessageBird

When making a booking, the booker has the option of being notified by SMS or WhatsApp message. We use MessageBird for this and forward the booker's telephone number to this service. MessageBird is an SMS, chat, and voice API service provided by MessageBird B.V.

In addition, we use MessageBird as the provider for the anny support hotline. Here, the call is accepted directly by MessageBird and, if necessary, forwarded to us.

More information on how data is handled can be found in MessageBird's privacy policy: https://www.messagebird.com/en/legal/privacy.

Intercom

We use the Intercom service for chat and support inquiries. The provider is Intercom Inc., 55 2nd Street, 4th Floor, San Francisco, CA 94105, United States.

We use Intercom to process your inquiries quickly and efficiently. This represents a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If a user is registered with us, certain personal data is forwarded to Intercom at regular intervals in order to answer inquiries in a personalized manner.

Intercom also processes data in the USA, among other places. If data is passed on to third countries such as the USA, Intercom uses standard contractual clauses. Further information on this can be found in the data processing terms documents: https://www.intercom.com/de/legal/data-processing-agreement

More information on how data is handled can be found in Intercom's privacy policy: https://www.intercom.com/de/legal/privacy.

Google reCAPTCHA

We use "Google reCAPTCHA" (hereinafter "reCAPTCHA") on this website. The provider is Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland. This service is not used on the booking page or the admin area of anny!

The purpose of reCAPTCHA is to check whether data entry on this website (e.g., in a contact form) is made by a human or by an automated program. For this purpose, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For analysis, reCAPTCHA evaluates various information (e.g., IP address, length of stay of the website visitor on the website, or mouse movements made by the user). The data collected during the analysis is forwarded to Google.

The reCAPTCHA analyses run completely in the background. Website visitors are not pointed out that an analysis is taking place.

The data is stored and analyzed on the basis of Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting its web offerings from abusive automated spying and from SPAM. If corresponding consent was requested, processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG, insofar as the consent includes the storage of cookies or access to information in the user's terminal device (e.g., device fingerprinting) within the meaning of the TTDSG. The consent can be revoked at any time.

Further information on Google reCAPTCHA can be found in the Google Privacy Policy and Google Terms of Service under the following links: https://policies.google.com/privacy?hl=en and https://policies.google.com/terms?hl=en.

The company is certified under the "EU-US Data Privacy Framework" (DPF). The DPF is an agreement between the European Union and the USA aimed at ensuring compliance with European data protection standards for data processing in the USA. Every company certified under the DPF undertakes to comply with these data protection standards. Further information on this can be obtained from the provider under the following link: https://www.dataprivacyframework.gov/s/participant-search/participant-detail?contact=true&id=a2zt000000001L5AAI&status=Active

ChatGPT

We use OpenAI for our customer communication. The provider is OpenAI, 3180 18th St, San Francisco, CA 94110, USA, https://openai.com. We use ChatGPT for the following tools:

- Chatbot

When a chat is started via the website or the admin area, the inputs and the first name are transmitted to OpenAI's servers and processed there to generate an appropriate response.

We have configured OpenAI so that the entered personal data is not used to train OpenAI's algorithm.

The use of OpenAI is based on Art. 6 para. 1 lit. f GDPR. The website operator has a legitimate interest in the most efficient customer communication possible using modern technical solutions. If corresponding consent was requested, processing takes place exclusively on the basis of Art. 6 para. 1 lit. a GDPR and § 25 para. 1 TTDSG. The consent can be revoked at any time.

Further information can be found here: https://openai.com/policies/privacy-policy.

Order Processing

We have concluded a contract for order processing (DPA) for the use of the service mentioned above. This is a contract required by data protection law, which ensures that they only process the personal data of our website visitors in accordance with our instructions and in compliance with the GDPR.

8. eCommerce and Payment Providers

Processing of Data (Customer and Contract Data)

We collect, process, and use personal data only to the extent necessary for the establishment, content design, or amendment of the legal relationship (inventory data). This is done on the basis of Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures. We collect, process, and use personal data about the use of this website (usage data) only to the extent necessary to enable the user to use the service or to bill the user.

The collected customer data will be deleted after completion of the order or termination of the business relationship. Statutory retention periods remain unaffected.

Data Transmission Upon Conclusion of Contract for Services and Digital Content

We only transfer personal data to third parties if this is necessary within the framework of contract processing, for example to the credit institution commissioned with payment processing.

A further transmission of the data does not take place, or only if you have expressly consented to the transmission. Your data will not be passed on to third parties without express consent, for example for advertising purposes.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which permits the processing of data for the fulfillment of a contract or pre-contractual measures.

Payment Services

We integrate payment services from third-party companies on our website. When you make a purchase from us, your payment data (e.g., name, payment amount, account details, credit card number) is processed by the payment service provider for the purpose of payment processing. For these transactions, the respective contract and data protection provisions of the respective providers apply. The payment service providers are used on the basis of Art. 6 para. 1 lit. b GDPR (contract processing) and in the interest of a smooth, comfortable, and secure payment process (Art. 6 para. 1 lit. f GDPR). Insofar as your consent is requested for certain actions, Art. 6 para. 1 lit. a GDPR is the legal basis for data processing; consent can be revoked at any time for the future.

We use the following payment services / payment service providers on this website:

Stripe

The provider for customers within the EU is Stripe Payments Europe, Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, Ireland (hereinafter "Stripe").

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://stripe.com/de/privacy and https://stripe.com/de/guides/general-data-protection-regulation.

Details can be found in Stripe's privacy policy under the following link: https://stripe.com/de/privacy.

PayPal

The provider of this payment service is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg (hereinafter "PayPal").

Data transmission to the USA is based on the standard contractual clauses of the EU Commission. Details can be found here: https://www.paypal.com/de/webapps/mpp/ua/pocpsa-full.

Details can be found in PayPal's privacy policy: https://www.paypal.com/de/webapps/mpp/ua/privacy-full.