

Privacy Policy BAU Insights

Messe München GmbH ("**Messe München**") appreciates your interest in our company and our products. The protection of information relating to you, such as your name or your IP address ("**personal data**"), is important to us. For this reason, we operate this website and the services we offer in accordance with the applicable data protection laws, in particular the EU General Data Protection Regulation ("**GDPR**").

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A. Basic information

Overview of the data categories and the data used in each case

Below you will find an overview of the data categories and the data used in each case, including an overview of legal bases.

Data categories	Data	Overview of the various legal bases
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Access data	<ul style="list-style-type: none"> Files you have downloaded from our website (e.g. PDF or Word documents). Duration, date and time of your visit. Any search term if you came to our site via a search engine. Country of origin from which the website visit is made. Name of your Internet service provider. User tool (web browser, operating system) with which you accessed the site. Website from which you visit us. Web pages that you visit on our site. 	Overriding legitimate interest (Art. 6 para. 1 lit. f) GDPR)
Website	<ul style="list-style-type: none"> personal data, such as IP address (providing web site). 	Overriding legitimate interest (Art. 6 para. 1 lit. f) GDPR)
Portal	<ul style="list-style-type: none"> Personal data provided in the course of using the portal. 	Contract (Art. 6 para. 1 lit. b) GDPR) and overriding legitimate interest (Art. 6 para. 1 lit. f) GDPR).
Profile data (obligatory master data; mandatory data)	<ul style="list-style-type: none"> First name Last name E-mail address Password (min. eight characters, from letters and numbers) Occupational group + specification 	Portal usage contract (Art. 6 para. 1 lit. b) GDPR)
Registration data (mandatory)	<ul style="list-style-type: none"> E-mail address of a user Self-assigned password (at least eight characters, consisting of letters and numbers) 	Portal usage contract (Art. 6 para. 1 lit. b) GDPR)

Overview of data storage and data transfers

What personal data is stored on a website user's terminal device?	Cookies / identifiers (see section "If you allow cookies and analysis tools in your browser" in the data protection information).
Will personal data be transmitted to third parties?	We transmit personal data to third parties. You will find the information on this in each case in the context of the corresponding processing.
Is profiling within the meaning of Art. 22 (1) DSGVO planned?	No.
Will personal data from this application be combined with other personal data?	No.
Which personal data will be transferred to other recipients within the EU/EEA?	See the following overview below for the third parties involved.
Which personal data will be transferred to other recipients outside the EU / EEA?	As far as the controller can influence, it is not planned to transfer personal data to other recipients outside the EU / EEA.

Third parties involved

We use service providers as part of our service provision. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care in handling personal data as we do ourselves. In certain cases, we make personal data available to our trade fair exhibitors. You will find further information in the following data protection notices.

B. In Detail

In the following, you will find an explanation of how we handle your personal data in this context.

1. Who is responsible? Who is the data protection officer?

Responsible for this website is Messe München GmbH, Messegelände, 81823 München. You will find further information in the imprint of Messe München GmbH: <https://messe-muenchen.de/en/imprint/>

You will find the contact details of our data protection officers below:

Messe München GmbH
Data Protection Officer
Messesees 2
81823 Munich

Germany

Phone: +49 89 949-20045

Email: datenschutz@messe-muenchen.de

2. What do we do with your personal data?

a) If you use our website

The provision of this website requires the processing of personal data, such as the IP address for the retrieval of the content presented on this website. We provide podcasts, videos and our own images via our website.

(1) Legal basis

The processing of your personal data for the provision of this website and for communication via this website is in each case based on our legitimate interests (operation of an Internet presence and exchange with interested parties, trade fair visitors and partners). For the provision of this website (incl. the functions, the measures for IT security and for possible legal prosecution) it is technically necessary that we process certain personal data (e.g. the IP address).

(2) Weighing of interests

As part of the necessary weighing of interests, we have weighed up your confidentiality interests against our interests in providing this website and contacting you. In each case, your interest in confidentiality takes a back seat. Otherwise, we would not be able to provide you with this website or respond to your contact request.

(3) Recipient categories

We use service providers to provide our website. We transmit personal data to these service providers for this purpose. These service providers are contractually obligated by us to exercise the same care in processing personal data as we do ourselves. These service providers are subject to the same strict data protection regulations and are also integrated into Messe München GmbH's data protection concept. Personal data is only transferred to state institutions and authorities within the scope of legal or judicial obligations.

b) If you create a profil

After you have registered on the portal, you must specify your professional group in your profile. Depending on your specified professional group, you will be required to provide additional specifications.

The profile also offers the use of various functions:

View personal content. These contents are: Filter selectable, Newsfeed based on the specified personal interests. The mandatory details are visible.

In addition, the password can be changed and also cancel the account.

Filters can be applied by the most popular topics (so-called hashtags), by hall, booth number, professional groups, product groups, trending topics. Filters can be applied in combination or individually. The filters can be reset. If one or more filters have been applied, the display of published articles in the "Discover" section will be updated.

The own profile can be viewed. The language can be changed to German or English.

All contents can be changed in the profile. This includes information about the person and information about the interests.

(1) Legal basis

The processing of your mandatory data is carried out for the initiation, implementation and execution of the corresponding portal usage contract (Art. 6 para. 1 lit. b) GDPR).

(2) Recipient categories and third country transfer

We use service providers. For this purpose, we transmit personal data to these service providers. These service providers are contractually obligated by us to exercise the same care in the processing of personal data as we do ourselves.

If a recipient is located outside the European Union ("EU")/European Economic Area ("EEA"), this is usually a third country transfer (see the section "**Data transfer to third countries**" below).

c) If you give us consent

You may give us consent for different purposes at a time.

(1) Legal basis

Your consent is the legal basis for the respective data agreement (Art. 6 para. 1 lit. a) GDPR; § 7 para. 2 no. 2 Act against Unfair Competition).

(2) Recipient categories and third country transfer

You will be informed in the context of your consent to which recipient we transfer your personal data.

We use service providers. We transfer personal data to these service providers for this purpose. These service providers are contractually obligated by us to exercise the same care in processing personal data as we do ourselves.

If a recipient is located outside the European Union ("**EU**")/European Economic Area ("**EEA**"), this is usually a third country transfer (see the section "**Data transfer to third countries**" below).

d) If you use our portal

You have the possibility to use our portal and thus to use our network.

For this purpose, we process the personal data that is required for use or that you voluntarily provide to us.

General interaction with the platform

When you call up pages on the platform (e.g. exhibitor detail pages, product detail pages), download content, or interact with page elements (e.g. hall plan), we store this information in a so-called interaction history on your user profile. This information is used to identify relevant content for you on the platform and to play it out for you preferentially.

Discover area

In the course of your interactions in the Discover area, searches performed (e.g., selection of filters or entry of search terms) are saved to your user profile. This information is used to identify relevant content for you on the platform and to play it out for you preferentially.

Newsfeed

When you click on content in the newsfeed, we save this information in a so-called interaction history to your user profile. This information is used to identify relevant content for you on the platform and to play it out preferentially for you.

Watchlist

If you save content on the platform using the watchlist function, we link this information to your profile. This information is used to enable the watchlist function to identify content on the platform that is relevant to you and to play it out preferentially for you.

(1) Legal Basis

The processing of your mandatory data is carried out for the initiation, implementation and execution of the corresponding portal usage contract (Art. 6 para. 1 lit. b) GDPR).

(2) Recipient categories

We use service providers to operate our portal. We transmit personal data to these service providers for this purpose. These service providers are contractually obligated by us to exercise the same care in processing personal data as we do ourselves.

e) If you display your trade fair ticket on the BAU Insights platform

You have the option of displaying your trade fair ticket, which you purchased in the official BAU or digitalBAU ticket store, via the platform's ticket function.

The virtual trade fair ticket that is displayed via the platform contains all the data that was entered to personalize the trade fair ticket when the ticket was purchased in the official BAU or digitalBAU ticket store.

Legal basis

We process your personal data to initiate, execute and process the respective contract.

f) When you use your digital BAU Insights business card

You have the option of creating a digital business card within the BAU Insights portal. In addition to your name and e-mail address, which you provided during registration, you have the option of adding the following information to your digital business card:

- Profile picture
- your position
- Company website
- Social media profiles such as LinkedIn, Xing, Facebook etc.
- Mobile phone number
- Telephone number
- Your own free text for explanation

Your digital business card is provided to you in the form of a QR code. You can pass on the information on your digital business card to other people by having them scan the QR code. This is comparable to handing over an analog business card.

Legal basis

Data processing is based on your previously granted consent. The same applies to the forwarding and processing of your digital business card. You can revoke your consent at any time with effect for the future.

g) If you allow cookies and analytics tools in your browser

We use cookies and analytics tools to provide our website. Some providers we use also process your personal data outside the EU/EEA (see below the section "**Data transfer to third countries**").

So-called "cookies" are used on our websites. Cookies are data records that are stored by a web server on the end device (e.g. computer, smartphone, tablet) of the user. When our website is called up again with the same end device, these are sent back either to our website ("first party cookie") or to another website to which the cookie belongs ("third party cookie").

Deactivating the cookie function in your browser does not restrict the use of our website and the services offered.

The legal basis for the use of **technically necessary cookies/identifiers** is our legitimate interest. The storage of information in your terminal equipment or access to information already stored in your terminal equipment is absolutely necessary so that we can provide the telemedia service expressly requested by you as a user (§ 25 para. 2 no. 2 TTDSG).

Otherwise, the legal basis in each case is generally your consent, if no specific legal basis is mentioned below. You can revoke your consent at any time, e.g. by deleting cookies set via the browser settings of your end device. Please note that for technical reasons, this procedure only applies to the specific end device used.

You can revoke the corresponding consent at any time with effect for the future via the following website:

Here you can get to your individual setting options. <https://bau-insights.de/en/legal/privacy-policy>

Conversion tracking using third-party providers

On this website, third-party tools are used for analysis purposes. These tools measure the effectiveness with which users are addressed by advertisements (so-called "**conversion tracking**"). When you click on advertisements of a third-party provider mentioned below, a cookie for conversion tracking is placed on your device. If you now visit a certain website, the third-party provider and we can recognize that you have clicked on the ad and have been redirected to this page. This allows us to collect data that is relevant to our advertising efforts. We may learn the total number of users who clicked on an ad, the duration of the visit, the operating system, the device model, the location, payment transactions carried out and to what extent mobile apps were used.

You can find an overview of the third-party providers with whom we cooperate in the context of conversion tracking in the attachment.

h) If you use third party services through our website

We include third party services on our website so that you can use them. This includes the following services:

YouTube

We use the provider YouTube for the integration of videos. YouTube is operated by Y-ouTube LLC with headquarters at 901 Cherry Avenue, San Bruno, CA 94066, USA. YouTube is represented by Google.

On our website, we use plugins of the provider YouTube. When you call up the web pages provided with such a plugin, a connection is established to the YouTube servers and the plugin is displayed. This transmits to the YouTube server which of our web pages you have visited. If you are logged in as a member of YouTube, YouTube assigns this information to your personal user account. When using the plugin, such as clicking on the start button of a video, this information is also assigned to your user account. You can prevent this assignment by logging out of your YouTube user account as well as other user accounts of the companies YouTube LLC and Google before using our websites and deleting the corresponding cookies of the companies.

Further information on data processing and notes on data protection by YouTube (Google) can be found at: <https://policies.google.com/privacy?hl=en>

LinkedIn

This site uses the marketing service of the social network LinkedIn. This allows us to place more targeted ads on the LinkedIn offer itself and the online offers of LinkedIn's advertising partners. For example, it is possible to place an ad for a product that you have already viewed on the BAU Insights platform (so-called remarketing). It will also enable us to

measure whether our ad was successful by providing us with anonymous statistics on how many internet users clicked on one of our ads. This is made possible by so-called web beacons in the form of invisible graphics or cookies that are embedded on our platform and other pages that participate in this procedure. In this way, it is possible to determine

which web pages an Internet user has visited, what content is relevant to him, and which ads he has clicked on. In addition, technical data is collected, such as the browser, operating system, duration of visit or the previously clicked website. However, this data is only used pseudonymously by LinkedIn, so that LinkedIn only has a cookie ID, regardless of which person is behind it,

which person is hidden behind it. This does not apply if the respective Internet user has expressly allowed LinkedIn to process the data without this pseudonymization. Even if you are registered with LinkedIn, it is possible for LinkedIn to link your interaction with our online offer to your user account. The data is transmitted to LinkedIn servers in the USA.

LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA.

For additional information on data use by LinkedIn, please refer to the privacy policy <https://www.linkedin.com/legal/privacy-policy> and the cookie policy of LinkedIn. https://www.linkedin.com/legal/cookie_policy.

You can object to the aforementioned use of your data at LinkedIn:
<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Xing

On this platform, functionalities and contents of the Xing service are partially integrated. This includes content such as images, videos and texts as well as buttons with which you can share content from BAU Insights on Xing. If you have an account with Xing, Xing can link the call of the above-mentioned content and functions with your profile.

XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany.

Privacy policy of Xing: <https://privacy.xing.com/en/privacy-policy>

Facebook

On this platform, functionalities from Facebook are partially integrated. This includes content such as images, videos and texts as well as buttons with which you can share BAU Insights content on Facebook. The list and appearance of the Facebook social plugins can be viewed here: <https://developers.facebook.com/docs/plugins/> .

When you call up a page on BAU Insights that contains such a plugin, your device establishes a direct connection with the Facebook servers. The content of the plugin is transmitted by Facebook directly to the user's device and integrated into the online offer by the latter. In the process, user profiles can be created from the processed data. We therefore have no influence on the scope of the data that Facebook collects with the help of this plugin and therefore inform the users according to our level of knowledge. By integrating the plugins, Facebook receives the information that you have accessed a specific page of BAU Insights. If you are logged into Facebook, Facebook can assign the visit to your Facebook account. When users interact with the plugins, for example by clicking the Like button or posting a comment, the corresponding information is transmitted from your device directly to Facebook and stored there. If a user is not a member of Facebook, there is still the possibility that Facebook will find out and store his or her IP address. According to Facebook, only an anonymized IP address is stored in Germany. Facebook Ireland Limited, 4 Grand Canal Square, Dublin 2, Ir-land. Facebook's privacy policy can be found here: <https://www.facebook.com/about/privacy/update> .

If you have an account with Facebook and do not want Facebook to collect data about you via BAU Insights and link it to the data stored directly by Facebook, you must log out of Facebook and delete the cookies before using our platform. Further settings and objections to the use of data for advertising purposes, are possible within the Facebook profile settings: <https://www.facebook.com/settings?tab=ads> or via the US-American website <http://www.aboutads.info/choices> or via EU website <http://www.youronlinechoices.com/> . The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

Pinterest

On this platform, functionalities and contents of the service Pinterest will be partially integrated. This includes content such as images, videos and texts as well as buttons with which you can

share content from our platform within Pinterest. If you have an account with Pinterest, Pinterest can assign the call of the above-mentioned content and functions to you.

Pinterest Inc, 635 High Street, Palo Alto, CA, 94301, USA. Privacy policy of Pinterest:

<https://policy.pinterest.com/en/privacy-policy>

X

On this platform, functionalities and contents of the service X are partially integrated. This may include, for example, content such as images, videos and texts as well as buttons with which you can share content from our platform on X. If you have an account with X, X can assign the call of the above content and functions to the profiles there to you.

X Corp., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. Privacy policy:

<https://twitter.com/en/privacy> , Opt-Out: <https://twitter.com/personalization> .

(1) Legal basis

The legal basis is your consent previously given via the cookie banner. You can revoke the corresponding consent at any time with effect for the future via

<https://bauinsights.de/en/legal/privacy-policy>.

(2) Data transfer to the USA

By using these services, we may also transfer personal data to service providers in third countries (see the section "Data transfer to third countries" below).

g) If we anonymize your personal data

We anonymize your personal data in order to evaluate them for statistical purposes.

(1) Legal basis

The processing of your personal data in the context of such anonymization is based on our overriding legitimate interest.

(2) Weighing of interests

Within the framework of the necessary balancing of interests, we have weighed up your interest in confidentiality and our interests in a corresponding anonymization. In each case, your interest in confidentiality takes a back seat. Otherwise, we would not be able to achieve such anonymization. The GDPR does not apply to anonymous data.

(3) Recipient categories

We use service providers for the anonymization process. We transmit personal data to these service providers for this purpose. These service providers are contractually

obligated by us to exercise the same care in processing personal data as we do ourselves.

3. How long do we store your personal data?

We delete your personal data if the respective purpose of storage no longer applies and no legal provision requires storage (e.g. a storage obligation according to the German Tax Code and/or the German Commercial Code). If deletion is not possible in an individual case, processing will be restricted. Statistical evaluations are only carried out in anonymized form.

4. What are your data subject rights?

Please contact us at the above contact details to exercise your rights and to withdraw your consent.

- a) You have the right to request information about all personal data we process about you at any time.
- b) If your personal data is incorrect or incomplete, you have the right to have it corrected and completed.
- c) You may request the deletion of your personal data at any time, unless we are legally obliged or entitled to continue processing your data.
- d) If the legal requirements are met, you

e) You have the right to object to processing if the data is processed for the purpose of direct marketing or profiling. If the processing is based on a balance of interests, you may object to the processing on grounds relating to your particular situation.

- f) If the data processing is carried out on the basis of your consent or within the framework of a contract, you have the right to transfer the data provided by you, provided that the rights and freedoms of other persons are not affected.
- g) If we process your data on the basis of a declaration of consent, you have the right to revoke this consent in whole or, if applicable, in part at any time with effect for the future. The processing carried out before a revocation remains unaffected by the revocation.
- h) You also have the right to lodge a complaint with a supervisory authority for data protection at any time if you are of the opinion that data processing has been carried out in breach of applicable [law](#). In welchem Zusammenhang erstellen wir automatische Profile?

5. In what context do we create automatic profiles?

We do not create automatic profiles.

6. Data transfer to third countries

In some cases, personal data will be transferred to exhibitors and service providers in third countries (see the respective note within our privacy notices). Third countries are countries outside the EU and outside the EEA. These third countries also include the USA.

In the USA, there is no comparable level of data protection as in Europe. In particular, it is possible that government agencies access personal data without us or you knowing about it. Legal prosecution may not be promising.

The legal basis for such data transfer is generally your consent (Art. 49 para. 1 sentence 1 lit. a) GDPR) or a respective contract performance (Art. 49 para. 1 sentence 1 lit. b) GDPR).

7. Data security

We take appropriate technical and organizational security measures to protect the personal data we process against accidental or intentional manipulation, loss, destruction or against unauthorized access.

Annex

Google Analytics

- (1) This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google").^{1, 2} Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. In the event that IP anonymization is activated on this website, however, your IP address will be truncated beforehand by Google within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet usage to the website operator.
- (2) The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.
- (3) 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.
- (4) 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 plug-in available under the following link: <https://tools.google.com/dlpage/gaoptout>
- (5) This website uses Google Analytics with the extension "anonymizeIp()". This means that IP addresses are processed in abbreviated form, thus excluding the possibility of direct personal references.
- (6) Google Analytics is used in accordance with the conditions agreed with Google by the German data protection authorities.

Information of the third-party provider:

Google Dublin, Google Ireland Ltd.

Gordon House, Barrow Street, Dublin 4, Ireland

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Fax: +353 (1) 436 1001

Terms of Service: <https://marketingplatform.google.com/about/analytics/terms/gb/>

Data privacy overview: <https://policies.google.com/?hl=en>

Privacy Policy: <http://www.google.de/intl/de/policies/privacy>

HubSpot

We use HubSpot as a marketing tool and for customer relationship management. In this context, we use HubSpot to collect and analyze data on user behavior. HubSpot uses cookies and other technologies for this purpose. You can find more information about how we use

HubSpot in a privacy-compliant manner here:

<https://www.hubspot.com/dataprivacy/gdpr/hubspot-product-playbook> . The data is transmitted to HubSpot's servers in the USA. We have concluded standard contractual clauses approved by the European Commission with HubSpot. By concluding this contract, we are assured that HubSpot complies with the European level of data protection. HubSpot Inc. c/o Design Offices Koppenstrasse 93, 10243 Berlin (German location).

Snowplow

This website uses the open source analytics service Snowplow provided by Snowplow Analytics Ltd, 32-38 Scrutton Street EC2A 4RQ London, UK ("Snowplow"). Type and purpose of processing: Snowplow is an open source web tracking solution that can be used to track when and how many users have visited our website and how often, which of our pages they have accessed and in what order, which browser or operating system they are using and which external links with redirects they have clicked on. For this purpose, the variant of Snowplow we use sets cookies, , to identify the user and his session. Through the use of these methods, we obtain statistical information about the use of <http://www.bau-insights.de/en> . In this way, we learn, for example, which content is particularly popular, at which times our website is used particularly intensively, via which pages our users reach our site, from where the user has dialed into the Internet before visiting the site, and which browsers and operating systems our users generally use when they surf on <http://www.bau-insights.de/en> . We use this information to continuously improve the technical, design and editorial aspects of the content and our site and to make it more convenient for you. Based on the statistical findings on browser type and operating system, we can also optimize our web design. For this purpose, the following cookies are set on your terminal device when you call up our website:

- p1trid* Duration: 1 year: stores user information created when a user visits a page for the first time and is updated on subsequent visits. It is used to identify users and track user activity in a domain. This cookie stores a unique identifier for each user, a unique identifier for the user's current session, the number of times a user has visited the site, the timestamp of the user's first visit, the timestamp of the user's previous visit, and the timestamp of the user's current visit.
- p1trses* Duration: 1 minute: Used to determine if the user is in an active session on a website or if it is a new session (that is, the cookie is reset if it is not present or has expired).
- p1tr: 1 year: Stores a server-side collector-generated unique identifier for a user that is sent with all subsequent tracking events.

If you do not agree with the previously described storage and use of usage data by Snow-plow, you can deactivate Snowplow here at any time: Deactivate Snowplow. You can delete the cookies set at any time via your browser. You can find instructions in the help function of your browser. For more information, please see Snowplow's privacy policy at.

<https://snowplowanalytics.com/privacy-policy/> .

Data is only collected by us in this context as long as the corresponding cookies are set and the storage period specified in the cookie tool has not expired. The data collected when visiting our website with the Snowplow cookie will be deleted as soon as they are no longer required to achieve the purpose of the processing described above, provided that there are no legal retention obligations that go beyond this.

The processing of personal data for the purposes described above is based on your consent (Art. 6 para. 1 lit. a GDPR).

Adform

This site uses the Adform service. Adform is a digital media advertising platform provided by the Danish service provider Adform A/S, Silkegade 3B, ST &1, 1113 Copenhagen, Denmark. For details on Adform's use of data, please refer to Adform's Privacy Policy: <https://site.adform.com/privacy-center/website-privacy/website-privacy-policy/>.

MediaMath

This website uses the retargeting technology of the company MediaMath Inc. (MediaMath UK Ltd, Attn: Melinda Clemans, 230 Blackfriars Road, London, SE1 8NW). This function is used to present interest-based advertisements to website visitors as part of the MediaMath advertising network. The browser of the website visitor stores so-called "cookies", text files which are stored on your computer and which make it possible to recognize the visitor when he visits websites which belong to the MediaMath advertising network. On these pages, the visitor may then be presented with advertisements that relate to content that the visitor has previously viewed on websites that use MediaMath's retargeting technology. According to its own information, MediaMath does not collect any personal data during this process.

However, if you do not wish to use this retargeting feature, you can deactivate it. Please note that the deactivation has to be done separately for each browser or for each end device using the following methods: MediaMath "Opt-Out": <https://www.mediamath.com/ad-choices-opt-out/>.

Further information on MediaMath's retargeting technology, MediaMath's privacy policy and optout options can be found at: <https://www.mediamath.com/privacy-policy/>

Plan.One

This website uses technologies of the company Plan.One GmbH (Plan.One GmbH, Kammerrats-heide 36, 33609 Bielefeld, Germany). To improve the usability of the website, Plan.One performs so-called A-B tests and sets corresponding cookies for this purpose. You can access Plan.One's privacy policy at the following URL: <https://en.plan.one/data-protection/>