

rapidmail Privacy Policy

Welcome to our website and thank you for your interest. The protection of your personal data is important to us. We therefore conduct our activities in accordance with the applicable legal provisions on the protection of personal data and data security. We would like to inform you below about which data from your visit is used for which purposes.

Controller for processing in accordance with the GDPR

The controller within the meaning of the General Data Protection Regulation and other data protection laws applicable in the Member States of the European Union and other provisions of a data protection character is

rapidmail GmbH
Wentzingerstraße 21
79106 Freiburg im Breisgau
Germany

E-Mail: info@rapidmail.de
Fon.: +49 761 55 77 55 77
Website: <https://www.rapidmail.de>

Data Protection Officer

Nils Möllers
Keyed GmbH
Siemensstraße 12
48341 Altenberge, Westfalen
Germany

E-Mail: datenschutz@rapidmail.de
Fon.: +49 2505 63 97 97
Website: <https://keyed.de>

What are personal data?

The term personal data is defined in the Bundesdatenschutzgesetz (Federal Data Protection Act) and the GDPR. According to these laws, these are individual details about personal or factual circumstances of a specific or identifiable natural person. This includes, for example, your civil name, your address, your telephone number or your date of birth. Find out more about what exactly data protection is [here](#).

Legal basis for the processing of personal data

- A. Where we obtain [the consent](#) of the data subject for processing operations involving personal data, Art. 6 (1) lit. a) EU General Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.
- B. Art. 6 (1) lit. b) GDPR serves as the legal basis for the processing of personal data required for the performance of a contract to which the data subject is a party. This also applies to processing operations necessary for the performance of pre-contractual measures.
- C. Insofar as the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 (1) lit. c) GDPR serves as the legal basis.
- D. In cases where vital interests of the data subject or another natural person make it necessary to process personal data, Art. 6 (1) lit. d) GDPR serves as the legal basis.
- E. If the processing is necessary to safeguard a legitimate interest of our company or of a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interest, Art. 6 (1) lit. f) GDPR serves as the legal basis for the processing.

Scope of anonymous data collection and data processing

Unless otherwise stated in the following sections, no personal data is collected, processed or used when using our websites. However, by using analysis and tracking tools, we learn certain technical information based on the data transmitted by your browser (e.g. browser type/version, operating system used, web pages visited on our website incl. length of stay, previously visited website). We evaluate this information for statistical purposes only.

Use of Cookies

The internet pages of rapidmail use cookies. Cookies are data that are stored by the Internet browser on the user's computer system. The cookies can be transmitted to a page when it is called up and thus enable the user to be assigned to it. Cookies help to simplify the use of Internet pages for the user.

It is possible to object to the setting of cookies at any time by changing the setting in the Internet browser accordingly. Set cookies can be deleted. Please note that if cookies are deactivated, it may not be possible to use all functions of our website to their full extent. The user data collected in this way is pseudonymized by technical precautions. It is therefore no longer possible to assign the data to the calling user. The data is not stored together with other personal data of the users. When accessing our website, users are informed by an info banner about the use of cookies for analysis purposes and are referred to this data protection declaration. In this context, there is also a note on how the storage of cookies can be prevented in the browser settings. The legal basis for the processing of personal data

using technically necessary cookies is Art. 6 (1) (f) GDPR. The legal basis for the processing of personal data using cookies for analysis purposes is Art. 6 (1) (a) GDPR if the user has given his or her consent. For information on whether and to what extent cookies are used on our website, please refer to our cookie banner and our notes in this data protection declaration.

Creation of log files

With each call of the Internet page the rapidmail collects data and information by an automated system. These are stored in the log files of the server. The data is also stored in the log files of our system. These data are not stored together with other personal data of the user.

1. Information about the type of browser and the version used
 2. The user's operating system
 3. The user's Internet service provider
 4. The user's IP address
 5. The date and time of access
 6. Websites from which the user's system accesses our website (referrer)
 7. Websites that are accessed by the user's system via our website
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Duration of storage of personal data

Personal data is stored for the duration of the respective legal retention period. After expiry of the period, the data is routinely deleted, unless it is necessary for the initiation or fulfillment of a contract.

Contact opportunities

On the internet pages of rapidmail there is a contact form which can be used for electronic contact. Alternatively, it is possible to contact us via the provided email address. If the data subject contacts the data controller via one of these channels, the personal data transmitted by the data subject is automatically stored. The storage is solely for the purpose of processing or contacting the data subject. The data will not be passed on to third parties. The legal basis for the processing of the data is Art. 6 (1) (a) GDPR if the user has given his or her consent. The legal basis for the processing of data transmitted in the course of sending an email is Art. 6 (1) (f) GDPR. If the email contact is aimed at the conclusion of a contract, the additional legal basis for processing is Art. 6 (1) (b) GDPR. The data is deleted as soon as it is no longer necessary for the purpose for which it was collected. For personal data from the input mask of the contact form and those sent by email, this is the case when the respective conversation with the user has ended. The conversation is terminated when it can be concluded from the circumstances that the matter in question has been finally

clarified. The personal data additionally collected during the sending process will be deleted after a period of seven days at the latest.

Newsletter

If the newsletter of our company is subscribed to, the data in the respective input mask will be transmitted to the person responsible for processing. The subscription to our newsletter is carried out in a so-called double opt-in procedure. This means that after registration you will receive an email asking you to confirm your registration. This confirmation is necessary so that nobody can register with foreign email addresses. When registering for the newsletter, the IP address of the user and the date and time of registration are stored. This serves to prevent abuse of the services or the email address of the person concerned. The data will not be passed on to unauthorized third parties. For the purpose of sending the newsletter, however, necessary data could be transmitted to appropriate service providers. Furthermore, an exception exists if there is a legal obligation to pass on the data. The data is used exclusively for sending the newsletter. The subscription to the newsletter can be canceled by the person concerned at any time. Likewise, the consent to the storage of personal data can be revoked at any time. For this purpose there is a corresponding link in every newsletter. The legal basis for the processing of the data after registration for the newsletter by the user is Art. 6 (1) (a) GDPR if the user has given his consent. The legal basis for the dispatch of the newsletter as a result of the sale of goods or services is § 7 (3) Act against Unfair Competition (UWG).

Use of rapidmail

Description and purpose

We use rapidmail for sending newsletters. The provider is rapidmail GmbH, Wentzingerstraße 21, 79106 Freiburg, Germany. rapidmail is used to organize and analyze the dispatch of newsletters, among other things. The data you enter for the purpose of subscribing to the newsletter is stored on the rapidmail servers in Germany. If you do not wish to receive analysis from rapidmail, you must unsubscribe from the newsletter. For this purpose, we provide a corresponding link in every newsletter message. You can also unsubscribe directly on the website. For the purpose of analysis, emails sent with rapidmail contain a so-called tracking pixel which connects to the rapidmail servers when the email is opened. In this way, it can be determined whether a newsletter message has been opened. Furthermore, we can use rapidmail to determine whether and which links in the newsletter message are clicked on. All links in the email are so-called tracking links, which can be used to count your clicks.

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient of the data is rapidmail GmbH, Wentzingerstraße 21, 79106 Freiburg, Germany, where applicable.

Transfers to third countries

There is no transfer of your personal data to a third country. However, we are aware of our responsibility and regularly review the framework conditions and legal changes. Should a transfer to a third country occur, we will update this information as soon as possible.

Duration of data Storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted [consent](#) at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data <https://www.rapidmail.com/data-security>.

Registration

Where the data subject takes advantage of the possibility to register on the Internet site of the controller by providing personal data, the data shall be communicated to the controller in the relevant input mask. The data shall be stored by the controller solely for the purposes of internal use. The data will be deleted as soon as they are no longer required for the purpose for which they were collected. When registering, the user's IP address and the date and time of registration are stored. This serves to prevent abuse of the services. The data will not be passed on to third parties. An exception is made if there is a legal obligation to pass on the data. The registration of the data is necessary for the provision of contents or services. Registered persons have the possibility at any time to have the stored data deleted or

changed. The person concerned will receive information about their stored personal data at any time.

Routine deletion and blocking of personal data

The controller shall process and store personal data relating to the data subject only for as long as necessary to achieve the purpose of storage. In addition, data may be stored for as long as this is provided for by the European or national legislator in Union regulations, laws or other provisions to which the controller is subject. As soon as the storage purpose ceases to apply or a storage period prescribed by the aforementioned regulations expires, the personal data is routinely blocked or deleted.

Rights of the data subject

If your personal data is processed, you are the data subject within the meaning of the GDPR and you are entitled to the following rights in relation to the person responsible:

Right of access by the data subject acc. to Art. 15 GDPR

You can request confirmation from the person responsible as to whether personal data concerning you is being processed by us. If such processing is carried out, you may ask the controller for information on:

- a. the purposes for which the personal data are processed;
- b. the categories of personal data processed;
- c. the recipients or categories of recipients to whom your personal data have been or will be disclosed;
- d. the planned duration of storage of your personal data or, if it is not possible to give specific details, criteria for determining the duration of storage
- e. the existence of a right to rectification or erasure of your personal data, a right to have the processing limited by the controller or a right to object to such processing
- f. the existence of a right of appeal to a supervisory authority;
- g. all available information on the origin of the data when the personal data are not collected from the data subject;
- h. the existence of automated decision making, including profiling, in accordance with Art. 22, para. 1 and 4 GDPR and, at least in these cases, meaningful information on the logic involved and the scope and intended effects of such processing on the data subject.

You have the right to request information whether your personal data are transferred to a third country or to an international organization. In this context, you may request to be

informed of the appropriate guarantees in accordance with Art. 46 GDPR in connection with the transfer.

Right to rectification acc. to Art. 16 GDPR

You have the right to obtain from the data controller the rectification and/or integration of any personal data processed concerning you if it is incorrect or incomplete. The data controller shall make the correction without delay.

Right to erasure acc. to Art. 17 GDPR

(1) You may request the controller to delete your personal data immediately and the controller is obliged to delete such data immediately if one of the following reasons applies:

- a. The personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed.
- b. You revoke your consent on which the processing was based in accordance with Article 6 (1) (a) or Article 9 (2) (a) of the GDPR and there is no other legal basis for the processing.
- c. You object to the processing in accordance with Article 21 (1) GDPR and there are no legitimate reasons for the processing which take precedence, or you object to the processing in accordance with Article 21 (2) GDPR.
- d. The personal data concerning you have been processed unlawfully
- e. The deletion of personal data concerning you is necessary to comply with a legal obligation under Union law or the law of the Member States to which the controller is subject.
- f. The personal data concerning you have been collected in relation to information society services offered, in accordance with Article 8 (1) of the GDPR.

(2) If the controller has made your personal data public and is obliged to delete them in accordance with Article 17 (1) of the GDPR, he shall take reasonable measures, including technical measures, taking into account the available technology and implementation costs, to inform data controllers who process the personal data that you, as a data subject, have requested them to delete all links to these personal data or copies or replications of these personal data.

(3) The right to erasure shall not apply where the processing is necessary

- a. for the exercise of the right to freedom of expression and information;
- b. to comply with a legal obligation to which the processing is subject under Union or national law to which the controller is subject, or to carry out a task carried out in the public interest or in the exercise of official authority vested in the controller;
- c. for reasons of public interest relating to public health pursuant to Art. 9, para. 2 lit. h and i as well as Art. 9 para. 3 GDPR;
- d. for archiving purposes in the public interest, for scientific or historical research purposes or for statistical purposes pursuant to Art. 89 para. 1 GDPR, insofar as the right referred to in para. 1 is likely to render impossible or seriously prejudice the attainment of the objectives of such processing, or
- e. to assert, exercise or defend legal claims.

Right to lodge a complaint with a supervisory authority acc. to Art. 77 GDPR

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your residence, place of employment or place of the alleged infringement, if you consider that the processing of your personal data infringes the GDPR. The supervisory authority to which the complaint has been lodged will inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy under Article 77 of the GDPR.

Right to data portability acc. to Art. 20 GDPR

You have the right to receive your personal data, which you have provided to the responsible person, in a structured, common and machine-readable format. In addition, you have the right to transfer this data to another responsible party without hindrance by the responsible party to whom the personal data has been made available, if

- a. the processing is based on consent pursuant to Art. 6 Para. 1 letter a) GDPR or Art. 9 Para. 2 letter a) GDPR or on a contract pursuant to Art. 6 Para. 1 letter b) GDPR and
- b. the processing is carried out using automated procedures. In exercising this right, you also have the right to request that your personal data be transferred directly from one responsible party to another, insofar as this is technically feasible. The freedoms and rights of other persons may not be impaired by this. The right to data transferability shall not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Right to restriction of processing acc. to Art. 18 GDPR

Under the following conditions, you may request the restriction of the processing of your personal data:

- a. if you dispute the accuracy of your personal data for a period of time that allows the controller to verify the accuracy of the personal data;
- b. if the processing is unlawful and you refuse to delete the personal data and instead request the restriction of the use of the personal data;
- c. if the controller no longer needs the personal data for the purposes of the processing, but you need them for the assertion, exercise or defense of legal claims; or
- d. if you have lodged an objection to the processing pursuant to Article 21 (1) of the GDPR and it is not yet clear whether the legitimate reasons of the controller outweigh your reasons.

If the processing of your personal data has been restricted, these data - apart from their storage - may only be processed with your consent or for the purpose of asserting, exercising or defending legal claims or protecting the rights of another natural or legal person or for reasons of major public interest of the Union or a Member State. If the restriction on processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

Notification obligation regarding rectification or erasure of personal data or restriction of processing acc. to Art. 19 GDPR

If you have exercised the right to rectify, erase or limit the processing, the controller is obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification, erasure or limitation of processing, unless this proves impossible or involves a disproportionate effort. You have the right to be informed of these recipients by the controller.

Right of objection acc. to Art. 21 GDPR

You have the right to object at any time, on grounds relating to your particular situation, to the processing of your personal data carried out on the basis of Article 6 (1) (e) or (f) GDPR; this also applies to profiling based on these provisions. The controller will no longer process your personal data unless it can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves to assert, exercise or defend legal claims. If your personal data is processed for the purpose of direct marketing, you have the right to object at any time to processing of your personal data for such marketing; this also applies to profiling, insofar as it is related to such direct marketing. If you object to processing for direct marketing purposes, your personal data will no longer be processed for these purposes. You have the possibility, in connection with the use of information society services - notwithstanding Directive 2002/58/EC - to exercise your right to object by means of automated procedures using technical specifications.

Right to revoke the declaration of consent under data protection law pursuant to Art. 7 (3) GDPR

You have the right to revoke your declaration of consent under data protection law at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.

Automated decision in individual cases including profiling

You have the right not to be subject to a decision based solely on automated processing - including profiling - which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

- a. is necessary for the conclusion or performance of a contract between you and the controller,
- b. is permitted by legal provisions of the Union or the Member States to which the controller is subject, and these legal provisions contain appropriate measures to protect your rights and freedoms as well as your legitimate interests, or
- c. is done with your explicit consent.

However, these decisions may not be based on special categories of personal data pursuant to Article 9 (1) of the GDPR, unless Article 9 (2) (a) or (g) applies and appropriate measures have been taken to protect the rights and freedoms and your legitimate interests.

With regard to the cases mentioned in a. and c., the controller shall take reasonable steps to safeguard the rights and freedoms as well as your legitimate interests, which include, at a minimum, the right to obtain the intervention of a person on the part of the controller, to express his or her point of view and to object to the decision.

Integration of other third-party services and content

Description and purpose

It can happen that within this online offer, contents of third parties, such as videos, fonts or graphics from other websites are integrated. This always requires that the providers of these contents (hereinafter referred to as "third party providers") are aware of the IP address of the users. Without the IP address, they would not be able to send the content to the browser of the respective user. The IP address is therefore necessary for the display of this content. We make every effort to use only such content whose respective providers use the IP address only to deliver the content. However, we have no influence on this if the third-party providers store the IP address for statistical purposes, for example. As far as we are aware of this, we inform the users about it. We would like to provide and improve our online offer through these integrations.

Legal basis

The legal basis for the integration of other services and content of third parties is Art. 6 (1) (f) GDPR. Our overriding legitimate interest lies in the intention of an appropriate presentation of our online presence and user-friendly and economically efficient services on our part. For further information, please refer to the respective privacy statements of the providers.

Contractual or legal obligation to provide personal data

The provision of personal data is neither legally nor contractually required and is also not necessary for the conclusion of a contract. You are also not obliged to provide the personal data. However, failure to provide it may mean that you are unable to use this function or cannot use it to its full extent.

The following external resources are loaded from the website:

- www.google.com
- googleads.g.doubleclick.net
- www.googleadservices.com
- www.gstatic.com
- www.googletagmanager.com
- api-js.mixpanel.com
- tc4b2a8db.emailsys1a.net
- yt3.ggpht.com
- fonts.googleapis.com
- i.ytimg.com

- cdn.mxpl.com
 - client.axept.io
 - static.doubleclick.net
 - axeptio.imgix.net
 - www.youtube.com
 - static.axept.io
 - www.google.de
 - fonts.gstatic.com
-

Data transmission to third countries

The controller may transfer personal data to a third country. In principle, the controller may provide various appropriate safeguards to ensure that an adequate level of protection is provided for the processing operations. It is possible to transfer data transfers on the basis of an adequacy finding, internal data protection rules, approved codes of conduct, standard data protection clauses or an approved certification mechanism pursuant to Art. 46 (2) (a) - (f) GDPR.

If the person responsible undertakes a transfer to a third country on the legal basis of Art. 49 (1) (a) GDPR, you will be informed at this point about the possible risks of a data transfer to a third country.

There is a risk that the third country receiving your personal data may not provide an equivalent level of protection compared to the protection of personal data in the European Union. This may be the case, for example, if the EU Commission has not issued an adequacy decision for the third country in question or if certain agreements between the European Union and the third country in question are declared invalid. Specifically, there are risks in some third countries with regard to the effective protection of EU fundamental rights through the use of monitoring laws (e.g. USA). In such a case, it is the responsibility of the controller and the recipient to assess whether the rights of data subjects in the third country enjoy a level of protection equivalent to that in the Union and can be effectively enforced.

However, the basic data protection regulation should not undermine the level of protection of natural persons ensured throughout the Union when personal data are transferred from the Union to controllers, processors or other recipients in third countries or to international organizations, even if personal data are further transferred from a third country or from an international organization to controllers or processors in the same or another third country or to the same or another international organization.

Use of Hubspot

Description and purpose

We use HubSpot (HubSpot, 2nd Floor 30 North Wall Quay, Dublin 1, Ireland) for our online marketing activities. With the registration service, we collect contact information and other personal data of our visitors and stored on the servers of our software partner HubSpot. We also use HubSpot's live chat service "Messages" (round chat icon at the bottom right of the screen) to send and receive messages on some subpages to improve the user experience on our website. Upon consent and use of this feature, the following information is transmitted to HubSpot's servers: - Content of all chat messages sent and received - Contextual information (e.g. the page on which the chat was used) - Optional: User's email address (if provided by the user via the chat feature).

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) (consent for live chat, newsletter and other success measurements) and (f) GDPR. Our legitimate interest in using this service is the optimisation of our customer service and the management of our contact data.

Recipient

The recipient of your personal data is HubSpot (2nd Floor 30 North Wall Quay, Dublin 1, Ireland).

Transfer to third countries

The personal data is transferred to HubSpot Affiliates at various locations in third countries. The transfer is subject to appropriate safeguards according to Art. 46 GDPR. For this purpose, we have concluded Standard Contractual Clauses with the data importer. In addition, we are aware of our responsibilities and, to the extent necessary to protect the rights and freedoms of natural persons, we take further measures to ensure the protection of personal data.

Duration of data storage

The data is deleted as soon as it is no longer required for the purpose for which it was collected. In addition, the data will be deleted if you revoke your consent or request the deletion of your personal data.

Revocation and objection

In the case of processing according to Art. 6 (1) (a) GDPR, you have the right to revoke your consent at any time, see Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

In the case of processing on the basis of Art. 6 (1) (f) GDPR, according to Art. 21 (1) GDPR, you have the right to object to the processing of your personal data at any time. If you exercise this right, processing for this purpose will no longer take place. For more information, please see "Data subject rights" in our Privacy Policy.

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://legal.hubspot.com/privacy-policy>

Google Analytics and conversion tracking

Description and Purpose

This website uses the service "Google Analytics", which is provided by Google LLC. to analyze the use of the website by users. The service uses "cookies" - text files which are stored on your end device. The information collected by the cookies is usually sent to a Google server in the USA and stored there. If necessary, Google Analytics is used on this website with the code "gat._anonymizeIp();" extended to ensure anonymous recording of IP addresses (so-called IP-Masking). Please also note the following information on the use of Google Analytics: Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The IP address of users is shortened within the member states of the EU and the European Economic Area. This shortening means that the personal reference of your IP address is no longer necessary. Within the framework of the data protection agreement, which the website operators have concluded with Google LLC, the latter uses the information collected to create an evaluation of website use and website activity and provides services associated with Internet use.

Legal Basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR, if anonymous data collection using the code "gat._anonymizeIp" does not take place. Otherwise, especially in the case of the use of "gat._anonymizeIp", Art. 6 (1) (f) GDPR is the legal basis. Our overriding legitimate interest lies in the hosting of this website.

Recipient

The recipient of your personal data is Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA), where applicable.

Transfer to Third Countries

The personal data is transferred to the USA. The transfer is subject to appropriate safeguards according to Art. 46 GDPR. For this purpose, we have concluded Standard Contractual Clauses (SCC) according to Art. 46 (2) (c) GDPR with the data importer. In addition, we are aware of our responsibilities and, to the extent necessary to protect the rights and freedoms of natural persons, we take further measures to ensure the protection of personal data.

Duration of Data Storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation and Objection

You have the right to revoke your granted consent into a non-anonymised data collection at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

In the case of anonymised data collection, you have the right to object to the processing of your personal data at any time in accordance with Art. 21 (1) GDPR. If you exercise this right, processing for this purpose will no longer take place. For more information, please see "Data subject rights" in our Privacy Policy.

Contractual and Legal Obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://policies.google.com/?hl=en&gl=de>

<https://policies.google.com/privacy?hl=en&gl=en>

Google Ads

Description and Purpose

To draw attention to our current projects and developments, planned activities and services, we run Google AdWords ads and use Google Conversion Tracking to do so. Google AdWords (Google Ads) is a service of Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA). These ads appear after searches on web pages in the Google advertising network. We have the ability to combine our ads with specific search terms. We

also use AdWords remarketing lists for search ads. This enables us to adapt search ad campaigns for users who have already visited our website. Through the services, we have the ability to combine our ads with specific search terms or to serve ads to previous visitors, such as advertising services that visitors have viewed on our site. For interest-based offers, an analysis of online user behavior is necessary. Google uses cookies to perform this analysis. When clicking on an advertisement or visiting our website, Google sets a cookie on the user's computer. This information is used in order to be able to address the visitor in a targeted manner in a subsequent search query. Further information on the cookie technology used can also be found in Google's notes on website statistics and in the data protection regulations. With the help of this technology, Google and we as customers receive information about when a user has clicked on an advertisement and been redirected to our websites to contact us via the contact form. Google and we as a customer also use Google's referral numbers to obtain information about when a user clicks on one of our phone numbers on the web and contacts us by phone. The information obtained in this way is used exclusively for statistical evaluation for ad optimisation. We do not receive any information that can be used to identify visitors personally. The statistics provided to us by Google include the total number of users who clicked on one of our ads and, if applicable, whether they were redirected to a page on our website that has a conversion tag. These statistics allow us to see which search terms lead to the most frequent clicks on our ads and which ads lead to users contacting us via the contact form or by phone. With regard to telephone contact by interested parties or customers, the statistics provided by Google include the start time, end time, status (missed or received), duration (seconds), area code of the caller, telephone costs and call type.

Legal Basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient of your personal data is Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA), where applicable. The data controller responsible for processing your information will depend on your habitual residence, unless otherwise stated in the privacy notice of a particular service:

- Google Ireland Limited for users of Google services who are habitually resident in the European Economic Area or Switzerland.
- Google LLC for users of Google services who are habitually resident in the United Kingdom.

Transfers to Third Countries

The personal data is transferred to the USA (server location). The transfer is subject to appropriate safeguards according to Art. 46 of the GDPR. For this purpose, we have concluded Standard Contractual Clauses (SCC) according to Art. 46 (2) (c) GDPR with the data importer. In addition, we are aware of our responsibilities and, to the extent necessary to protect the rights and freedoms of natural persons, we take further measures to ensure the protection of personal data.

Duration of Data Storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted consent at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and Legal Obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

www.google.com/policies/privacy/

Google Tag Manager

Description and purpose

We use Google Tag Manager (Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA) on our website. The Google Tag Manager allows us to manage website tags via an interface and is a cookie-free domain that does not collect any personal information, but can trigger other tags that collect data. Google pseudonymizes the data and the IP address transmitted by your browser as part of Google Analytics is not merged with other Google data. Google Tag Manager is used on this website. Google Tag Manager is a solution from Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA), which allows companies to manage website tags via an interface. Google Tag Manager is a cookie-free domain that does not collect any personal data. The Google Tag Manager triggers other tags, which in turn may collect data. We hereby point this out separately. The Google Tag Manager does not access this data. If deactivation has been carried out by the user at domain or cookie level, this remains in place for all tracking tags that are implemented with Google Tag Manager. On behalf of the operator of this website, Google will use this information to analyze your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website activity and internet usage. Google uses pseudonyms for this purpose. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You can find more information about Google Tag Manager at: <https://www.google.com/intl/tagmanager/>

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient of your personal data is Google LLC. (1600 Amphitheatre Parkway Mountain View, CA 94043, USA).

Transfer to third countries

The personal data is transferred to the United States. The transfer is subject to appropriate safeguards according to Art. 46 GDPR. Where necessary, we have agreed appropriate safeguards within the meaning of Art. 46 (2) GDPR with the data importer. In addition, we are aware of our responsibilities and, to the extent necessary to protect the rights and freedoms of natural persons, we take further measures to ensure the protection of personal data.

Duration of data storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted consent at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://policies.google.com/privacy?hl=en&gl=en>

CaptchaFox

Description and purpose

This website uses the "CaptchaFox" service. This service is offered by the provider Scoria Labs GmbH. CaptchaFox is an innovative, data protection-friendly protection solution to make it more difficult for automated programmes and scripts (so-called "bots") to use this website. In this context, we have integrated a CaptchaFox programme code into our website (e.g. for contact forms) so that the visitor's end device can establish a connection to the CaptchaFox servers in order to receive a calculation task or similar from CaptchaFox. The visitor's end device solves the calculation task (puzzle), which requires certain system resources, and sends the calculation result to our web server. This web server contacts the CaptchaFox server via an interface and receives a response as to whether the puzzle was solved correctly by the end device. Depending on the result, we can add security rules to requests via our website and, for example, process or reject them.

CaptchaFox processes and stores the following data in the process described above:

- Anonymised IP address of the requesting computer.
- Information about the browser and operating system used.
- Anonymised counter per IP address to control the cryptographic tasks.
- Website from which the access took place.
- The version of the widget.
- A time stamp.

This data is used exclusively to protect against spam and bots as described above. CaptchaFox does not set or read any cookies on the visitor's end device. IP addresses are only stored in hashed (one-way encrypted) form and do not allow us or CaptchaFox to draw any conclusions about an individual person.

Legal basis

The legal basis for the processing is our overriding legitimate interest in protecting our website from abusive access by bots, i.e. spam protection and protection against attacks (e.g. mass requests), Art. 6 (1) lit. f) GDPR.

Recipient

The recipient is Scoria Labs GmbH, Agnes-Bernauer-Str. 151, 80687 Munich, Germany.

Objection

In accordance with Art. 21 (1) GDPR, you have the right to object to the processing of your personal data at any time. If you exercise your right, processing for this purpose will no longer take place. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Transfer to third countries

Data is not transferred to a third country.

Duration of data storage

If personal data is collected, it will be deleted after 30 days at the latest.

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further data protection information

Further information on data protection when using CaptchaFox can be found at:
<https://captchafox.com/de/datenschutz>

Use of Youtube

Description and purpose

We use the YouTube.com platform to post our own videos and make them publicly available. YouTube is the offer of Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Some Internet pages of our offer contain links or connections to the YouTube offer. In general, we are not responsible for the content of websites to which links are provided. However, if you follow a link to YouTube, we would like to point out that YouTube stores the data of its users (e.g. personal information, IP address) in accordance with its own data usage guidelines and uses it for business purposes. On some of our Internet pages we also directly integrate videos stored on YouTube. In this integration, content from the YouTube website is displayed in parts of a browser window. However, the YouTube videos are only accessed by clicking on them separately. This technique is also called "framing". If you call up a (sub)page of our Internet offer on which YouTube videos are integrated in this form, a connection to the YouTube servers is established and the content is displayed on the Internet page by informing your browser.

Legal basis

The legal basis for the processing of personal data is a consent pursuant to Art. 49 para. 2 lit. a) GDPR.

Recipient

The recipient is Google LLC, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA.

Transfer to third countries

Data is transferred to the USA.

Duration of data storage

The data is deleted as soon as it is no longer required for the purpose for which it was collected. In addition, the data will be deleted if you revoke your consent or request the deletion of your personal data.

Revocation

You have the possibility to revoke your consent to data processing at any time. A revocation does not affect the effectiveness of data processing operations in the past.

Contractual or legal obligation

There is no contractual or legal obligation to provide the data.

Further data protection information via link

<https://policies.google.com/privacy>

Hotjar

Description and purpose

We use Hotjar to better understand the needs of our users and to optimize the experiences and services offered on this website. Hotjar's technology helps us to better understand our users' experiences (e.g. duration of time spent on the pages, clicked links, etc.) and this helps us to tailor our offerings to our users' feedback. Hotjar uses cookies and other technologies to collect information about the behavior of our users and their devices, including the IP address of the device (which is only collected and stored anonymously while using the website), screen size, device type (unique device identifiers), information about the browser used, location (country only) and the preferred language for viewing our website. Hotjar stores this information on our behalf in a pseudonymous user profile.

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient is Hotjar Ltd (Level 2, St Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 3155, Malta, Europe).

Transfer to third countries

By using the service, personal data may be transferred to a third country. In the event of a transfer of personal data, the provider shall ensure the level of protection in accordance with the GDPR by complying with Art. 44 et seq. GDPR. If no adequacy decision is applicable with the third country in which the data importer is based, the transfer is subject to appropriate safeguards. If you have any queries, please feel free to contact our data protection officer.

Duration of data storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted consent at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://www.hotjar.com/legal/policies/privacy/>

Use of Mixpanel

Description and purpose

We use Mixpanel, a product analytics tool, on our websites. This solution is operated by Mixpanel Inc, One Front Street, Floor 28, San Francisco, CA 94111, USA.

Legal basis

The legal basis for the processing of personal data is consent pursuant to Art. 6 para. 1 lit. a) GDPR.

Recipient

The recipient of the data is Mixpanel Inc, One Front Street, Floor 28, San Francisco, CA 94111, USA.

Transfer to third countries

Data is transferred to the USA.

Duration of data storage

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. Furthermore, the data will be deleted if you revoke your consent or request the deletion of the personal data.

Revocation

You can object to the collection, processing and recording of data generated by Mixpanel at any time.

Contractual or legal obligation

There is no contractual or legal obligation for the provision of the data.

Further data protection information via link

<https://mixpanel.com/legal/privacy-policy/>

Bing Ads

Description and Purpose

On the Website, we use Microsoft Ads (bingads.microsoft.com) technology provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"). Microsoft will place a cookie on your device if you have come to our site through a Microsoft Bing ad. Microsoft Bing and we can thus recognize that someone has clicked on an ad, been redirected to our site, and reached a predetermined destination page (conversion page). We only know the total number of users who clicked on an ad and were redirected to a conversion page. Microsoft collects, processes and uses information via the cookie from which user profiles are created using pseudonyms (Microsoft Conversion Tracking). These usage profiles are used to analyze visitor behavior and are used to serve ads. No personal information on the identity of the user is processed.

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient of your personal data is Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA ("Microsoft"), where applicable.

Transfers to third countries

The personal data is transferred to the United States. The transfer is subject to appropriate safeguards according to Art. 46 GDPR. Where necessary, we have agreed appropriate safeguards within the meaning of Art. 46 (2) GDPR with the data importer. In addition, we are aware of our responsibilities and, to the extent necessary to protect the rights and freedoms of natural persons, we take further measures to ensure the protection of personal data.

Duration of data storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted [consent](#) at any time, see. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://privacy.microsoft.com/en-US/privacystatement>

LinkedIn Insight Tag

Description and purpose

On our website, we use the LinkedIn Insight Tag service of LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland. This service sets a cookie that is stored on your device. This allows LinkedIn to collect data such as device properties, browser properties, URL, referrer URL, timestamp, and IP address. All collected data is encrypted and pseudonymized within seven days. The service allows us to target advertising, create anonymous audiences, and display aggregated demographic information about our website visitors.

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipient

The recipient of your personal data is LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, where applicable.

Transfers to third countries

By using the service, personal data may be transferred to a third country. In the event of a transfer of personal data, the provider shall ensure the level of protection in accordance with the GDPR by complying with Art. 44 et seq. GDPR. If no adequacy decision is applicable with the third country in which the data importer is based, the transfer is subject to appropriate safeguards. If you have any queries, please feel free to contact our data protection officer.

Duration of Data Storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted consent at any time, see. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligations

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:
https://www.linkedin.com/legal/privacy-policy?trk=content_footer-privacy-policy

Use of Axeptio

Description and purpose

This website uses Axeptio's cookie consent technology to obtain your consent to the storage of certain cookies on your end device and to document and record this consent in accordance with data protection regulations. As soon as you enter this website and interact with the cookie consent layer, the following personal data is transmitted to Axeptio:

- Your consent(s) or the revocation of your consent(s)
- your IP address
- Information about your browser (http agent, http referrer),
- Information about your end device
- Time of your visit to the website

The following additional data is also collected:

- Opt-in and opt-out data
- Referrer URL
- User agent
- User settings
- Consent ID and consent number
- Information on whether implicit or explicit consent has been given
- Time (date and time) of consent
- Consent type
- Template version
- Banner language

Axeptio also stores a cookie in your browser in order to be able to allocate the consents given or their revocation to you. The data collected in this way is stored until you ask us to delete it, delete the Axeptio cookie yourself or the purpose for storing the data no longer applies. Mandatory statutory retention obligations remain unaffected.

Legal basis

Axeptio is used to obtain the legally required consent for the use of cookies. The legal basis for the processing of your personal data is Art. 6 (1) lit. c) GDPR.

Recipient

The recipient of your personal data is Axeptio 15, Rue du Général Campredon, Montpellier, Occitanie 34000, France.

Transfer to third countries

Your personal data will not be transferred to a third country. However, we are aware of our responsibility and regularly review the framework conditions and legal changes. In the event of a transfer to a third country, we will update this information as soon as possible.

Duration of data storage

The data will be deleted as soon as it is no longer required to fulfill the purpose for which it was collected. Furthermore, the data will be deleted if you assert your right to deletion within the meaning of Art. 17 (1) GDPR.

Contractual or legal obligation

Furthermore, the personal data that we are legally obliged to collect must be provided (or) the provision of this data is necessary to fulfill a legal obligation. The legal obligation is determined by Union law or the law of the Member States to which the controller is subject. In this case, the legal obligation arises from: Section 25 (1) TTDSG in conjunction with Art. 7 GDPR. Failure to provide the data would mean that this legal obligation cannot be fulfilled.

Further data protection information via link

Further information on Axeptio can be found here:

<https://www.axeptio.eu/en/terms>

Webanalytics Matomo

Description and purpose

Our website uses Matomo (formerly Piwik), an open source software for statistical analysis of visitor access. The provider of Matomo is InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand. Matomo uses cookies, which are stored on your computer and which enable an anonymised analysis of your use of the website. A conclusion on a specific person is not possible, because your IP address is anonymized immediately after processing and before saving. Matomo is used for the purpose of improving the quality of our website and its contents. This enables us to find out how the website is used and thus to constantly optimize our offer. If individual pages of our website are called up, the following data are stored: 1. two bytes of the IP address of the calling system of the user 2. the called up website 3. the website from which the user has reached the called up website (referrer) 4. the sub-pages that are called up from the called up website 5. the duration of stay on the website 6. the frequency of calling up the website. The software runs exclusively on the servers of our website. A storage of the personal data of the users takes place only there. The data will not be passed on to third parties. The software is set up in such a way that the IP addresses are not stored completely, but 2 bytes of the IP address are masked. In this way, it is no longer possible to assign the shortened IP address to the calling computer. The processing of the users' personal data enables us to analyze the surfing behavior of our users. Depending on the configuration of the use of Matomo, your personal data may therefore be processed.

Legal basis

The legal basis for the processing of your personal data is Art. 6 (1) (a) GDPR.

Recipients

The recipient of your personal data is Matomo, InnoCraft Ltd., 150 Willis St, 6011 Wellington, Neuseeland.

Transfer to a third country

By using the service, personal data may be transferred to a third country. In the event of a transfer of personal data, the provider shall ensure the level of protection in accordance with the GDPR by complying with Art. 44 et seq. GDPR. If no adequacy decision is applicable with the third country in which the data importer is based, the transfer is subject to appropriate safeguards. If you have any queries, please feel free to contact our data protection officer.

Duration of data storage

Data is deleted as soon as it is no longer necessary to achieve the purpose for which it was collected. In addition, the data will be deleted if you exercise your right to erasure pursuant to Art. 17 (1) GDPR.

Revocation

You have the right to revoke your granted consent at any time, cf. Art. 7 (3) p. 1 GDPR. This can be done informally and without giving reasons and is effective for future activities. The revocation of consent does not affect the lawfulness of the processing carried out until the revocation was communicated. Further information on this can be found above in our privacy policy under "Rights of data subjects".

Contractual and legal obligation

There is no contractual or legal obligation to provide the data.

Further information on data protection

Here you will find further information on processing of your personal data:

<https://matomo.org/privacy-policy/>

Application

By submitting their application to us, applicants agree to the processing of their data for the purposes of the application procedure in accordance with the type and scope described in this data protection declaration. The legal basis for the processing of applicant data is Art. 88 GDPR, § 26 BDSG-neu (Federal Data Protection Act) and Art. 9 (2) (b) GDPR. Insofar as special categories of personal data within the meaning of Art. 9 (1) GDPR are voluntarily communicated as part of the application procedure, they will also be processed in accordance with Art. 9 (2) (b) GDPR (e.g. health data, such as severely disabled status or ethnic origin). Insofar as special categories of personal data within the meaning of Art. 9 (1) GDPR are requested from applicants within the framework of the application procedure, their

processing is additionally carried out in accordance with Art. 9 (2) (a) GDPR (e.g. health data if these are necessary for the exercise of the profession). If made available, applicants can submit their applications to us by means of an online form on our website. The data will be transmitted to us in encrypted form according to the state of the art. Applicants can also send us their applications by email. Please note, however, that emails are generally not encrypted and that applicants must ensure that they are encrypted themselves. We can therefore not assume any responsibility for the transmission path of the application between the sender and the receipt on our server and therefore recommend rather to use an online form or the postal dispatch. This is because instead of applying via the online form and email, applicants still have the option of sending us their application by post. In the event of a successful application, the data provided by the applicants can be processed by us for the purposes of the employment relationship. Otherwise, if the application for a job offer is not successful, the applicants' data is deleted. Applicants' data is also deleted if an application is withdrawn, which applicants are entitled to do at any time. The data will be deleted after the expiry of a period of six months so that we can answer any follow-up questions regarding the application and meet our obligations to provide evidence under the General Equal Treatment Act. Invoices for any reimbursement of travel expenses will be archived in accordance with tax law requirements.

Safety

We have taken extensive [technical and operational precautions](#) to protect your data from accidental or deliberate manipulation, loss, destruction or access by unauthorized persons. Our security procedures are regularly reviewed and adapted to technological progress. In addition, we guarantee data protection on an ongoing basis by constantly auditing and optimizing our data protection organization.

Conclusion

rapidmail GmbH reserves all rights to make changes and updates to this privacy policy. This privacy policy was revised by [Keyed GmbH](#) on 12.02.2024.