

# Privacy Policy on this website

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# 1 Data protection at a glance

## General information

Personal data are all data with which you can be personally identified. You will find detailed information on the subject of data protection in our data protection declaration listed under this text.

If you want to find out how your personal data is protected, the rights that help you take back control of your data and what to do if things go wrong, the website of the European Union provides useful information: [https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens_en)

The “REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data” can be found here:

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679&from=EN>

## Data collection on our website

*Who is responsible for the data collection on this website?*

The data processing on this website is carried out by the website operator. You can find his contact details in the imprint of this website.

*How do we collect your information?*

On the one hand, your data is collected when you communicate it to us. This can be, for example, data that you enter into a contact form or communicate to us by e-mail or by post. Other data is automatically collected by our IT systems when you visit our website. These are mainly technical data (e.g. Internet browser, operating system or time of page visit). This data is collected automatically as soon as you enter our website.

*What do we use your data for?*

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

*What rights do you have regarding your data?*

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the imprint if you have any further questions on the subject of data protection. You also have the right of appeal to the competent supervisory authority.

## Third-party analysis and tools

When you visit our website, your surfing behaviour can be statistically evaluated. This is done primarily with cookies and so-called analysis programs. The analysis of your surfing behaviour is usually anonymous; the surfing behaviour cannot be traced back to you. You may object to this analysis or prevent it by not using certain tools. You will find detailed information on this in the following data protection declaration.

## 2 General Information and Mandatory Information

### Data privacy

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

When you use this website, various personal data is collected. Personal data are data with which you can be personally identified. This data protection declaration explains which data we collect and for what we use it. It also explains how and for what purpose this is done. We would like to point out that data transmission over the Internet (e.g. communication by e-mail) can have security gaps. A complete protection of data against access by third parties is not possible.

### Note on the responsible body

The responsible body for data processing is:

Gesellschaft für Unternehmensgeschichte (GUG)  
Sophienstraße 44  
60487 Frankfurt am Main  
Germany

Phone: +49 69 97 20 33 14

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

### Revocation of your consent to data processing

Many data processing processes are only possible with your express consent. You can revoke your consent at any time. All you need to do is send us an informal e-mail. The legality of the data processing up to the revocation remains unaffected by the revocation.

### Right of appeal to the competent supervisory authority

In the event of breaches of data protection law, the person concerned has a right of appeal to the competent Data Protection Authority. We suggest to contact your national body in order to get support if necessary:

[http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm)

### Right to data transferability

You have the right to have data which we process automatically on the basis of your consent or in fulfilment of a contract handed over to you or to a third party in a common, machine-readable format. If you request the direct transfer of the data to another person responsible, this will only take place if it is technically feasible.

### SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as the site operator. You can recognize an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

## Information, blocking, deletion

You have the right to free information about your stored personal data, their origin and recipients and the purpose of data processing and, if necessary, a right to correction, blocking or deletion of this data at any time within the scope of the applicable legal provisions. You can contact us at any time at the address given in the imprint if you have any further questions on the subject of personal data.

## Objection against advertising mails

We herewith object to the use of contact data published within the scope of the imprint obligation to send unsolicited advertising and information material. The operators of these pages expressly reserve the right to take legal action in the event of unsolicited advertising information, such as spam e-mails.

## Processing of data

We collect, process, and use personal data about the use of our Internet pages (usage data) only to the extent necessary to enable or invoice the user for the use of the service.

# 3. Website and analysis tools

## Cookies

Some of the Internet pages use so-called cookies. Cookies do not cause any damage to your computer and do not contain any viruses. Cookies serve to make our website more user-friendly, effective and secure. Cookies are small text files that are stored on your computer and saved by your browser. Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal until you delete them. These cookies enable us to recognize your browser the next time you visit our website.

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

Cookies, which are necessary to carry out the electronic communication process or to provide certain functions desired by you are stored on the basis of Art. 6(1)f REGULATION (EU) 2016/679. The website operator has a legitimate interest in the storage of cookies for technically error-free and optimized provision of his services. As far as other cookies (e.g. cookies for the analysis of your surfing behavior) are stored, these will be treated separately in this data protection declaration.

## Server log files

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

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

These data are not combined with other data sources. The basis for data processing is Art. 6(1)f REGULATION (EU) 2016/679, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

### **IP anonymization**

We have activated the IP anonymization function on this website. This will cause your IP address to be cut by Google within Member States of the European Union or in other countries party to the Agreement on the European Economic Area before being transmitted to the USA. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide other services connected with the use of the website and the Internet to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data.

### **Matomo (formerly Piwik)**

This website uses the open source web analysis service Matomo. Matomo uses so-called "cookies". These are text files that are stored on your computer and enable an analysis of your use of the website. For this purpose, the information generated by the cookie about the use of this website is stored on our server. The IP address is made anonymous before it is saved. Matomo cookies remain on your device until you delete them. Matomo cookies are stored on the basis of Art. 6(1)f REGULATION (EU) 2016/679. The website operator has a legitimate interest in anonymized analysis of user behaviour in order to optimize both his website and his advertising. The information generated by the cookie about the use of this website will not be passed on to third parties.

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. If you do not agree to the storage and use of your data, you can deactivate the storage and use here. In this case, an opt-out cookie is stored in your browser which prevents Matomo from saving usage data. If you delete your cookies, the Matomo Opt-Out cookie will also be deleted. The opt-out must be reactivated the next time you visit our site.