

# Privacy Policy

## 1 Introduction

This website is provided by the owners of [mosaEEK.com](https://mosaEEK.com); Carlo Thissen, Raphael Allstadt, Jeremie Olivier (hereinafter also "we" or "us"). Below we inform you according to Article 13 of the EU General Data Protection Regulation (GDPR) on the processing of your personal data when accessing and using our website.

## 2. Responsibilities

Names and contact details of the responsible person can be found in our imprint.

## 3. Processing of personal data

### 3.1 General overview of processing activities and service providers

On our web pages we offer various services, which are listed below: 1. Contact forms (6.2) Fill in the form so that we can contact you. Analytics Tools, Remarketing and Targeting 2. Google Analytics 3. Google Tag Manager 4. Google AdWords Art. 13 GDPR are described below or take place directly in the above-mentioned services.

### 3.2 Disclosure of data to third parties and third party providers

A transfer of data to third parties is only within the scope of legal requirements. We will only pass users' data on to third parties if this is the case, for example, on the basis of Art. 6 para. 1 lit. b) GDPR is required for contract purposes or based on legitimate interests in accordance with Art. 6 para. 1 lit. f. If we use subcontractors to provide our services, we will take appropriate legal precautions and appropriate technical and organizational measures to protect personal data in accordance with applicable law.

If, within the framework of this Privacy Policy, content, tools or other means are used by other providers (collectively referred to as "third party providers") and their registered office is located in a third country, it is to be assumed that data will be transferred to the countries of residence of the third party providers. Third countries are countries in which the GDPR is not a directly applicable law, i. E. basically countries outside the EU or the European Economic Area. The transfer of data to third countries occurs either when there is an adequate level of data protection, user consent or other legal authorization.

## 4. Operation of the website

### 4.1 Nature and extent of processing of personal data

The following information, which your browser automatically transmits to us, is processed when visiting our website: browser type / version used operating system, name of the previously visited website, IP address / hostname of your computer, date and time of the server request

### 4.2 Purposes and legal basis of the processing of personal data

The processing of your personal data is carried out by the responsible for the following purposes according to the following legal bases: Enabling the use of the website (legitimate interest: representation of the service portfolio of the person in charge and possibility of easy contact by members and interested parties) Ensure proper operation of the website (fulfillment of legal Obligations, ie security of processing in accordance with Article 5 (f) of the GDPR, such as for the defense and clarification of cyber attacks)

#### 4.3 recipients or categories of recipients

Our website is technically operated by mosaeeek, the data is stored in European data centers.

Please see the privacy policy of the service provider for more information:

<https://aws.amazon.com/de/compliance/data-privacy/>

#### 4.4 Duration of storage

The data will be stored for as long as necessary to provide the services requested by the user or specified for the purposes specified in this document.

#### 4.5 Right to cancellation, opposition and rectification

The user has the right to receive information free of charge on written request about the personal data stored about him. In addition, the user has the right to correct incorrect data as well as the blocking and deletion of his personal data, as far as there is no legal duty of storage.

### 5. Use of cookies

#### 5.1 Nature and extent of processing of personal data

Our website uses cookies to provide you with a convenient and feature-rich online service and to verify your eligibility to use the service. Cookies are text files that contain information to identify returning visitors only for the duration of their visit to the website. Cookies are stored on your computer's hard drive and do no damage there.

The cookies of the website contain personal data. Cookies spare you the need to enter data multiple times, facilitate the transmission of specific content and help us to identify particularly popular areas of our Internet presence. They allow us to constantly improve the structure and content of our website.

The following cookies are stored on your device: TypeName Function / Purpose Duration Google Analytics \_ga & \_gid \_gat & \_dc\_gtm\_ [xxxxx] \_gaexp "\_ga" & "\_gid" Cookies are required to distinguish users "\_gat" Restricting the request rate, "\_dc\_gtm\_ [xxxxx]"when using Google Analytics through the Google Tag Manager. Used to identify a user's involvement in an experiment and the course of experimentation involving a user.2 years / 1 day 1 minute 90 days 5.2 Purposes and legal basis for the processing of personal data

The legal basis for the processing of personal data using technically-required cookies is Art. 6 para. 1 lit. f DSGVO (legitimate interest: analysis of your surfing behavior to optimize our website).

The legal basis for the processing of personal data using cookies for analysis purposes is the consent of the user Art. 6 para. 1 lit. a GDPR. In this case, we ask for your consent before setting the cookie on the website.

#### 5.2 Duration of Storage, Opposition and Removal Opportunity

Cookies are stored on the computer of the user and transmitted by this to our site. Therefore, as a user, you have full control over the use of cookies. By changing the settings in your internet browser, you can disable or restrict the transmission of cookies. Already saved cookies can be deleted at any time. This can also be done automatically. If cookies are disabled for our website, it may not be possible to use all the functions of the website to the full.

How to delete cookies as a user: Browser: Firefox:

<https://support.mozilla.org/en/kb/cookies-loans-data-from-websites-research>Chrome:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=DE>

Safari: [https://support.apple.com/kb/ph21411?locale=en\\_US](https://support.apple.com/kb/ph21411?locale=en_US) Edge:

<https://support.microsoft.com/en-us/help/17442/>

windows-internet-explorer-delete-manage-cookies Internet Explorer:

<https://support.microsoft.com/en-us/help/278835/how-to-delete-cookie-files-in-internet-explorer>

## **6. General Services**

### **6.1 Contact forms**

6.1.1 Nature and extent of processing of personal data In the contact forms on our website, the following personal data are requested, whereby the fields marked with \* must be filled out obligatory: first and last name, company, e-mail address

### **6.1.2 Purposes and legal basis of the processing of personal data**

Entering your data in the contact forms on our website gives us the opportunity to personally contact you and offer you our services. The legal basis for processing the data after entering the contact form by the user is Art. 6 para. 1 lit. a DSGVO (Consent). The processing of the IP address and the time of the notification is based on Art. 5 (2) GDPR (accountability / proof of consent).

6.1.3 Submitting Your Information to a Third Country or International Organization The contact information will not be shared with a third country or an international organization.

### **6.1.4 recipients or categories of recipients**

The data entered via the contact forms are stored and processed exclusively by us.

### **6.1.5 Duration of storage**

The data will be stored for as long as necessary to provide the services requested by the user or specified for the purposes specified in this document.

### **6.1.6 Right to cancellation, opposition and rectification**

The user has the right to receive information free of charge on written request about the personal data stored about him. In addition, the user has the right to correct incorrect data as well as the blocking and deletion of his personal data, as far as there is no legal duty of storage.

## **7. Google Services**

### **7.1. Google Analytics**

#### **7.1.1 Nature and extent of processing of personal data**

We use the Google Analytics component (with anonymization function) on this website. Google Analytics is a web analytics service. Web analysis is the collection, collection and analysis of data about the behavior of visitors to websites. Among other things, a web analysis service collects data on which website an affected person has come to a website (so-called referrers), which subpages of the website were accessed or how often and for which length of stay a subpage was viewed.

The controller uses the addition "\_gat.\_anonymizeIp" for web analytics via Google Analytics. This addendum will shorten and anonymize the IP address of the data subject of the person concerned if Google accesses our website from a Member State of the European Union or from another state party to the Agreement on the European Economic Area.

#### 7.1.2 Purposes and legal basis of the processing

The processing of users' personal data enables us to analyze the surfing behavior of our users. By analyzing the obtained data, we are able to compile information about the use of the individual components of our website. This helps us to constantly improve our website and its user-friendliness. In these purposes, our legitimate interest lies in the processing of data by type.

6 para. 1 lit. f DSGVO. The anonymisation of the IP address sufficiently takes into account the interest of users in their protection of personal data.

#### 7.1.3 recipients or categories of recipients

The operator of the Google Analytics component is Google, Inc., 1600 Amphitheater Parkway Mountain View, CA 94043, USA.

#### 7.1.4 Storage duration and, if applicable, criteria for determining the storage duration.

The data will be deleted as soon as they are no longer needed for our recording purposes. Due to long sales processes and up to 2 years of customer journey, we are forced to keep our data for 26 months.

#### 7.1.5 Transfers to a third country and presence of the adequacy decision

The personal data will be transferred to a third country. The European Commission has decided in its Adequacy Decision (EU) 2016/1250 of 12 July 2016 (EU-US Privacy Shield) that there is an adequate level of data protection in the USA. You can request further information in writing from our data protection officer.

#### 7.1.6 Right to cancellation, opposition and rectification

The data subject can prevent the setting of cookies through our website at any time by means of a corresponding setting of the Internet browser used and thus permanently contradict the setting of cookies. Such a setting of the Internet browser used would also prevent Google from setting a cookie on the information technology system of the person concerned. In addition, a cookie already set by Google Analytics can be deleted at any time via the Internet browser or other software programs.

Furthermore, the data subject has the option of objecting to and preventing the collection of the data generated by Google Analytics for the use of this website and the processing of this data by Google.

To do this, the person must download and install a browser add-on at <https://tools.google.com/dlpage/gaoptout>. This browser add-on informs Google Analytics via JavaScript that no data and information about website visits may be transmitted to Google Analytics. The installation of the browser add-on is considered by Google as a contradiction. If the data subject's information technology system is later deleted, formatted or reinstalled, the data subject must re-install the browser add-on to disable Google Analytics. If the browser add-on is uninstalled or disabled by the data subject or any other person within their sphere of control, it is possible to

reinstall or reactivate the browser add-on. Additional information and Google's privacy policy can be found at <https://www.google.com/intl/en/policies/privacy/> and <http://www.google.com/analytics/terms/en.html>. Google Analytics is explained in more detail at [https://www.google.com/intl/de\\_de/analytics/](https://www.google.com/intl/de_de/analytics/).

## 7.2 Google Tag Manager

This website uses Google Tag Manager. This service allows web page tags to be managed through a single interface. Google Tag Manager only implements tags. This means: no cookies are used and no personal data is collected. The Google Tag Manager solves the services described in section 7. u. ff. and section 8. u. ff. , are described, which in turn may capture data. However, Google Tag Manager does not access this data. If deactivated at the domain or cookie level, it will remain in effect for all tracking tags, provided they are implemented with Google Tag Manager.

## 7.3 Google AdWords

### 7.3.1 Nature and extent of processing of personal data

We also use the Google advertising tool "Google Adwords" to promote our website.

### 7.3.2 Purposes and legal basis of the processing

The information obtained through the "Conversion Cookies" is used by Google to create visitor statistics for our website. These statistics tell us the total number of users who clicked on our ad, and which pages on our site were subsequently accessed by their respective users. However, we or others through "Google Adwords" advertisers do not receive any information that personally identifies users.

### 7.3.2 recipients or categories of recipients

As part of this, we use the "Conversion Tracking" analytics service provided by Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043 USA, on our website.

### 7.3.3 Duration of storage

If you have reached our website via a Google ad, a cookie will be stored on your computer. Cookies are small text files that your Internet browser stores and saves on your computer. These so-called "conversion cookies" lose their validity after 30 days and are not used for your personal identification. If you visit certain pages on our website and the cookie has not expired yet, we and Google may recognize that you, as a user, have clicked on one of our Google-placed ads and have been redirected to our site.

### 7.3.4 Right to cancellation, opposition and rectification

You can prevent the installation of the "conversion cookies" by setting your browser accordingly, for example by setting a browser that generally deactivates the automatic setting of cookies or specifically blocks only cookies from the domain "googleadservices.com".

## 8. Affected rights

You have various rights in the handling of your personal data, such as Right to information about the data stored by us on your person or the right to rectification, limitation of processing, right to data

portability, right of objection or deletion of your data. If you have any questions about the assertion of your rights, please contact our data protection officer in writing. For this you use the postal address in the imprint (keyword "data protection officer") or by e-mail under [admin@mosaEEK.com](mailto:admin@mosaEEK.com).

## **9. Validity and update of the privacy policy**

As a result of the development of our website or the implementation of new technologies, it may be necessary to change this privacy policy with effect for the future. We recommend that you look at the current privacy policy.

Munich, 12.07.2018