General Privacy Notice



General Privacy Notice of meetyoo conferencing GmbH

Last updated: 15.01.2025

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Introduction

This Privacy Policy clarifies the nature, scope and purpose of the collection and use of personal data on meetyoo websites (e.g. meetyoo.com, meetgreen.de, meet.green, easy-audio.de, easy-audio.co.uk, smartconference.de, webcast.meetyoo.de, telekonferenz.de, ubivent.com, ubivent.de, telefonkonferenz-service.de, info.meetyoo.digital) (hereinafter referred to as "meetyoo websites"), the use of meetyoo services (webcast, virtual fairs, media libraries, telephone conferences, BusinessMeeting, AudioEvent, WebEvent, Outlook add-in and customer portal) (hereinafter referred to as "meetyoo services") or the use of surveys by meetyoo conferencing GmbH (hereinafter referred to as "we" or "us"). Unless this Privacy Policy states otherwise, we are the data controller for all personal information collected on meetyoo websites. We make reference at this point to the separate privacy policy for the meetyoo services “virtual Events" and

"meetyoo own Events".

Contact details for the Data Control Officer and Data Protection Officer:

meetyoo conferencing GmbH
Friedrichstraße 153a
10117 Berlin, Germany
Phone: +49 (0)30 8687 10400
Email: privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com)

Data Protection Officer
Deutsche Datenschutz Consult GmbH (external data protection officer)
Stresemannstr. 29
22769 Hamburg
Internet: ddsc.de
E-mail: dpo [at] meetyoo.com (dpo[at]meetyoo[dot]com)

Please contact the Data Protection Officer directly if you have any questions or concerns about safeguarding your data protection rights. You can reach our Data Protection Officer using the contact details provided above (FAO: Data Protection Officer).

Information on the use of cookies

We use cookies on our website. Cookies are small text files that are saved on your device by the respective browser you use when you access meetyoo websites. Individual services on a website can 'recognise' and 'remember' you in this way in terms of which settings you have made. Primarily, this helps to make websites more user-friendly and benefit the user (e.g. by storing login details). Secondly, cookies also help to collect statistical data relating to use

of the website by using the data acquired for analysis and advertising purposes.
Some cookies are automatically deleted from your device as soon as you leave the website (what are referred to as 'session cookies'). Other cookies are stored for a period of time that does not exceed two years (persistent cookies). We also use what are referred to as third-party cookies which are managed by third parties in order to provide certain services.

We use the cookie content management tool from Papoo Software & Media GmbH, Auguststr. 4, 53229 Bonn (CCM19) for our websites. The purpose of the cookie consent management tool is to obtain and qualify your consent for the use of cookies and tracking codes via cookie banners on our websites. Information about the cookies and tracking codes used, as well as your IP address and device ID, are stored on CCM19 servers in Germany. CCM19 uses this information exclusively on our behalf and for our purposes on the basis of an order processing agreement. The personal data is stored for the duration of the order processing agreement between meetyoo and CCM19.

We use the online form service ‘HubSpot Forms’ from Hubspot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141 for our websites, whose privacy policy you can view here.
The purpose of this service is to provide online forms on our website for contact, chat or demo requests to us, which is necessary from a technical point of view. The following personal data is processed to provide these online forms:

- An encrypted string associated with the user's session: request information (e.g. timestamp, IP address, user agent), session behaviour (e.g. mouse movements or scrolling to detect human behaviour), security check results.

- A unique, anonymous hash (encrypted ID) associated with the browser and session: browser information (e.g. browser type, version), connection details (e.g. IP address).

This data is stored on Hubspot servers in the United States and deleted no later than 30 minutes after the end of the session. Hubspot uses this data exclusively on our behalf and for our purposes on the basis of a data processing agreement. The processing is carried out on the basis of Art. 6 para. I lit. f DSGVO, whereby our legitimate interest lies in the provision of online forms for contacting us. You can object to this data processing at any time if there are reasons relating to your particular situation that speak against the data processing. All you need to do is send an e-mail to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com).
You can configure your cookie settings here.

You can also control the use of cookies: most browsers have an option for allowing the user to restrict or prevent cookies being saved.. We should point out here, however, that not using cookies can limit your ability to use our website, and, in particular, limit the user experience.

We set cookies only if you have given us permission to do so or as explained within this privacy notice.
In the context of the data processing procedures listed below, we explain the legal basis upon which we base the processing for each processing activity taking place on this website, whether (and if so, which) third parties receive data over cookies and for how long we save the personal data collected with the help of cookies.

1. Establishing Contact / Business communication

When contact is made with us (such as over the contact form or by email), the information you provide is saved for purposes of processing the enquiry

and in the eventuality that there are follow-up questions.

We also offer online chats as a communication option on our websites ("chat services"). For online chats, we ask you to provide us with your contact details, including your e-mail address, so that we can process enquiries promptly and respond to you by e-mail, especially if you are no longer online. We use the contact form and the chat services of the service provider **HubSpot**, 25 First Street, 2nd Floor, Cambridge, MA 02141, whose privacy policy you can view here. Chat content, contact details entered and email addresses are stored on Hubspot servers in the USA. Hubspot uses this information exclusively on our behalf and for our purposes on the basis of an order processing agreement.

If you correspond with us via the medium "e-mail", we collect, store and process your name, e-mail address and all contents of the correspondence. This data is processed for the purpose of initiating or implementing a contractual relationship with you or the responsible entity you represent.

Legal Basis

The legal basis for the processing is usually Art. 6 (1) lit. b GDPR if the communication is for the purpose of initiating or implementing a contractual relationship with you yourself.
If you represent a company in communication with us, the processing is based on Art. 6 para. I lit. f GDPR, whereby our legitimate interest lies in the establishment and support of business relationships. You can object to this data processing at any time if there are reasons that exist in your particular situation and that speak against the data processing. For this purpose, it is sufficient to send an e-mail to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com).
In individual cases, the processing may also be based on Art. 6 para. 1 lit. a GDPR, if you have given us your consent for the contact or correspondence.
If necessary for the fulfillment of the contract or required by law, we disclose or transfer personal data of our customers to third parties only if this serves

the provision of our services pursuant to Art. 6 para. 1 lit. b. GDPR, is required by law according to Art. 6 para. 1 lit c. GDPR, serves our interests or those of the customers in an efficient and cost-effective provision of services as a legitimate interest pursuant to Art. 6 Para. 1 lit f. GDPR, or in the context of consent pursuant to Art. 6 para. 1 lit. a., Art. 7 GDPR. Possible third parties to whom your personal data may be transferred are:

- external specialists involved in the provision of services, and
- third parties necessarily or typically involved in the performance of the contract, e.g. Billing offices or comparable service providers.

Duration of Data Storage

The personal data stored in the course of establishing contact will be deleted if the concerns associated with the contact made have been clarified in full and it is also unlikely that the specific instance of contact made will become relevant again in the future.

2. Free Downloads (White Papers)

We provide interested parties and prospective customers with various free downloads (white papers). In doing so, we use the data collected for information purposes in the area of meeting communication and our products used and may contact you by phone/mail/e-mail.

Legal Basis

The information provided in the context of free downloads is processed on the basis of Art. 6 (1) (a) GDPR.

Duration of Data Storage

The personal data we store when you download free information is deleted if you withdraw your consent.

3. Newsletters

You have the opportunity to subscribe to our newsletter on our website. For sending the newsletter, we need your email address. If you like to additionally provide your name, we will use the name to address the newsletter personally to you. We use this newsletter to regularly inform you about our offerings and services, and, specifically, topics that cover virtual events, webcasts, web conferencing and meeting solutions. We use the double opt-in procedure for subscriptions to our newsletter. This means that after you subscribe, you receive a confirmation email containing a confirmation link that you need to click on. We store the IP address, the consent text used and the date and time of the subscription confirmation in order to prove that the subscription was duly taken out. We do not collect any further data.

The newsletter is sent by Hubspot Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141, whose privacy policy you can view here. The email addresses of our newsletter recipients, as well as their other data described in this notice, are stored on Hubspot servers in the USA. Hubspot uses this information to send and evaluate the newsletters on our behalf. Hubspot processes their email address and other personal data transmitted by us exclusively on our behalf and for our purposes on the basis of an order processing agreement.

Legal Basis

Data processing in the aforementioned regard takes place in accordance with your consent, which you provided when you subscribed to the newsletter, pursuant to Art. (1) (a) GDPR.

Duration of Data Storage

The personal data stored when you subscribe to our newsletter is deleted if you withdraw your consent.

4. Trial Account (Conference Call and Web Conference)

Registering for a trial account is designed to give you a quick and easy insight into our product and service offerings. The purpose of entering your email address is to send you the access details for your trial account. During the duration of the trial account period and beyond, if necessary, you will receive tips and recommendations for using and deploying our tool and other product options that may be of interest to you.
Your trial account is in no way bound by this product-related information. You can unsubscribe from receiving further messages at any time by clicking on the link at the end of every email. Any use or disclosure of your email address does not take place at any time. You always have full control over and the ability to decide whether and how we can communicate with you.

Legal Basis

Data processing in the aforementioned regard takes place in accordance with your consent, which you provided when you requested the trial account. According to Art. (1) (a) GDPR, data processing is permitted if you have granted consent to data processing for one or more specific purposes as detailed below. In the context of requesting the trial account, pursuant to Art. (1) (a) GDPR.

Duration of Data Storage

The email address you registered with is stored for a maximum of 12 months in order to prevent misuse and the submission of repeated orders for free conference access. The personal data stored when you register for your trial account will therefore be blocked for further communication initially if you withdraw your consent. Trial conference rooms are automatically deactivated and deleted after a maximum of 12 months if they are not used.

5. Customer Surveys

We conduct customer surveys to determine customer satisfaction. For sending the customer survey, we need your email address. If you like to additionally provide your name, we will use the name to address the customer survey personally to you. In these online surveys, customers registered for a meetyoo service receive an email containing a link to participate in the online survey. We use the opt-out procedure here. This means that the person who receives this email can object to participating in the online survey in future without incurring any costs. All you need to do is send an email to unsubscribe [at] meetyoo.com (unsubscribe[at]meetyoo[dot]com). In this case, we store the IP address and the date and time of the cancellation confirmation to prove that cancellation was duly performed. If a prize draw takes place amongst the survey participants, the winner's address data and email address are also used for duly delivering the prize.

The invitation e-mail for the online survey is sent by the service provider Typeform SL, Carrer Bac de Roda, 163, local, 08018 - Barcelona (Spain), whose privacy policy you can view under Privacy Policy Typeform. Typeform SL processes your e-mail address and other personal data provided by us exclusively on our behalf and for our purposes on the basis of a contract processing agreement.

We use SurveyMonkey, a service of SurveyMonkey Inc., to conduct online surveys.

SurveyMonkey Inc. is a US-based research company with a presence in Ireland. When answering the online questionnaire, what are referred to as cookies are set, which are stored on your computer and facilitate the authentication and functional use of the survey tool. SurveyMonkey evaluates the information collected (e.g. IP address, answers to the questions, scores) on our behalf to generate the results of the customer survey. We have concluded an data processing agreement with SurveyMonkey Inc. in accordance with Art. 28 GDPR.

More information on the SurveyMonkey Privacy Policy.

You can find more information about the cookies used by SurveyMonkey here.

You can prevent cookies from being stored at any time by making the relevant settings in your browser.

Legal Basis

Personal data is processed in the aforementioned customer survey on the basis of Art. 6 (1) (f) GDPR. This legal permission allows personal data to be processed in the context of the 'legitimate interest' of the data controller, unless your fundamental rights, freedoms or interests prevail. Our legitimate interest lies in analyzing customer satisfaction and takes place within the scope of the exception postulated in § 7 sec. 3 UWG.. You can opt out of participating in customer surveys in the future by using the opt-out procedure contained in the invitation email.

Duration of Data Storage

We will remove the personal reference to you no later than 2 weeks after completing the survey, so that only statistical data for the analysis remains stored. The data from those participants who received a prize in a survey is stored following completion of the survey until due delivery of the prize and

beyond, until the limitation period for any reciprocal claims from delivering the prize have expired.

6. Online Orders

We collect personal data for the order process when processing online orders (e.g. BusinessMeeting, meetgreen, meetgreenPlus, easyAudio, SmartBasic, SmartPower, SmartPro, telefonkonferenz-service.de) and for opening a customer account, which includes: name, contact details (e.g. email address, postal address) and, if relevant, payment data. Disclosure of your data to several companies may take place generally under strict compliance with the legal requirements, insofar as this is necessary for processing our contractual relationship. If payment services (e.g. Visa, Mastercard etc.) are used for the payment process, your data is forwarded to the payment services provider used. The same applies to credit institutions charged with making the payment.

Legal Basis

Data processing takes place here on the basis of Art. 6 (1) (b) GDPR. In accordance with Art. 6. (1) (b) GDPR, data processing is then allowed when required for fulfilling a contract. If the contractual relationship is concluded with a company, the processing is carried out on the basis of Art. 6 (1) lit. f GDPR, whereby our legitimate interest lies in the fulfillment of our contractual obligation and in the provision of our services. In order to fulfill your order, we need to process personal data relating to you and, if necessary, disclose this data to payment service providers.

Duration of Data Storage

Personal data stored in the context of online orders is stored for the entire duration of the customer relationship. Owing to retention periods laid down

by the German Tax Code (AO) and Commercial Code (HGB), we store the order data on a contractual basis for up to 10 years after the end of the customer relationship. When the contract is terminated, your data is blocked as a matter of course and is not used for any other purpose until the statutory retention periods expire.

7. Use of meetyoo Services

The use of specific meetyoo services (e.g. Webcast, Virtual Fair, Media Library, Web Conference, Telephone Conference, AudioEvent, EventManager, customer portal, and Outlook add-in) requires registration. The data stored during registration is visible on the input screen in the respective registration form. In standard cases, this is your first name, last name, company, email address, and password/PIN. Required fields are marked as such. Your IP address and the date and time of your registration are also saved when you register on our website. This takes place as a safeguard for us for those cases where third parties abuse your data and use it to register on our websites without your knowledge. We provide the aforementioned services on a technical basis for the respective contracting party. We are responsible for data protection for the registration itself.

Please refer to the separate privacy policy for "virtual Events" from meetyoo for the meetyoo services "virtual Events" (Webcast, Media Centre, virtual Trade Fairs, Event Manager).

The following provides you with more information about meetyoo services:

Services

Telephone Conference/AudioEvent

You receive access data from the organizer so that you can participate in the telephone conference or audio event. You dial in with a dial-in number and a PIN, if applicable. When you participate in a telephone conference, the call details are recorded, including the date and time of the call, the number, the dial-in number, and the duration of the call. Call data is subject to telecommunications secrecy and the strict provisions of the German Telecommunications Act (TKG). We use the call details for billing purposes only and to provide the conference room owner/organizer with statistics about their telephone conference in an abridged (anonymized) form. When registering for an audio event, we may also ask you to provide us with registration details by phone or online registration, which we record. As standard, this is your name, company and email address. We collect registration details on behalf of the organizer responsible exclusively. The aforementioned registration details are transferred to the organizer within the framework of fulfilling the contract. We do not process this data ourselves for our own purposes.

WebConference

Participants need to register for the web conference in advance, or they receive an invitation from the organizer directly. The invitation, which is usually sent by email, contains a link for accessing the web conference and an access PIN.

Within the context of providing the web conference, we collect, process, store and use personal information during participation as follows:
Your name and PIN are processed within the context of participating in the web conference. To facilitate the technical provision of the services, we process your IP address, technical information about the end device and browser used, including the version and any plugins installed, technical information for data transmissions, such as access status/HTTP status code, data volume and any technical error codes, as well the date and time when the web conference is used.

When participating in the web conference, you may be given the opportunity to ask the presenter, organiser or other participants questions and make your own contributions in chat sessions or audio transmissions. The time, duration and circumstances of your participation in the respective web conference are recorded. This data is used to allow the initiator of the conference to be billed, allow him to control and manage the event and, if required, safeguard the evaluation of the event afterward. Information about how your data is used is available from the initiator of the web conference.

Customer Portal

Personal registration is required to use the meetyoo customer portal. To register, the user uses his email address for his username and selects a personal password. To activate his conference rooms in the customer portal, the user authorizes himself using a moderator PIN. The customer portal allows our customers to manage their conference rooms, invoices, and conference records/statistics, and control telephone and web conferencing events. While using the customer portal, the server log files are stored along with behavioral data concerning the use of the various portal functions, so that the customer can track the change history (e.g. address changes) during later customer inquiries.

Outlook Add-In

To make organising your telephone and web conferences easy, we offer you an Outlook add-in which you can download from the Microsoft Office Library. The Outlook add-in allows you to quickly and easily organise your telephone or web conference from Outlook directly and invite your participants. Predefined conference information, such as invitation text, dial-in numbers and conference PIN are sent together with your meeting request and stored as an appointment in the calendar. Condition for using the app is a meetyoo conference room (https://meetyoo.com/products/business-meeting/) in the tariffs BusinessAudio or BusinessMeeting and access to the meetyoo

customer portal (https://portal.meetyoo.de/).

Legal Basis

Processing personal data in the context of using meetyoo services takes place on the basis of Art. 6 (1) (b) GDPR.
In accordance with Art. 6. (1) (b) GDPR, data processing is then allowed when required for fulfilling a contract. If the contractual relationship is concluded with a company, the processing is carried out on the basis of Art. 6 (1) lit. f GDPR, whereby our legitimate interest lies in the fulfillment of our contractual obligation and in the provision of our services. We need to process the personal information detailed in this section in order to be able to make meetyoo services available to you in accordance with the contract.

Duration of Data Storage

Connection data from telephone conferences is deleted no later than 6 months after invoicing in accordance with the German Telecommunications Telemedia Privacy Law (TDDDG). We keep records in our system for the contracting party for up to 55 days. After this period, this data is also deleted. Credentials for audio events are deleted 6 months after billing. Registration data is stored for as long as it is necessary for using the service and is deleted on request. The personal data associated with your registration/participation in a webcast, virtual fair or media library, provided by giving feedback or answering questions and responding to and participating in online tests, is deleted no later than 12 months after the on-demand version expires. The standard period of archiving for a webcast is 3 months after the event (depending on the job commissioned by the organiser). Registration data for media library users (collection of webcasts) who have not logged in to the media library for a maximum period of 3 years is deleted automatically when this period expires

Owing to retention periods laid down by the German Tax Code (AO) and Commercial Code (HGB), tax-relevant personal data which is processed in

the context of using meetyoo services is stored for up to 10 years after the end of a specific conference (e.g. orders, offer forms etc.).

8. Job Application Procedures

You can apply to us by emailing jobs [at] meetyoo.de (jobs[at]meetyoo[dot]de). We would like to point out that the application documents sent by email are not encrypted. Alternatively, you can of course also send us your application by post.
When you apply to us, we only collect the personal data that you provide to us and that is necessary for the processing of the respective application. The following data categories typically arise during the application process:

- Email address, first name, last name, place of residence, telephone number, date of birth, gender
- Additional questions depending on the respective job posting (e.g. driver's license)
- Assessment modules depending on the respective job posting
- Professional experience and education
- Competencies (e.g. Photoshop, MS Office)
- Application photo
- Qualifications, awards and language skills
- Letter of motivation

In addition, the electronic communication that takes place between you and us is stored.
Within the company, only those persons who need access to your data for the proper execution of our application process have access to it. All employees entrusted with data processing are obliged to maintain the confidentiality of your data.

After receiving your application, we use the information you provide to check your suitability for the position and to carry out the application process. If

applicable, suitable applications will be forwarded internally to the departmental managers in the company for the respective open position. The further procedure will then be coordinated. The application process includes a pre-selection of the applications received, invitations and conducting job interviews, as well as the follow-up of the job interviews, including sending confirmations or rejections to the applicants.

The data you provide to us in connection with an application is initially processed on the basis of Section 26 of the German Federal Data Protection Act (BDSG), in particular paragraph 1, since its processing is necessary in connection with the decision to establish an employment relationship.

Legal Basis

If you have been offered a job as part of the application process, the data will be transferred from the applicant data system to our personnel information system. Otherwise, your data will be stored for a period of 6 months after the rejection has been issued. This is done on the basis of Art. 6 para. 1 lit. f DSGVO, whereby our legitimate interest is to be able to defend ourselves against possible legal claims.

Duration of Data Storage

Applicants' data is stored and retained by us for up to 6 months after rejection. After 6 months, all collected data is deleted.
If, in the event of a rejection, we are nevertheless interested in your profile, we will obtain your consent for further storage and review for other open positions in the company. Your data will only be used further with your consent. If you do not respond to the enquiry within the time frame in which we store your data on the basis of our legitimate interests, it will be automatically deleted after the 6-month period has expired.
If you have consented to the further storage of your personal data, we will transfer your data to our pool of applicants on the basis of Article 6 (1) point

a GDPR. The data in our pool of applicants will be deleted after two years. You can withdraw your consent at any time with effect for the future. To do so, please send us an e-mail to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com).

9. Processing on our Website

Technical information when visiting meetyoo websites
We automatically collect a range of technical data, which is personal data, every time the meetyoo website is accessed.
This includes:

- User's IP address
- Name of the website or file accessed
- Date and time of access
- Amount of data transferred
- Report of successful retrieval
- Browser type and version
- User's operating system
- User's device used, including MAC address
- Referrer URL (the previously visited page)

This data is not merged with other personal data that you actively provide on the meetyoo websites. We collect server log files for the purpose of administering the website and to detect and prevent unauthorised access. The personal data in log files are processed on the basis of Art. 6 para. 1 lit. f GDPR, whereby our legitimate interest lies in easier administration and the possibility of detecting and prosecuting hacking. You can object to this data processing at any time if there are reasons that exist in your particular situation and that speak against the data processing. An e-mail to privacy [at] meetyoo.com (privacy[at]meetyoo[dot]com) is sufficient for this.
The server log files with the above-mentioned data are automatically deleted after 30 days. We reserve the right to store the server log files for a longer

period of time if there are facts that suggest unauthorised access (such as an attempt at hacking or a so-called DDOS attack)

Google Analytics

We use Google Analytics if you have given the necessary consent via our Consent Manager. Google Analytics is a web analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

Google Analytics uses several "cookies" (see above) to identify your browser. The information on how you use meetyoo websites generated by the cookies is usually transferred to a Google server in the USA and stored there. However, we have enabled the IP anonymisation function on this website so that your IP address is truncated by Google, if it is located within the member states of the European Union or other parties to the agreement on the European Economic Area. Google uses this information on behalf of the operator of our website to evaluate how you use meetyoo websites in order to compile reports on website activity to provide the website operator with website and internet-related services. As a part of the Google Analytics service, the IP address transferred by your browser is not merged with other data from Google.

Google Tag Manager

We use Google Tag Manager. Google Tag Manager is a tool from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region. Google Tag Manager is a solution that marketers use to be able to manage web page tags from a single interface. The Tag Manager tool itself (which implements the tags) is a cookie-free domain. The tool serves for triggering other tags that, in themselves, may collect data in certain circumstances. Google Tag Manager does not access

this data. Google Tag Manager itself does not process personal data. If disabled at domain or cookie level, it remains in effect for all tracking tags implemented with Google Tag Manager. Turning off tracking in your browser prevents Google Tag Manager from functioning in full.

Hubspot

We use HubSpot, a service from HubSpot Inc., for analysis purposes. HubSpot is a US-based software house with a presence in Ireland. HubSpot uses what are referred to as "Cookies", which are stored on your computer, and allow your use of the website to be analysed. HubSpot analyses the information collected (e.g. IP address, geographic location, browser type, duration of visit and pages accessed) on our behalf to generate reports about your visit.
For more information, please refer to the HubSpot Privacy Policy.

You can find more information about the cookies used by HubSpot Go here and here.

If you do not want HubSpot to collect data, you can prevent cookies being stored on your computer at any time by making the appropriate settings in your browser.

For more information, see the Tree-Nation ASBL Terms of Use and Privacy Policy, respectively, at https://tree-nation.com/legal/terms-of-use and at https://tree-nation.com/legal/privacy-policy.

Legal Basis

We base the processing of personal data by the above-mentioned services on Art. 6, Paragraph 1, Letter a of the GDPR. This provision permits the processing of personal data within the scope of the consent of the person concerned. Consent is obtained via the Cookie Banner Tool, which is integrated on the websites. Here you can access your cookie settings

directly. You can also revoke this consent for the future via the cookie tool. The IP address transferred as a part of Google services is not merged with other data from Google. You can prevent the data generated by cookies and the data relating to your use of the website (incl. your IP address) being transferred and processed by making the appropriate settings in your browser and for Google Analytics, by downloading and installing the browser plug-in available from the following link: https://tools.google.com/dlpage/gaoptout?hl=en.

Duration of Data Storage

The data is not stored here by MEETYOO in a personalized manner. Immediately after the data is collected, it is converted into statistics and made completely anonymous.

10. Advertising

Google Ads Conversion Tracking

If you have given the necessary consent via our Consent Manager, we use Google Ads Conversion Tracking. Google AdWords Conversion Tracking is an analytics service from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

Google Ads sets a cookie on your computer ('conversion cookie') if you arrive at our website over a Google ad. These cookies lose their validity after 30 days and are not used for personal identification. If you visit certain pages on our websites and the cookie has not yet expired, both we and Google can recognize that someone clicked on the ad and was therefore redirected to our website. Each Ads customer receives a different cookie. This means that said cookies cannot be tracked through the Ads' customers' websites. The

information gathered using the conversion cookie is used to generate conversion statistics for Ads advertisers who have opted for conversion tracking. Ads customers are informed of the total number of users who have clicked on their ad and were redirected to a conversion tracking tag page. They do not receive any information that personally identifies users, however.

Google-Marketing-Plattform-Produkte

If you have given the necessary consent via our Consent Manager, we use Google Marketing Platform products (e.g. Campaign Manager 360, Display and Video 360, Search Ads 360). These are web services from Google LLC ("Google"), 1600 Amphitheatre Parkway Mountain View, CA 94043, USA. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland is responsible for the European region.

In this process, the advertising is optimised with the help of a cookie, e.g. by displaying advertising relevant to the user, etc. This is carried out by sending corresponding cookies to your browser, which can be used to check which ads were shown and which ads you viewed. Information that results from the use of the cookie is usually transmitted to a Google server in the USA and stored there. The data is only transferred to third parties if Google is required to do so by law, or if there is a data processing agreement between the third party and Google. The data assets that Google collects about you are not merged with other data.

In accordance with Art. 28 GDPR, we have concluded an agreement on order processing including the EU standard contract clauses with Google Ireland Limited on advertising products.

Microsoft Advertising

If you have given the necessary consent via our Consent Manager, we use the technologies of Microsoft Advertising (https://ads.microsoft.com/), which

are provided and operated by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA (Microsoft). Microsoft will set a cookie on your terminal device if you have reached our website via a Microsoft Bing Ad. We, along with Microsoft, can then determine that someone has clicked on our ad, has been directed to our website, and has reached a predetermined target page (conversion site). We only learn about the total number of users that clicked on the Bing Ad and were then directed to the conversion site. Microsoft collects, processes and uses information about the cookie from which user profiles are created using pseudonyms. These user profiles serve to analyze visitor behavior and are used to display advertisements. No personal information about the identity of the user is processed. If you do not wish that information regarding your behavior is used by Microsoft as explained above, you can refuse the cookie needed for this, for example by deactivating the automatic setting of cookies in your browser settings. You can also prevent the collection of data generated by the cookie and by your use of the website, as well as the processing of this data by Microsoft, by stating your opposition under the following link. More information on data protection and cookies used by Microsoft Advertising can be found on the Microsoft website.

Microsoft Clarity

If you have given the necessary consent via our Consent Manager, we use Microsoft Clarity. "Microsoft Clarity" is a Microsoft procedure that enables user analysis on the basis of a pseudonymous user ID and thus on the basis of pseudonymous data, such as the evaluation of data on mouse movements. In particular, we process usage data (e.g. websites visited, interest in content, access times), meta/communication data (e.g. device information, IP addresses), location data, movement data (mouse movements, scroll movements) in pseudonymised form. We have made the corresponding settings in such a way that the data collection to and by Microsoft alone is pseudonymised, in particular in the form of IP masking (pseudonymisation of the IP address).The purpose of the processing is tracking, e.g. the use of cookies, remarketing and conversion

measurements.

Microsoft Advertising If you have given the necessary consent via our Consent Manager, we use the Facebook Customer Audience service and the Facebook Pixel on our websites to optimise our advertising offer, provided that you have given Facebook the appropriate consent. Further information about these Facebook services and the privacy policy of Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook") can be accessed here. If you use a Facebook user account, the Facebook cookies used to transfer the user data collected to Facebook for analysis and marketing purposes can recognize the Facebook pixel on our website. You can review and/or disable the collection of this data and its further processing and use by Facebook directly on Facebook. The Facebook pixel is a JavaScript code that transfers the following data to Facebook:

- HTTP header information (including IP address, information about your web browser, page storage location, document, URL of the website visited and the web browser user agent as well as the day and time of use)
- Pixel-specific data; this includes the Pixel ID and Facebook cookie data, including your Facebook ID (this data is used to link events to a specific Facebook advertising account and assign them to a Facebook user)
- Additional information about the visit to our website, as well as standard and user-defined data events.
- Orders placed (purchases made)
- Conclusion of registrations and trial subscriptions
- Products searched for; access to product information

The data processing mentioned above only affects users who have a Facebook account or have accessed a Facebook partner page (meaning that a cookie has been set). The display of advertising on Facebook (partner) pages using the "Customer Audience" service does not impact upon users

who are not Facebook members. If the Facebook ID contained in the Facebook cookie can be assigned to a Facebook user, Facebook will assign this user to a target group ("Custom Audience") based on the rules we have defined, provided that the rules apply. We use the information received in this way for presenting Facebook (partner) pages. You can set an opt-out cookie on Facebook or disable JavaScript in your browser If you want to object to the use of Facebook Pixel. For more information and the setting options for protecting your privacy for advertising purposes, please refer to the privacy policy from Facebook.

11. Social Media

If you have given the necessary consent via our Consent Manager, we use components of the **LinkedIn** network on our site. LinkedIn is a service from LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. Every time you call up one of our web pages that is equipped with said components, they cause your browser to download a corresponding image of the components from LINKEDIN. This process informs LinkedIn about which specific page on our website is currently being visited. You can link the contents of our pages to your LinkedIn profile by clicking on the LinkedIn "Recommend" button while you are logged into your LinkedIn account. This allows LinkedIn to associate your visit to our website with your LinkedIn user account. We have no control over the information, or the extent of the information, collected by LinkedIn. We also have no knowledge of the content of the data submitted to LinkedIn. Details about data collection by LinkedIn and your rights and settings options can be sourced from the LinkedIn Privacy Policy.

12. Rights of data subjects

The GDPR grants data subjects a number of rights. To exercise your rights, simply send an e-mail to the data protection officer (see above).

Right to object

If we process your personal data on the basis of our legitimate interests (Art. 6 para. 1 lit. f GDPR), you have the right to object to this processing. If we process your personal data for direct marketing purposes, the objection can be made without justification (Art. 21 para. 2 GDPR). In this case, we will immediately stop the processing. Otherwise, you must explain the reasons arising from your particular situation (Art. 21 (1) GDPR) so that we can re-evaluate the balancing of interests in accordance with Art. 6 (1) (f) GDPR.

Right of access

You have the right to request information about your stored data free of charge. Upon request, we will inform you in writing of the personal data we have stored about you in accordance with applicable law. This also includes the origin and recipients of your data as well as the purpose of the data processing.

Right to rectification

You have the right to have your data stored by us corrected if it is inaccurate.
Right to restriction of processing
Furthermore, you can have the processing of your data restricted under the conditions of Art. 18 (1) GDPR (e.g. if the accuracy is disputed or the processing is unlawful). We may then only process the data concerned under the conditions of Art. 18 (2) GDPR (e.g. with your consent or for the exercise of or defence against legal claims).

Right to erasure

You can also request the erasure of your personal data under the conditions set out in Article 17(1)(a) to (f) of the GDPR (e.g. if we no longer need the personal data or if the processing is unlawful), unless the exceptions set out in Article 17(3)(a) to (e) of the GDPR apply (e.g. where we are legally obliged to process the data).

Right to data portability

You have the right to request that we provide you with the personal data you have provided to us in a format that allows it to be transferred to another location.
Right to lodge a complaint with a supervisory authority
You have the right to lodge a complaint with a data protection supervisory authority of your choice if you believe that the processing of your personal data by us is unlawful. The data protection supervisory authority responsible for us is: The Berlin Commissioner for Data Protection and Freedom of Information https://www.datenschutz-berlin.de

Note on data security

We use the SSL (Secure Socket Layer) method on our website in conjunction with the highest level of encryption supported by your browser. As a rule, this is 256-bit encryption. If your browser does not support 256-bit encryption, we will use 128-bit technology instead. You can tell whether an individual page of our website is being transmitted in encrypted form by the closed display of the key or lock symbol next to the URL or in the lower status bar of your browser.
We also use appropriate technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction or against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

No automated decision-making

We would like to point out that you will not be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you, in the course of using our services and availing yourself of our services.

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