

Data privacy statement

Any collection, processing and use (hereinafter "use") of data is solely for the purpose of providing our services. The services of Visality Consulting GmbH have been designed to use as little personal information as possible. For that matter, "personal data" is understood as all individual details about a person or factual circumstances of an identifiable natural person (so-called "affected person"). The following statements on data protection describe what types of data are collected when accessing our website, what happens with these data and how you may object to data usage.

I. General information on data processing

1. Person Responsible (Controller)

Responsible within the meaning of the EU General Data Protection Regulation (GDPR) and the new Federal Data Protection Act (BDSG) is:

Visality Consulting GmbH

Anschrift: Puschkinallee 3
14469 Potsdam

Telefon: +49 (0) 331 88 71 90 0

E-Mail: info@visality.de

Homepage: www.visality.de

2. Protection of your data

We have taken measures to ensure that the requirements of the EU General Data Protection Regulation (GDPR) are met by us, as well as, by external service providers working for us.

If we work with other companies to provide our services, such as email and server providers, this will only be done after an extensive selection process. In this selection process, each individual service provider is carefully selected for its suitability in terms of technical and organizational data protection skills. This selection procedure will be documented in writing and an agreement on the order processing of data (order processing contract) will only be concluded if the third party complies with the requirements of Art. 28 GDPR.

Your information will be stored on specially protected servers. Access to it is only possible for a few specially authorized persons.

3. Erasure of personal data

We process personal data only if necessary. As soon as the purpose of the data processing is fulfilled, erasure of the data is carried out according to the standards of the erasure concept, unless legal or contractual regulations oppose this.

II. Use of data on this website and in logfiles

1. Scope of processing personal data

When visiting our website, our web servers temporarily store every access in a log file. The following data is collected and stored until automated erasure:

- IP-address of the requesting computer

We or our partners may process additional data occasionally. You will find information about this below.

2. Legal basis for processing personal data

The legal basis for the temporary storage of the data and log files is Art. 6 para. 1 s. 1 lit. f) of the GDPR. Our legitimate interest is to make our website accessible for you.

3. Purpose of data processing

The processing of this data serves: the purpose of enabling the use of the website (connection establishment), system security, the technical administration of the network infrastructure, as well as to optimize the website. The IP address is evaluated only in case of attacks on our network infrastructure or the network infrastructure of our internet provider.

Furthermore, no input of your personal data is required to use our website.

4. Duration of storage

As soon as the purpose of the data processing is fulfilled, erasure of the data is carried out. This happens as soon as you close our website. Our hosting service might use data for statistical purposes. Any personal data will be anonymized for this. Our hosting service will delete this data after a period of 7 days.

5. Right of objection and erasure

The data processing is necessary in order to present the website and to ensure the website's operation. Therefore, objecting is impossible.

6. all-inkl.com

a. Description and scope of data processing

As a hosting provider, we use the service provider All-inkl.com. All-inkl.com uses cookies. These help make our website usable by enabling basic functions such as page navigation and access on the website. The following data can be processed:

- Usage data: log files about the usage activities of the customers on the provided electronic administration interfaces of the customer and system accesses.
- Electronic identification data, e.g. IP addresses, cookies, connection times, electronic signature, mail headers, log files.

The data processing is carried out by: ALL-INKL.COM - Neue Medien Münnich, Hauptstrasse 68, 02742 Friedersdorf, Germany.

For your services as a web hosting provider, All-inkl.com sometimes uses contract processors to manage the contracts and for data center services. The data processing takes place on servers located in Germany. According to All-Inkl.com, data will only be transferred

to a third country if the European Commission has issued an adequacy decision or if there are suitable guarantees including binding internal data protection regulations. There is basically no intention to transfer personal data to a third country (a country outside the European Union or the European Economic Area). Further information can be found in the privacy policy of all-inkl.com: <https://all-inkl.com/datenschutzinformationen/>

b. Legal basis for data processing

This data is processed on the basis of Art. 6 para. 1 s.1 lit. f) GDPR. Our legitimate interest is based on making our website accessible to you.

c. Purpose of data processing

The data processing takes place for the purpose of enabling the use of the website (connection establishment). It serves the system security, the technical administration of the network infrastructure, as well as the optimization of the Internet offer.

d. Duration of storage

The data will be deleted if the purpose of the data processing has been achieved and there are no legal, official or contractual retention periods that prevent deletion.

e. Right to objection and erasure

The collection of the data for the provision of the website and the storage of the data in log files is essential for the operation of the website. There is consequently no possibility of objection on the part of the user. You can find out more about data processing at All-inkl.com by providing the following information and exercising your rights: form-free with the appropriate subject (for example "Data Processing") stating your name, address and date of birth, addressed to:

ALL-INKL.COM - Neue Medien Münnich, owner: René Münnich, Hauptstrasse 68, 02742 Friedersdorf

III. Use of cookies

1. Description and scope of data processing

Our website only uses functional cookies that are absolutely necessary for the operation of the website. These are saved on your computer when you use our website. Cookies are small text files that are stored on your hard drive and assigned to the browser you are using and through which certain information flows to us or to the place that sets the cookie. Cookies cannot run programs or transmit viruses to your computer. They are used by us to save language settings or to map search terms used.

2. Legal basis for data processing

The legal basis for data processing for cookies, which only serve the functionality of this website, is Art. 6 para. 1 s.1 lit. f) GDPR.

3. Purpose of data processing

Our legitimate interests are to provide you with a working website connection and to ensure a comfortable use of this website. Also, we need to process your personal data to solve occurring safety and security issues, as well as to ensure system stability.

4. Duration of storage

This website uses the following types of cookies. The extend and function of each are being explained below:

- Transient cookies (see a)
- Persistent cookies (see b)

a) **Transient cookies** are automatically deleted when you close the browser. This is especially true for session cookies which store your session ID, with which various requests from your browser can be assigned to your session. This will allow your computer to be recognized when you return to our website. Session cookies are deleted when you log out or close the browser.

b) **Persistent cookies** are automatically deleted after a specified period, which may differ depending on the cookie.

5. Right to objection and erasure

We only set functional cookies on this website. You can delete all cookies at any time in the security settings of your browser or make the appropriate settings in your Internet browser. We would like to point out that you may then not be able to use all the functions of our website.

IV.Contact

1. Description and scope of data processing

Via our website it is possible to contact us via e-mail to info@visality.de. This will require different data to answer the request, which will be automatically saved for processing. Your data will not be passed on to third parties, unless you have given your consent.

2. Legal basis for data processing

The legal basis depends on Art. 6 para. 1 s. 1 lit. b) GDPR.

3. Purpose of data processing

The processing of personal data from the input form is used solely handling the contact request.

4. Duration of storage

The data will be deleted as soon as we answer your request. There might occur rare cases when legal or contractual retention periods interfere with the erasure of your personal data. In this case your data will be deleted after these periods.

5. Right to objection and erasure

The user has the right to withdraw their consent to the processing of personal data at any time. If the user contacts us, they can object to storage of their personal data at any time. In such cases, the conversation cannot be continued. All personal data that has been stored in the course of the contact will be deleted.

V. Social media

We have integrated the social media providers Xing and LinkedIn as a link on our website. This means that the social media providers may receive data from you. If you click on a social media link, the website of the respective social media provider is called up. By calling up the website of the social media provider via our website, the reference data is transmitted by us to the respective social media provider. The social media provider thereby receives the information that you have visited our website.

Note on data processing in the USA:

If you click on a social media link, your data may be processed by the respective provider in the USA. In the opinion of the ECJ, the data protection standard in the USA is inadequate and there is a risk that your data will be processed by the US authorities for control and monitoring purposes, possibly without the possibility of redress. If you do not click on the links of the social media providers, no data will be transmitted.

Further information on data processing by the social media providers can be found here:

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

Xing: <https://www.xing.com/privacy>
https://www.xing.com/app/share?op=data_protection

1. YouTube Video

a. Description and scope of data processing

We have integrated the services of YouTube on this website. We use for the integration of videos the provider YouTube. Data processing is carried out by: YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA. Data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

Normally, when you visit our website with an embedded YouTube video, your IP address is already sent to YouTube and cookies are set in your browser.

However, we have embedded the YouTube videos using the "Extra Privacy for Elementor" plugin. This results in YouTube not automatically collecting and storing any data from you. If you want to watch the YouTube video and actively click on the video, the correct video is only reloaded at this moment and your consent for data processing by YouTube is obtained (two-click solution). Only then is personal data processed by YouTube (esp. your IP address). Subsequently, it is also possible that YouTube saves your access and analyzes your behavior. If you are logged in to YouTube at the same time, this information is also assigned to your user account.

No personal data is processed on our part. If you have actively clicked on the YouTube video, only a cookie is set in your browser. This cookie only stores the information that you have consented to data processing by YouTube by actively clicking on the video.

Note on data processing in the USA:

If you consent to data processing by YouTube by actively clicking on the video (two-click solution) in accordance with Art. 6 (1) p. 1 lit. a) GDPR, it is possible that YouTube will process your data in the USA. According to the ECJ, the data protection standard in the U.S. is insufficient and there is a risk that U.S. authorities will process your data for control or monitoring purposes, possibly without the possibility of legal redress. Unless you consent to data processing by YouTube, such data transfer will not take place. Consent can be revoked at any time.

For more information about privacy, please refer to the following data policy of YouTube:
<https://www.google.de/intl/de/policies/privacy/>

b. Legal basis of data processing

The legal basis for this data processing is your consent, Art. 6 para. 1 s. 1 lit. a) GDPR.

c. Purpose of data processing

We use social media to promote our company. We also want to give you the opportunity to interact with social media through our website.

d. Duration of storage

Data collected by YouTube (Google) will be deleted by the controller after a fixed retention period of 9 to 18 months.

e. Right to objection and erasure

To prevent the processing of data by YouTube, you have the possibility to log out of YouTube and delete all cookies before visiting our website.

Additional settings and disagreements on the use of data for promotional purposes are available within the YouTube Profile settings.

VI. Other tools of third-party providers

We also use third-party providers to help us with the site's appearance and functionality. These are listed below:

1. Google Maps

a. Description and scope of data processing

This site uses the Google Maps map service via an API. Data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

We have integrated Google Maps using the plugin "exovia GDPR Google Maps". This means that Google Maps does not automatically collect or store any data when you visit our website. Data processing only takes place when you load the map by actively clicking on it and thus agreeing to data processing by Google Maps (two-click solution).

If you do so, your browser will load the required geo-information into your browser cache in order to display the map. For this purpose, the browser you use must connect to Google's servers. This gives Google knowledge that our website was accessed via your IP address and which map was displayed.

Note on data processing in the USA by Google:

By clicking on the map, it is possible that your data collected by Google will be processed in the USA. According to the ECJ, the data protection standard in the USA is insufficient and there is a risk that your data will be processed by the US authorities for control or monitoring purposes, possibly also without any legal remedy. If you do not click on the map and thus do not give consent to data processing by Google Maps, data transfer to the U.S. does not take place.

Further information about handling user data, can be found in the privacy policy of Google under <https://www.google.de/intl/de/policies/privacy/> and https://www.google.com/intl/de_de/help/terms_maps.html

b. Legal basis of data processing

The legal basis for data processing is your given consent, Art. 6 para. 1 s. 1 lit. a) GDPR.

c. Purpose of data processing

The use of Google Maps helps you to easily see where places like our location are and additionally provides further means to interact like a route planner.

d. Duration of storage

We process personal data only as long as necessary. As soon as the purpose of the data processing is fulfilled, erasure of the data is carried out according to the standards of the erasure concept, unless legal or contractual regulations oppose this.

e. Right of objection and erasure

The data processing is mandatory in order to be able to present the location information on our website, so they cannot be waived. Therefore, objecting is impossible.

2. Google Web Fonts

a. Description and scope of data processing

We use web fonts provided by Google. for uniform representation of fonts on the website. Data processing for the European Economic Area and for Switzerland is carried out by: Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.

When you call up a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly. To do this, the browser you use must connect to Google's servers. As a result, Google learns that our website has been accessed via your IP address. For more information about Google Web Fonts, see <https://developers.google.com/fonts/faq> and Google's privacy policy: <https://www.google.com/policies/privacy/>.

b. Legal basis of data processing

The legal basis is Art. 6 para. 1 s. 1 lit. f) GDPR. It is in our legal interest to make our website visually appealing and user-friendly at the same time.

c. Purpose of data processing

We use web fonts provided by Google for uniform representation of fonts on the website. The reason for us using Google web fonts is our interest to make our website vivid and user-friendly.

d. Duration of storage

We process personal data only as long as necessary. As soon as the purpose of the data processing is fulfilled, erasure of the data is carried out according to the standards of the erasure concept, unless legal or contractual regulations oppose this.

e. Right to objection and erasure

In the settings of your browser you can select to not download the fonts from servers of third parties. In this case, a default font which is already installed on your computer will be used.

VII. Service providers from third countries

In order to be able to provide our services, we use the support of service providers from third party countries (non-EU countries). In order to ensure the protection of your personal data in this case, we conclude processing contracts with each - carefully selected - service provider. All of our processors provide sufficient guarantees to implement appropriate technical and organizational measures. Our third country data processors are either located in a country with an adequate level of data protection (Art. 45 GDPR) or provide appropriate safeguards (Art 46 GDPR).

Adequate level of protection: The provider comes from a country whose level of data protection has been recognized by the EU Commission. For more information, see: https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en

EU standard contract clauses: Our provider has submitted to the EU standard contractual clauses to ensure secure data transfer. For more information, see: <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2010:039:0005:0018:DE:PDF>

Binding Corporate Rules: Article 47 of the GDPR provides the possibility of ensuring data protection when transferring data to a third country via Binding Corporate Rules. These are examined and approved by the data security authorities within the framework of the consistency mechanism pursuant to Art. 63 GDPR.

Consent: In addition, a data transfer to a third country without an adequate level of protection will only take place if you have given us your consent in accordance with Art. 49 sec. 1 lit. a) GDPR for this purpose.

VIII. Your rights

You have the following rights with respect to the personal data concerning you:

1. Right to withdraw a given consent (Art. 7 GDPR)

If you have given your consent to the processing of your data, you can withdraw it at any time. This will affect the admissibility of processing your personal data by us for the time after you have withdrawn your consent. To withdraw your consent, contact us personally or in written form.

2. Right of access (Art. 15 GDPR)

You have the right to obtain from us confirmation as to whether or not personal data concerning you are being processed, and, where that is the case, access to your personal data and the following information:

- the purpose of processing;
- the categories of personal data concerned;
- the recipients or the categories of recipient to whom your personal data have been or will be disclosed, in particular recipients in countries outside of the EU or international organisations;

- where possible, the envisaged period for which your personal data will be stored, or, if not possible, the criteria used to determine that period;
- all available information on the source of your personal data;
- the existence of automated decision-making, including profiling, referred to Art. 22 para. 1 and 4 GDPR and, in those cases, meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for you.

In the case of such a request, you must provide enough information about your identity to proof that the request concerns your own personal data.

3. Right to rectification and erasure (Art. 16, 17 GDPR)

You have the right to obtain from us without undue delay the rectification and completion of inaccurate personal data concerning yourself.

You may also request the erasure of your personal data if any of the following applies to you:

- the personal data concerning you are no longer necessary for the purposes for which they were collected or otherwise processed;
- you withdraw consent on which the processing is based according to Art. 6 para. 1 s.1 lit. a) or Art. 9 para. 2 lit. a) GDPR, and where there is no other legal ground of processing;
- you object to the processing pursuant to Art. 21 para. 1 GDPR and there are no overriding legitimate grounds for the processing, or the you object to the processing pursuant to Art. 21 para. 2 GDPR;
- the personal data have been unlawfully processed;
- the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which we are subject;
- the personal data have been collected in relation to the offer of information society services referred to in Art. 8 para. 1.

Where we made the personal data public and are obliged to erase the personal data pursuant to Art. 17 para. 1 GDPR, we, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you have requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

These rights **shall not apply** to the extent that processing is necessary:

- for exercising the right of freedom of expression and information;
- for compliance with a legal obligation which requires processing by Union or Member State law to which we are subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- for reasons of public interest in the area of public health in accordance of Art. 9 para. 2 lit. h) and i) as well as Art. 9 para. 3 GDPR;
- for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89 para. 1 GDPR, in so far as the right referred to above is likely to render impossible or seriously impair the achievement of the objectives of that processing, or
- for the establishment, exercise or defence of legal claims.

4. Right to restriction of processing (Art. 18 GDPR)

You shall have the right to obtain from us restriction of processing where one of the following applies:

- the accuracy of the personal data is contested by you, for a period enabling us to verify the accuracy of the personal data;
- the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
- we no longer need the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims;
- you have objected to processing pursuant to Art. 21 para. 1 GDPR pending the verification whether our legitimate grounds override yours.

Where processing has been restricted under the aforementioned conditions, such personal data shall, except for storage, only be processed with your consent or for the establishment, exercise or defence of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the limitation of the processing is restricted, you will be informed by us before the restriction is lifted.

5. Right to information (Art. 19 GDPR)

If you have asserted us your right to rectification, erasure or restriction of data processing, we will inform all recipients of your personal data to correct, delete or restrict the processing of data, unless this proves impossible or involves disproportionate effort.

You also have the right to know which recipients have received your personal data.

6. Right to data portability (Art. 20 GDPR)

You have the right to receive your personal data, which you provided to us, in a structured, commonly used and machine-readable format. Also, you have the right to transmit those data to another controller, where

- the processing is based on consent pursuant of Art. 6 para. 1 s.1 lit. a) GDPR or of Art. 9 para. 2 lit. a) GDPR or is based on a contract pursuant of Art. 6 para. 1 s. 1 lit. b) DS-GVO; and
- the processing is carried out by automated means.

In exercising your right to data portability, you have the right to obtain that personal data transmitted directly from us to another controller, as far as technically feasible. The right to data portability does not apply to processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority that has been delegated to us.

7. Right to object (Art. 21 GDPR)

Where we based the processing of your personal data on a legitimate interest (Art. 6 para. 1 s. 1 lit. f) GDPR), you may object to the processing. The same applies if the data processing is based on Art. 6 para. 1 s. 1 lit. e).

In this case, we ask you to explain the reasons why we should not process your personal data. Based on this we will terminate or adapt the data processing or show you our legitimate reasons why we continue the data processing.

8. Right to lodge a complaint with supervisory authority (Art. 77 GDPR)

Without prejudice to any other administrative or judicial remedy, you shall have the right to complain to a supervisory authority, in particular in the Member State of your residence, place of work or place of alleged infringement, if you believe that the processing of the personal data concerning you is against the infringes of the GDPR.

The supervisory authority to which the complaint has been submitted shall inform you of the status and results of the complaint, including the possibility of a judicial remedy according to Article 78 GDPR.

IX. How you perceive these rights

To exercise these rights, please contact:

Visality Consulting GmbH

info@visality.de or by mail:

Visality Consulting GmbH
Puschkinallee 3
D-14469 Potsdam

X. Subject to change

We reserve the right to change this privacy policy in compliance with legal requirements.

June 2021