

DATA PROTECTION & PRIVACY POLICIES

Last updated 9 September 2020

New Age Owls respects and understands the importance of online privacy and security and we have thus established a policy based on the Personal Data Protection Act 2012 (PDPA).

This Website Privacy Policy discloses our information gathering, use, and dissemination practices for our main website, www.newageowls.org, and any of the sub-sites associated with www.newageowls.org. By using our Website, you agree to the terms of our Privacy Policy.

The Privacy Policy is subject to change at any time at the sole discretion of New Age Owls. To stay updated, you are requested to refer to the website.

Web Browser Information Use

New Age Owls may use data your web browser passes on, such as your IP address, browser name and version, computer operating system, resources you are accessing and the last resource visited. These items are recorded in the server's log file, as is common practice with all websites. The information gathered is often analyzed to better understand what our customers want and need from a technological perspective.

The information collected thus is classified as Non-Personally Identifiable Information, meaning the information gathered does not lead to your identification. Keeping this in mind, we reserve the right to utilize and share the same with third parties. Please note that wherever non-personally identifiable and personally identifiable information is combined, we will treat the combination as personally identifiable information for as long as it remains so combined.

Data Collection; Use And Disclosure

New Age Owls websites contain areas that collect personally identifiable information which is supplied voluntarily by the users. Persons who supply New Age Owls with their contact information online may receive direct mail, email, or telephone contact from us with information regarding special promotions, new product releases, upcoming events, and services that may be of interest to our customers. However, the information would be handled confidentially.

We reserve the right to share personally identifiable information with some service providers and our affiliated companies. They can make use of the information to process any transactions requested by the user. The service providers can include vendors, consultants, or companies that carry out marketing services for New Age Owls. However, you may rest assured, as we urge our service providers to keep personally identifiable information safe and protected and to disclose or use it only for projects undertaken in the name of New Age Owls, or as allowed by law.

New Age Owls platform contains personally identifiable information that is preserved by and available to third parties – content partners, service providers, or vendors. These parties are given access to the least amount of information necessary to help them perform the tasks for which they are being engaged. These third parties have approved to preserve the confidentiality of the information and to make use of the information only for projects undertaken for New Age Owls, or as permitted by law.

New Age Owls contains ‘student educational records’. These records are protected by New Age Owls in line with the pertinent educational rights and the PDPA.

We may release your personally identifiable information to a third party if we deem we are obligated to do so under the law of the land (incl. subpoenas and court orders); to implement our terms of use; to protect the safety, privacy, rights or property of New Age Owls, our employees, affiliated schools or/and to authorize us to avail remedies or limit the indemnity that we might sustain.

In case all or majority New Age Owls assets are transferred or sold to any other party, then all information, personally identifiable or not, might also be transferred to the acquiring party.

Transfer Of Personal Information Outside Singapore

Certain third-party service providers might be operating outside Singapore. By providing information on New Age Owls through the websites or otherwise, the user consents to transfer of both non-Personally Identifiable and Personally Identifiable Information to be used and processed in agreement with the terms specified in this Privacy Policy.

Discussion Threads And Message Boards

Discussion threads and/or message boards are available through LMS or any other education management system. These may also be part of Live Lesson sessions in the virtual classroom environment. The postings on the discussion threads and/or message boards, or the user's presence on Live Lesson sessions can be read by anyone who is part of the same. Additionally, any information shared to discussion threads and/or message boards, verbal or chat pod comments can be included in a Live Lesson session, and then it might be available and disclosed to all users of that specific discussion thread and/or message board, or live session. We do not assure the security of any information disclosed by the user on the aforementioned public forums. Therefore, any postings by the user would be at their own risk.

Children Under 13

The online privacy and safety of children is a primary concern of New Age Owls.

Children may not provide personally identifiable information without providing prior parental consent or parental notification, which will include an opportunity for the parent to prevent the use of information and participation in the activity. New Age Owls never seeks any information from children below 13 years of age.

Children may not publicly post or otherwise distribute personally identifiable contact information without prior parental consent.

If any information is put out by fault, deception, or fraud, please inform New Age Owls immediately by reaching out to us at customerservicedepartment@newageowls.online

Guardians of children under 13 years of age can ask for reviewing, editing, or prohibiting personally identifiable information about the child from being utilized by New Age Owls by sending an application at customerservice@newageowls.online

Please note that in case a request is made to exclude information from being used by New Age Owls, the child's registration in New Age Owls may not continue and this might also terminate his/her participation in the New Age Owls program.

Links To Other Sites

Our websites may contain links to other sites. New Age Owls is not responsible for the privacy practices or the content of such websites.

Opt-Out

New Age Owls provides users with the opportunity to opt-out of receiving future communications. Opt-out requests, to be effective, must be sent to customerservicedepartment@newageowls.online. We can also be reached at +65 6935 0280 for removals from all contact lists of New Age Owls.

How To Contact Us

In case you should have any comments, questions, or concerns about this Website Privacy Policy or any other information practices of this site, please contact IT department head customerservice@newageowls.online, or email at feng.feng@newageowls.org

Security

New Age Owls takes sound steps to preserve user information. As efficient as the safety measures are, no security system is fully infallible; therefore, complete security of our systems or database is not guaranteed.

Term of Use

Applicable To All Users

Acceptance Of Terms

By using our Learning Management System (“LMS”), you (hereinafter referred to as the “User” or “Users”) approve all terms, conditions, and notices specified or referenced in these Terms of Use (“Terms”). These Terms apply to your use of LMS and all information, materials, content, products, services, and software that are licensed or owned by New Age Owls (“NAO”) and available through, or, included in LMS (“New Age Owls Content”) in addition to any content licensed or owned by a

third-party content provider that is available through, or included in LMS with that Third party's permission ("Third Party Content") (New Age Owls Content and Third Party Content collectively, "the Content"). If the User is a minor, it is the responsibility of his or her parent/guardian, to ensure that the User adheres to the Terms.

Any Third Party Content uploaded or made available in any other way by a Third Party is the sole property of the Third Party or their licensors and remains the sole property of the same. By uploading or otherwise making available any Third Party Content, you automatically warrant and/or grant that the owner has granted New Age Owls, the perpetual, sole, and royalty-free, license and right to use, publish, replicate, present, transmit and distribute the Third Party Content through the medium into which you have uploaded the Third Party Content or authorized New Age Owls to upload the Third Party Content. You also authorize any User of LMS with access to that medium, depending on your restrictions, to access, analyze, store, and reproduce the Third Party Content to the same scope as permitted here. To the scope provided for in the particular terms of the governing agreement between Third Party, Third Party Content and New Age Owls might be removed, hidden, changed, or customized by the Third Party, conditional on the terms and conditions laid down herein with regard to the use of LMS. New Age Owls has the right to modify these Terms at any time, effective upon posting the restructured Terms on the LMS log-in page. The most recent version is always available by clicking the Terms of Use link found at the bottom of the LMS log-in page.

Permitted Use

LMS is to be used to access the education program licensed by or for the assistance of the User(s). New Age Owls gives the User the sole, untransferable, limited license to visit, access, view, use, and print the Content, exclusively for the User's individual personal non-commercial use, corresponding to such education program, provided the User keeps all copyright and other proprietary notices intact. Use of the Content or other materials for any purpose not explicitly permitted in these Terms is proscribed.

Users should not:

Alter, obscure, or remove the Content in any manner except as advised in writing by New Age Owls.

Use LMS in any way that may harm, halt, impair, or overload any New Age Owls server or the network (or networks) connected to any New Age Owls server, or interfere with the use of LMS by any other party.

Gain or make an effort to gain unauthorized access to any computer systems, accounts, or networks connected to any of the New Age Owls servers through password mining, hacking, or any other means

Gain or attempt to gain any information or materials through any methods not purposely made available through LMS

The use of LMS in any way for the following purposes is strictly prohibited. In making use of LMS, you concur that you will not:

Send, receive, or show obscene, pornographic, sexually explicit material or any other material that is harmful to minors

Impersonate any entity or individual (by using their password or any other means), this includes any representative or employee of New Age Owls

Copy and/or distribute content provided in LMS (this includes WebMail messages, postings on the Message Boards, or study material and answer keys) without the permission of the owner

Solicit or gather information about the Users and/or members of this site, particularly with the intent of transmitting, or facilitating distribution of, bulk or unsolicited email or other electronic communications

Use the communication services provided by the school in connection with surveys, schemes, contests, junk e-mail, chain letters, spamming, or any superfluous or duplicative messages (commercial or non-commercial)

Upload files that include viruses, worms, cancelbots, time bombs, Trojan horses, corrupted files, or other related programs or software that can damage the operation of any property or computer

Request or gather personal information (this includes name, phone number, and address) from any individual below eighteen years of age without confirmed parental consent

Display offensive or threatening material, this includes usage of swear words, insulting, vulgar, obscene, or repugnant language

Display racist, biased, or discriminatory pictures or messages

Violate any pertinent laws

Disclose any other User's or a minor's personal information this includes- address, phone number, or related information to others without their approval or parental consent

Infringe any trademark, copyright, trade secret, patent, or any other intellectual property laws or use the intellectual property of any other entity or person without the permission of the owner—this includes sharing links to and including other trademarked or copyrighted material from third parties in LMS (this includes posting in WebMail messages or on the Message Boards) without consent as well as using any service marks, trademarks or their marks on any website or in social media without the permission of the owner

Intrude in the files, folders, or work of other individuals

Endorse commercial activities except as specified in writing by New Age Owls

Promote products or services or participate in political lobbying

Harass, defame, mistreat, insult, threaten, stalk, attack, or otherwise violate the legal rights (like publicity and privacy) of another individual or get in the way of another person's work, including sending of unnecessary e-mails or WebMail messages

Each User would be assigned a user name and password (the "Log-in Information") for accessing the LMS and the Content. Users are required to keep all Log-in Information strictly confidential, and the Log-in Information should only be used by the assigned User. Users are responsible for maintaining the confidentiality and security of all Log-in Information and for averting access to LMS and/or the Content by any unauthorized individual using the Log-in Information of any other User. Users are accountable for any and every activity that takes place through their account. Users must inform New Age Owls instantaneously of any breach of security or unauthorized use of their account. Despite the aforementioned, some employees of New Age Owls may be allowed to "log in as" someone else, after seeking approval from their supervisor and undertaking specific training.

Proprietary Rights

The User acknowledges and concurs that some of the information available in LMS is protected by different trademarks, service marks, patents, copyrights, trade secrets, or any other intellectual property rights and laws and should only be used as allowed by law and with the authorization of the owner. Except as explicitly authorized by New Age Owls, Users can not sell, rent, license, copy, modify, distribute, transmit, edit, reproduce, adapt, openly display or publish, or create derived works from or otherwise utilize the Content or features in LMS in any medium or form. Users are fully accountable for their individual use and for making sure such use won't violate the rights of New Age Owls or the third parties. Over and above the possible legal action, any unpermitted use including plagiarism or reposting of New Age Owls or third party intellectual property can bring about one or more of the following: termination of right to use LMS, school-based disciplinary action, and/or expulsion from the school, program of study or program offering.

Copyright Infringement

Content is owned or controlled by New Age Owls or the third party attributed as the Content provider, and its contents should not be copied, circulated, reproduced or customized in any way without the explicit written consent of New Age Owls. If you have any copyright concerns about the material posted on LMS by anyone, please inform us. You can send a written notice (“Notice”) by getting in touch with our Designated Agent at info@newageowls.org

To be helpful, the Notice must comprise of the following:

A signature of the owner (physical or electronic), or any individual approved to act on behalf of the owner (“Complaining Party”)

Details of the material that is supposedly being infringed on

Reasonably sufficient information to authorize New Age Owls to contact the Complaining Party, like – address, phone number, and an electronic mail address, if available

Identification of the supposedly infringed material on LMS (“Infringing Material”), and reasonably sufficient information to authorize New Age Owls to find the material on LMS

Identification of the copyrighted material that is allegedly been infringed upon (“Infringed Material”), or if several copyrighted works on LMS are mentioned in a single Notice, a list of each copyrighted work that is allegedly been infringed upon (please mention in detail that which Infringing Material is supposed to be infringing on which Infringed Material);

A declaration that the Complaining Party has a reason to believe that use of Infringing Material in the way complained of is not approved by the law, the copyright owner or its agent

A declaration that the information provided in the Notice is correct, and that the Complaining Party is the owner or is allowed to act on the owner’s behalf of the material that is allegedly infringed, under penalty of perjury

Trademarks

LMS contains trademarks and service marks of New Age Owls and of the third parties. These marks can only be used in line with ‘New Age Owls’ Trademark Usage Guidelines contained by the Website Terms of Use on the public website. For permission to make use of the New Age Owls logo or name or any New Age Owls

marks outside of the Trademark Usage Guidelines, get in touch with admin@newageowls.org. Any use of New Age Owls marks that don't meet with the Trademark Usage Guidelines is strictly forbidden.

Links

LMS may include links to other websites or resources that are provided for convenience of the User's. Unless stated otherwise, these linked sites are not under the control of New Age Owls and New Age Owls is not accountable for the content available on third party linked sites. New Age Owls makes no warranties, representations, or any other commitments about any third party websites or third party resources that might be accessible from, referenced to, or linked to LMS. A link to a website does not mean that New Age Owls endorses the content on that website, the owner of the website or use of such websites. Additionally, New Age Owls is not a privy to or responsible for any dealings of the User may get into with third parties, even though the User learns about such parties (or finds a link to such parties) through LMS. As a result, the User acknowledges and agrees that New Age Owls is not accountable for the availability of such external resources or websites, except where explicitly contracted for, and is not accountable or liable for any content, products, services, or other materials available on or from those resources or websites.

Privacy

You concur that your use of LMS is also dependent on the Privacy Policy, which is part of these Terms.

Export Control

New Age Owls controls and operates LMS from its headquarters in the United States and makes no declaration that the Content is available or suitable for use in other locations. If LMS is used from other locations, you are accountable for compliance with pertinent laws.

Warranty And Other Disclaimers

New Age Owls is determined to ensuring the accuracy of all the information provided through and in LMS, conditional on the following limitations:

New Age Owls would use rational efforts to keep the information up to date and to ensure the completeness or accuracy of material available through LMS. However, materials available through LMS cannot be guaranteed or promised to be current, correct, or complete, and could include typographical errors or inaccuracies

The User accepts that New Age Owls is not responsible for the conduct of any party using LMS or for any offensive, derogatory, infringing, or illegal materials displayed on LMS or in any Communication Service and New Age Owls reserves the right to fix any errors or correct any omissions and remove any materials from LMS at its own discretion and without accountability of any kind

Disclaimer Of Warranty

Use of LMS or any communication service is at the sole risk of the user. All information, materials, software, programs, products and services are provided “as is,” with no guarantees or warranties whatsoever. New Age Owls explicitly disclaims to the fullest extent permitted by law all implied, statutory, express, and other guarantees, warranties, or representations, including, without constraint, the warranties of fitness for a specific purpose, merchant ability and non-infringement of intellectual property and proprietary rights. Without limitation, New Age Owls makes no guarantees or warranties that LMS will be secure, timely, error-free or uninterrupted. The user acknowledges and agrees that if the user downloads or otherwise acquires information, materials, software, programs, products or services, the user does so at his or her own risk and discretion and that user would be solely responsible for any damages that might ensue, including damage to the computer system of the user or loss of data. Some jurisdictions may not permit the exclusion of warranties; as a result, the above exclusions will not apply to the user.

Limitation Of Liability

On no account will New Age Owls be accountable for any direct, indirect, incidental, punitive, special, or consequential damages that ensue from the use of or failure to make use of LMS or any other communication service. This limitation applies whether the alleged liability is founded on contract, negligence, strict liability, tort, or any other grounds, even if New Age Owls has been notified of the likelihood of such damage. Since some jurisdictions do not allow the exclusion or limitation of consequential or incidental damages, New Age Owls’ liability in such jurisdictions might be limited to the extent permitted by law.

Release

The user hereby releases and perpetually discharges New Age Owls, its affiliated schools, employees, officers, directors, contractors, agents, successors, and assigns (“released parties”), from all causes of action, actions, claims, damages, injuries, costs, or expenses of any type growing out of or related to the user or minor children’s of the user use of LMS or any communication service. The user acknowledges that this is a complete and full release to the maximum extent allowed by law of all claims and damages to which the user or minor children of the user may have as a result of his or her use of LMS irrespective of the exact cause thereof.

Indemnification

Upon request by New Age Owls, the User concurs to protect, indemnify, and hold harmless New Age Owls and its affiliated schools, contractors, employees, officers, directors, licensors and third-party content providers from all claims, liabilities and expenses, including attorney’s fees, which may arise from the User’s use or misuse of LMS, Content, or other Communication Services. New Age Owls has the right, at its own expense, to presume the exclusive defence and control of any issue otherwise dependent on indemnification by the User, in which case the User would collaborate with New Age Owls in asserting any available defences.

Severability And Integration

With the exception of other agreements signed by the User with New Age Owls, these Terms comprise of the entire agreement between New Age Owls and the User with regard to use of LMS. If any portion of these Terms is held unenforceable or invalid, that part should be construed in a manner compatible with applicable law to reflect, as much as possible, the original goals of the parties and the remaining portions should remain in full force and effect.

Termination Of Use

If the User infringes these Terms, the User may be banned from any future use of LMS and/or may be subjected to legal action. Grounds for such termination, suspension and/or deletion should include, but not be limited to:

Violations or breaches of the Terms, or of other guidelines or agreements included therein

Requests by government agencies or law enforcement

A request by USER (self-initiated account deletion)

Material modification or discontinuance of LMS (or any component thereof)

Unanticipated security or technical problems or issues

Inactivity for an extended period of time, and/or

Engagement in illegal or fraudulent activities by the User. Termination of User account may include:

Access removal to all LMS offerings

Deletion of your user account, password and related information, like content and files linked with or found inside the account (or any part thereof)

Forbidding any further use of LMS

In addition to that, you concur that all terminations for cause will be made in Connection's sole discretion and that New Age Owls will not be accountable to you or any third party for the termination of access to LMS or that of your account.

Additional Terms Applicable To The New Age Owls Community Of Schools

WebMail, Message Boards, And Other Communication Services

New Age Owls offers an internal email system, New Age Owls WebMail, through LMS, as a service to some Users in relation with those education programs that provide for webmail service. Webmail allows such Users to network with other Webmail Users. New Age Owls cannot assure the security of any information that such Users reveal in WebMail messages, and the Users do so at their own discretion. Sent WebMail messages are only available to the author and recipients, as well as to other authorized personnel for ensuring and maintaining system integrity and also to make sure that Users are acting legally and responsibly as suggested by these Terms. Also, WebMail messages can not guaranteed to be private and they might be monitored. Messages pertaining to or in support of obscene or illegal activities or those that otherwise violate the Terms might be informed to the concerned authorities and can result in the loss of user privileges, exclusion from the User's respective education programs, and/or legal action.

New Age Owls also runs academic Message Boards found within LMS to help in smooth exchange of information, ideas and opinions between those Users whose respective education program offers access to Message Boards. These Users might only use the Message Boards for structured activities, clubs or other educational uses as advised by the school department and as mentioned on each Message Board. The Message Boards include contributions that only represent the views of their respective authors and not of New Age Owls. Use of the Message Boards is subject to the rules governing the usage of Message Boards which are provided when a user accesses them (see also the Links section below).

Other than the WebMail system and the Message Boards, New Age Owls may now and again offer chat areas and/or other communication or message functionality designed to enable Users to correspond with others (each a “Communication Service” and jointly “Communication Services”). The User concurs to use Communication Services only in agreement with these Terms and as mentioned on each Communication Service to send, receive and post messages and materials that are appropriate and, when pertinent, related to the specific Communication Service.

Any information that the User may provide to be posted to a Message Board or any other Communication Service would be disclosed and made available to all Users of that Communication Service and as a result, is not private any longer. We cannot ensure the security of such information that you share or disclose online in public areas, and you do so at your sole discretion. New Age Owls does not endorse or control the messages, information or content found in any Communication Service; thus, New Age Owls explicitly disclaims any accountability pertaining to the Communication Services and any actions ensuing from a User’s involvement in any Communication Services. All participants accept that any dependence upon such content will be at the own risk of the individual so relying.

Although New Age Owls has no responsibility to do so, New Age Owls reserves the right:

To supervise anything posted to a Message Board or any other Communication Services or anything sent through New Age Owls

WebMail

To remove anything which is considered offensive by New Age Owls or otherwise is in violation of these Terms or for any other reason as New Age Owls considers necessary in its absolute and own discretion

At all times, New Age Owls reserves the right to disclose any information as New Age Owls deems required for any applicable law, disciplinary investigation, legal process, regulation, or governmental request, or to amend, decline to post, or to remove any information or material, completely or in part, at New Age Owls own discretion.

Use Of School Work, Interviews, Videos, And Photographs

Users might have the opportunity to offer material for inclusion in LMS. Such material might comprise of submission of work samples; writing WebMail messages; postings on the Message Boards; involvement in clubs; submissions for newspapers, newsletters and yearbooks in text or other formats; etc. Users concur that they own and/or control all of the rights to the material they post and share and that the public use of this material would not infringe on or violate the rights of New Age Owls or any third party.

For Users registered in schools that are managed by New Age Owls only, by providing this information, Users within the New Age Owls community of schools provide to New Age Owls and to their affiliated schools, an authorization to use, display, edit, adapt, modify, publish, reproduce, perform, create derived works of, share, and endorse the material in any form, anywhere, and for any reason in perpetuity.

Users might also get an opportunity to participate in a Adobe Connect® session or view a previously recorded lesson. New Age Owls does not guarantee the safety of any information disclosed by voice or text in a Adobe Connect® session. Any information that a User provides or is captured in a Adobe Connect® session might be disclosed and made available to all Users and as a result is no longer private. Parents or legal guardians are accountable for any information shared by their minor children. Each recorded Adobe Connect® session is either the property of New Age Owls or New Age Owls has been provided permission for its use. Users concur that in exchange for being allowed to participate in a Adobe Connect® session, the Users have assigned all rights that the Users have in the Users' and the Users' minor child(ren)'s performance in the Adobe Connect® session to New Age Owls. Some Adobe Connect® sessions may be recorded, and the User hereby agrees to the recording of Adobe Connect® sessions in which the User participates and the inclusion of any such information, including written or verbal personally identifiable information, provided by the User during a Adobe Connect® session.

1. An overview of data protection

General

The following gives a simple overview of what happens to your personal information when you visit our website. Personal information is any data with which you could be personally identified. Detailed information on the subject of data protection can be found in our privacy policy found below.

Data collection on our website

Who is responsible for the data collection on this website?

The data collected on this website are processed by the website operator. The operator's contact details can be found in the website's required legal notice.

How do we collect your data?

Some data are collected when you provide it to us. This could, for example, be data you enter on a contact form.

Other data are collected automatically by our IT systems when you visit the website. These data are primarily technical data such as the browser and operating system you are using or when you accessed the page. These data are collected automatically as soon as you enter our website.

What do we use your data for?

Part of the data is collected to ensure the proper functioning of the website. Other data can be used to analyze how visitors use the site.

What rights do you have regarding your data?

You always have the right to request information about your stored data, its origin, its recipients, and the purpose of its collection at no charge. You also have the right to request that it be corrected, blocked, or deleted. You can contact us at any time using the address given in the legal notice if you have further questions about the issue of privacy and data protection. You may also, of course, file a complaint with the competent regulatory authorities.

Analytics and third-party tools

When visiting our website, statistical analyses may be made of your surfing behavior. This happens primarily using cookies and analytics. The analysis of your surfing behavior is usually anonymous, i.e. we will not be able to identify you from this data. You can object to this analysis or prevent it by not using certain tools. Detailed information can be found in the following privacy policy.

You can object to this analysis. We will inform you below about how to exercise your options in this regard.

2. General information and mandatory information

Data protection

The operators of this website take the protection of your personal data very seriously. We treat your personal data as confidential and in accordance with the statutory data protection regulations and this privacy policy.

If you use this website, various pieces of personal data will be collected. Personal information is any data with which you could be personally identified. This privacy policy explains what information we collect and what we use it for. It also explains how and for what purpose this happens.

Please note that data transmitted via the internet (e.g. via email communication) may be subject to security breaches. Complete protection of your data from third-party access is not possible.

Revocation of your consent to the processing of your data

Many data processing operations are only possible with your express consent. You may revoke your consent at any time with future effect. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

Right to file complaints with regulatory authorities

If there has been a breach of data protection legislation, the person affected may file a complaint with the competent regulatory authorities. The competent regulatory authority for matters related to data protection legislation is the data protection officer of Singapore in which our company is headquartered.

Right to data portability

You have the right to have data that we process based on your consent or in fulfillment of a contract automatically delivered to yourself or to a third party in a standard, machine-readable format. If you require the direct transfer of data to another responsible party, this will only be done to the extent technically feasible.

SSL or TLS encryption

This site uses SSL or TLS encryption for security reasons and for the protection of the transmission of confidential content, such as the inquiries you send to us as the site operator. You can recognize an encrypted connection in your browser's address line

when it changes from “http://” to “https://” and the lock icon is displayed in your browser’s address bar.

If SSL or TLS encryption is activated, the data you transfer to us cannot be read by third parties.

Information, blocking, deletion

As permitted by law, you have the right to be provided at any time with information free of charge about any of your personal data that is stored as well as its origin, the recipient and the purpose for which it has been processed. You also have the right to have this data corrected, blocked or deleted. You can contact us at any time using the address given in our legal notice if you have further questions on the topic of personal data.

3. Data collection on our website

Cookies

Some of our web pages use cookies. Cookies do not harm your computer and do not contain any viruses. Cookies help make our website more user-friendly, efficient, 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 after your visit. Other cookies remain in your device’s memory until you delete them. These cookies make it possible to recognize your browser when you next visit the site.

You can configure your browser to inform you about the use of cookies so that you can decide on a case-by-case basis whether to accept or reject a cookie. Alternatively, your browser can be configured to automatically accept cookies under certain conditions or to always reject them, or to automatically delete cookies when closing your browser. Disabling cookies may limit the functionality of this website.

Contact form

Should you send us questions via the contact form, we will collect the data entered on the form, including the contact details you provide, to answer your question, and any follow-up questions. We do not share this information without your permission.

We will, therefore, process any data you enter onto the contact form only with your consent per Art. 6 (1)(a) DSGVO. You may revoke your consent at any time. An informal email making this request is sufficient. The data processed before we receive your request may still be legally processed.

We will retain the data you provide on the contact form until you request its deletion, revoke your consent for its storage, or the purpose for its storage no longer pertains (e.g. after fulfilling your request). Any mandatory statutory provisions, especially those regarding mandatory data retention periods, remain unaffected by this provision.

4. Social media

Facebook plugins (Like & Share buttons)

Our website includes plugins for the social network Facebook, Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA. The Facebook plugins can be recognized by the Facebook logo or the Like button on our site. For an overview of Facebook plugins, see <https://developers.facebook.com/docs/plugins/>.

When you visit our site, a direct connection between your browser and the Facebook server is established via the plugin. This enables Facebook to receive information that you have visited our site from your IP address. If you click on the Facebook “Like button” while you are logged into your Facebook account, you can link the content of our site to your Facebook profile. This allows Facebook to associate visits to our site with your user account. Please note that, as the operator of this site, we have no knowledge of the content of the data transmitted to Facebook or of how Facebook uses these data. For more information, please see Facebook’s privacy policy at <https://de-de.facebook.com/policy.php>.

If you do not want Facebook to associate your visit to our site with your Facebook account, please log out of your Facebook account.

5. Analytics and advertising

Google Analytics

This website uses Google Analytics, a web analytics service. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Analytics uses so-called “cookies”. These are text files that are stored on your computer and that allow an analysis of the use of the website by you. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there.

Google Analytics cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

IP anonymization

We have activated the IP anonymization feature on this website. Your IP address will be shortened by Google within the European Union or other parties to the Agreement on the European Economic Area prior to transmission to the United States. Only in

exceptional cases is the full IP address sent to a Google server in the US and shortened there. Google will use this information on behalf of the operator of this website to evaluate your use of the website, to compile reports on website activity, and to provide other services regarding website activity and Internet usage for the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with any other data held by Google.

Browser plugin

You can prevent these cookies being stored by selecting the appropriate settings in your browser. However, we wish to point out that doing so may mean you will not be able to enjoy the full functionality of this website. You can also prevent the data generated by cookies about your use of the website (incl. your IP address) from being passed to Google, and the processing of these data by Google, by downloading and installing the browser plugin available at the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>.

Objecting to the collection of data

You can prevent the collection of your data by Google Analytics by clicking on the following link. An opt-out cookie will be set to prevent your data from being collected on future visits to this site: Disable Google Analytics.

For more information about how Google Analytics handles user data, see Google's privacy policy: <https://support.google.com/analytics/answer/6004245?hl=en>.

Outsourced data processing

We have entered into an agreement with Google for the outsourcing of our data processing and fully implement the strict requirements of the German data protection authorities when using Google Analytics.

Demographic data collection by Google Analytics

This website uses Google Analytics' demographic features. This allows reports to be generated containing statements about the age, gender, and interests of site visitors. This data comes from interest-based advertising from Google and third-party visitor data. This collected data cannot be attributed to any specific individual person. You can disable this feature at any time by adjusting the ads settings in your Google account or you can forbid the collection of your data by Google Analytics as described in the section "Refusal of data collection".

Google AdSense

This website uses Google AdSense, a service for including advertisements from Google Inc. ("Google"). It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google AdSense uses so-called “cookies”, which are text files stored in your computer that enable an analysis of the way you use the website. Google AdSense also uses so-called web beacons (invisible graphics). Through these web beacons, information such as the visitor traffic on these pages can be evaluated.

The information generated by cookies and web beacons relating to your use of this website (including your IP address), and delivery of advertising formats, is transmitted to a Google server in the US and stored there. This information can be passed on from Google to contracting parties of Google. However, Google will not merge your IP address with other data you have stored.

AdSense cookies are stored based on Art. 6 (1) (f) DSGVO. The website operator has a legitimate interest in analyzing user behavior to optimize both its website and its advertising.

You can prevent the installation of cookies by setting your browser software accordingly. Please be aware that in this case, you may not be able to make full use of all the features of this website. By using this website, you agree to the processing of data relating to you and collected by Google as described and for the purposes set out above.

Facebook Pixel

Our website measures conversions using visitor action pixels from Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (“Facebook”).

These allow the behavior of site visitors to be tracked after they click on a Facebook ad to reach the provider’s website. This allows an analysis of the effectiveness of Facebook advertisements for statistical and market research purposes and their future optimization.

The data collected is anonymous to us as operators of this website and we cannot use it to draw any conclusions about our users’ identities. However, the data are stored and processed by Facebook, which may make a connection to your Facebook profile and which may use the data for its own advertising purposes, as stipulated in the Facebook privacy policy. This will allow Facebook to display ads both on Facebook and on third-party sites. We have no control over how this data is used.

Check out Facebook’s privacy policy to learn more about protecting your privacy: <https://www.facebook.com/about/privacy/>.

You can also deactivate the custom audiences remarketing feature in the Ads Settings section at https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen. You will first need to log into Facebook.

If you do not have a Facebook account, you can opt out of usage-based advertising from Facebook on the website of the European Interactive Digital Advertising Alliance: <http://www.youronlinechoices.com/de/praeferenzmanagement/>.

6. Plugins and tools

Google Web Fonts

For uniform representation of fonts, this page uses web fonts provided by Google. When you open a page, your browser loads the required web fonts into your browser cache to display texts and fonts correctly.

For this purpose your browser has to establish a direct connection to Google servers. Google thus becomes aware that our web page was accessed via your IP address. The use of Google Web fonts is done in the interest of a uniform and attractive presentation of our website. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

If your browser does not support web fonts, a standard font is used by your computer.

Further information about handling user data, can be found at <https://developers.google.com/fonts/faq> and in Google's privacy policy at <https://www.google.com/policies/privacy/>.

Google Maps

This site uses the Google Maps map service via an API. It is operated by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

To use Google Maps, it is necessary to save your IP address. This information is generally transmitted to a Google server in the USA and stored there. The provider of this site has no influence on this data transfer.

The use of Google Maps is in the interest of making our website appealing and to facilitate the location of places specified by us on the website. This constitutes a justified interest pursuant to Art. 6 (1) (f) DSGVO.

Further information about handling user data, can be found in the data protection declaration of Google at <https://www.google.de/intl/de/policies/privacy/>.