



## Privacy Policy

With this Privacy Policy we clarify our customers and the visitors of our websites about our handling of their data. As far as passages contain data protection legal consents, we have highlighted them in bold.

### 1. Purpose and Responsible Unit

1.1 This privacy statement sets out the nature, scope and purpose of the collection and use of data within the online-based deskMate service and associated web pages (hereafter referred to as "service").

1.2 Data protection body is Kivito GmbH, Eberhardstr. 65, 70173 Stuttgart (hereinafter referred to as "Kivito").

1.3 Imprint and contact details of Kivito can be found at <http://www.kivito.com/agb>

### 2. Definitions

2.1 Personal data - Data protection is about the protection of personal data. Personal data is information that can be used to determine a person, ie to track him back to a person. These include, for example, the name, the e-mail address or the telephone number or web pages visited by a determinable person.

2.2 Pseudonymous data - Pseudonymous data is usually statistical data. For example, which pages a website visitor visited and how long he stayed on them. Unlike personal data, the true identities of the visitors are not determinable, as these data are stored only in pseudonymous user profiles (eg "user profile 12923" instead of "user profile Max Mustermann").

2.3 Cookies - Cookies are small files that make it possible to store specific device-related information on users' access devices (PCs, smartphones, etc.). They serve for the user-friendliness of web pages and thus the users (eg storage of login data). On the other hand, they are used by us to collect statistical data on website usage and to analyze it for the purpose of improving the offer.

2.4 IP address - The IP address is assigned to an Internet connection when dialing into the Internet by the Internet provider (dynamic IP address). The subscriber can only be identified with the help of the provider, who only releases the data on the basis of court orders. According to the privacy advocates, this possibility of establishing a personal reference suffices (so-called "absolute personal reference"). It is also possible that the IP addresses, eg for larger companies, remain unchanged (statistical IP address). We only store the IP address if it becomes necessary for us as proof due to legal obligations. For example, to be able to prove that a user has registered with external data and has subscribed to the newsletter.

### 3. Fundamentals of data processing and data security

3.1 We collect, process and use your personal data only in compliance with the relevant data protection regulations, ie if it is permitted by law or we have received your consent to do so.

3.2 We undertake organizational, contractual and technical security measures to encrypt your personal data in order to ensure that the provisions of the data protection laws are complied with and thus the data processed by us against accidental or intentional manipulation, loss, destruction or against access by unauthorized persons to be protected. Our employees are committed to data secrecy.

3.3 All customer data flows are always transmitted encrypted via Secure Socket Layer ("SSL"). Passwords are stored only encrypted.

### 4. Collection, use and deletion of personal data

4.1 We collect and process your personal data as part of your registration. In particular, your name, your address data, the data of your stored payment option, e-mail address and your password will be stored. You may voluntarily enter additional personal data when creating an extended customer account.

4.2 **You agree that we log your IP address when registering and using our service.** This is for our and your safety, to prevent any abuse.



4.3 After termination, we will delete your data within 45 days of the end of the contract at the latest (the duration is technically conditional).

4.4 Your personal data will be used for the following purposes:

- the performance of our service and, in the process, the acceptance, processing and execution of your orders.
- Ensuring effective customer service and / or technical support for your products. When contacting us, your details will be stored for the purpose of processing the request as well as in case of follow-up questions.
- Technical notification regarding our service.
- Sending newsletters or other promotional material, provided you have given us appropriate consent.

## 5. Transfer of Personal Data

5.1 We will share your information with third parties where this is necessary for billing purposes (eg, conducting banking transactions) or otherwise in order to fulfill our contractual obligations to you. If such a transfer is not apparent to you, we will point this out to you.

5.2 To the contractual data forwarding belongs their transmission in the context of interfaces (also called "API") between our service and other service providers. You decide on such forwarding yourself by using the interfaces and entering your data, electronic keys or access codes of the respective services. You inform their data protection regulations about the data processing of the other service providers.

5.3 It is possible that when concluding the contract or when there is a specific reason (eg payment default) we carry out a credit check of our customers (scoring information) on the basis of mathematical-statistical procedures at recognized information points and thus check the creditworthiness.

5.4 If, in addition, a transfer of data to third parties becomes necessary, for example when using subcontractors, we will obtain your consent or conclude an agreement with third parties regarding order data processing. This means that the subcontractors must demonstrably comply with the statutory data standards, process the data only to fulfill our order and we retain the data control.

5.5 **As our customer, you agree that we may use the infrastructure of the HubSpot, Inc. 25 First St, 2nd Floor, Cambridge, MA 02141, USA and Haufe-Lexware GmbH & Co. KG, Munzinger Straße 9, 79111 Freiburg to process data from you and to send e-mails to you.** Companies have joined the EU Safe Harbor Agreement and are committed to upholding European privacy standards. See <https://www.hubspot.com/data-privacy/gdpr>

5.6 In no event will we unauthorizedly transfer your personal information to advertisers, marketing or anyone else To send to third parties.

5.7 Credit card relevant data will be forwarded to PAYMILL GmbH, St.-Martin-Straße 63, 81669 Munich and processed. <https://www.paymill.com/de/datenschutz/>

## 6. Information distribution by newsletter

6.1 We send emails with promotional information about us, our service and our services only with your express consent. You can object to receiving the emails at any time. A contradiction is found in every e-mail.

6.2 **You agree that we will newsletters through send you HubSpot, Inc., 25 First St, 2nd Floor, Cambridge, MA 02141, USA.** <https://www.hubspot.com/data-privacy/gdpr>

6.3 **You agree that we will store your IP address as part of the registration process for receiving these emails.** We are legally obliged to log the applications in order to prove a proper registration.

## 7. Collection of access



data 7.1 We collect data about every access to the server on which our service is operated (so-called server log files). Access data includes the name of the retrieved web page, IP address, file, date and time of retrieval, amount of data transferred, notification of successful retrieval, browser type and version, the user's operating system and the referrer URL (previously visited page).

7.2 We use the log data without any other personal or pseudonymous profiling in accordance with statutory provisions only for statistical evaluations for the purpose of operation, security and the optimization of our service.

## 8. Google Analytics

8.1 On our website deskMate.de (that is, not within our service "deskMate") Google Analytics, a web analysis service of Google Inc. ("Google") is used. Google uses cookies, text files that are stored on your computer and that allow a pseudonymous analysis of the use of our service by them. The information generated by the cookie about your use of our service is usually transmitted to a Google server in the USA and stored there.

8.2 Your IP address will be anonymised, ie it will not be saved completely but only in a shortened form so that it can not be assigned to you. Only in exceptional cases will the full IP address be sent to a Google server in the US and shortened there. Google will only use this statistical information on our behalf to evaluate the use of our service by users, to compile reports on website activity and to provide us with other services related to website activity and internet usage.

8.3 You can prevent the storage of cookies by a corresponding setting of your browser software; In addition, you may prevent the collection by Google of the data generated by the cookie and related to your use of our service (including your IP address) as well as the processing of this data by Google as a whole by using their provided by Google [browser plug-](#) download and install.

## 9. Social Plugins

9.1 On our website, we use social plugins from the social networks Facebook, LinkedIn, Google+ and Twitter. The responsibility for the data protection compliant enterprise is to be guaranteed by their offerer. We point out that we as the provider of the pages have no knowledge of the content of the transmitted data, as well as their use.

9.2 Facebook - Our website uses social plugins ("plugins") of the social network facebook.com, which is operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). The plugins are recognizable by one of the Facebook logos. If you visit our website on our website, which contains such a plugin, your browser establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to your browser and integrated by this in the website. The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as your rights in this regard and setting options for the protection of your privacy can be found in the Facebook privacy policy:<http://www.facebook.com/policy.php>.

By integrating the plugins, Facebook receives the information that you have accessed the corresponding page of the offer. If you are logged in to Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins, for example, press the Like button or leave a comment, the information is transmitted from your browser directly to Facebook and stored there. If you are not a member of Facebook, there is still the possibility that Facebook will find out and save your IP address. According to Facebook, only an anonymous IP address is stored in Germany.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the related rights and setting options for the protection of your privacy, you can refer to the privacy policy of Facebook: <https://www.facebook.com/about/privacy/>.

If you are a Facebook member and do not want Facebook to collect data about you via this offer and link it to your member data stored on Facebook, you must log out of Facebook before visiting the website.

It is also possible to block Facebook social plugins with add-ons for your browser, for example with "[Disconnect](#)".

Facebook Remarketing - Remarketing tags from the social network Facebook, 1601 South California Ave., Palo Alto, CA 94304, USA are integrated into our pages. When you visit our pages, the remarketing tags make a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. As a result, Facebook can assign the visit to our pages to your user account. We can use this information for the display of Facebook Ads. We point out that we as the provider of the pages are not aware of the content of the data transmitted and



their use by Facebook. For more information, see the Facebook Privacy Policy at <https://www.facebook.com/about/privacy/>. If you do not want to collect data via Custom Audience, you can Custom Audiences here [disable](#).

9.3 Twitter - On our website we also use so-called "widgets" from Twitter. When you visit this website, you will be connected to Twitter's servers. Twitter's servers are in the US. When you visit a website with a "widget" from Twitter, Twitter receives information about your page view. In any case, this also includes your IP address, the browser type, the operating system and the address of the website on which the "Widget" from Twitter is located. In addition, a cookie is set in the browser of your device via the "Widget" of Twitter. In connection with the cookie, Twitter can theoretically recognize which pages you have visited, provided that the pages also have a "widget" implemented by Twitter. According to your own data, Twitter may also use this data to make you - if you have a Twitter account - better suggestions for suitable users. Twitter begins according to own data after a maximum of 10 days with the deletion of the data. The deletion itself should then be completed at the latest after another week. If you have a Twitter account, you may be able to make additional data processing settings in your user account settings. For more information, see the privacy policy of Twitter, which you can access here: <http://twitter.com/privacy>.

9.4 Google+ - We also use the "+ 1" button from Google ("+1 button"). When you visit this website, if there is a "+1 button" on the website, you will be connected to Google's servers. The servers of Google can be located in particular also in the USA. Through the page view, Google may receive the information that you have accessed the website concerned. This applies in particular if you are currently logged in to one of Google's various services at the time of accessing the website. According to Google, the "+1 button" is not used to track your visits to websites. In particular, Google states that a browsing history is not stored permanently. However, the data about your visit would be stored for a period of (normally) two weeks. If you click on the "+ 1-Button", then according to Google information about your Google profile, the address of the website on which the "+ 1-Button" was clicked, your IP address and more information from Google saved. If you withdraw your recommendation by clicking on the "+ 1-Button" again, this data will be deleted. Google also uses cookies to process information about the use of websites. Kivito itself has no control over what Google collects, processes and uses when you make a page view. In that regard, please feel free to read about the privacy policies of Google, which you can retrieve here: <http://www.google.com/intl/de/policies/privacy/>

9.5 LinkedIn - We also use plugins of the social network LinkedIn, which of the LinkedIn Inc. is operated. For information on the purpose and scope of the data collection and the further processing and use of the data by LinkedIn, as well as your rights in this respect and setting options for the protection of your privacy, please refer to LinkedIn's privacy policy. If you are a LinkedIn member and do not want LinkedIn to collect information about you through our website and associate it with your membership information stored on LinkedIn, you must log out of LinkedIn before visiting our website.

## 10. pixels and statistics services

Counting 10.1 On our website deskMate.de (that is, not within our service "deskMate") we use the following counting and stichting service:

10.2 Google AdWords - We use the online advertising program "Google AdWords" and in the context of this Conversion tracking to measure the success of Google AdWords advertising. The conversion tracking cookie is set when you click on an ad served by Google. These cookies lose their validity after 30 days and are not used for personal identification. With the help of cookies, we and Google can recognize that you have clicked on the ad and are being redirected to our website. Each Google AdWords customer receives a different cookie. Cookies can not be tracked through the websites of advertisers. However, we do not receive information that personally identifies users. Users who do not want to participate in tracking can easily disable the Google Conversion Tracking cookie via their Internet browser under User Preferences or use Google's [opt-out](#) capabilities.

## 11. Revocation, changes, corrections and updates

11.1 You have the right to receive information about your personal data stored by us free of charge upon request. The contact details can be found in the first section of this privacy policy. In addition, you have the right to correct incorrect data, blocking and deletion of your personal data, as far as there are no statutory storage requirements.

11.2 You can also revoke your consent. However, should this lead to the fact that we can not provide our service to you, we will be released from our obligation to perform.

## 12. Changes to the privacy policy

12.1 We will amend this privacy policy to adapt it to changing legal situations, or to changes in the service and data processing. We therefore ask you to inform yourself regularly about their contents.



12.2 In case of significant changes, we will notify you directly. Should your consent become necessary due to the changes, we will inform you.

### Further information

Your trust is important to us. Therefore, we would like to be your answer at any time regarding the processing of your personal data. If you have any questions that this Privacy Policy could not answer or if you would like more detailed information, please contact us at any time ([info@Kivito.com](mailto:info@Kivito.com))

