



Privacy Statement

Despite careful monitoring of external links and their content, liability for this content is excluded. For us it is important to protect your personal data collected, processed and used during your visit to our website. Your data is protected as stipulated by statutory provisions. Below please find information on what data is collected during your visit to our homepage and how it is used:

1. Collection and processing of data on this website

a) General Information

Every access to our homepage and every download of a file on our homepage is logged for internal statistical and system-related purposes. The following data is recorded: Name of the downloaded file, Date and time of download, Volume of data transmitted, Message whether the download was successful, Identification data of the browser and domain used. In addition IP addresses of the computer from which the inquiry comes are recorded. Further personal data is only recorded if this information is provided voluntarily, e.g. in line with an inquiry or registration.

b) Cookies

Sometimes we use on certain webpages so-called cookies to make the visit to our website more user-friendly and enable you to use certain functions. Cookies are small text files that are placed on your computer. Most of the cookies we use are deleted from your hard drive at the end of your browser session (session cookies); others remain on your pc and enable us to identify your pc when you visit us again (permanent cookies). Our partner companies are not permitted to use cookies to obtain, edit or use personal details from our website.

c) Business-related processing

In addition we process - Contract data (e.g. subject matter, term, customer category). - Payment data (e.g. bank details, payment history) from our customers, prospects and business partners for the purpose of providing contractual services and customer care as well as marketing.

d) Collection of access data and creation of log files

We, or our hosting provider, collect data on all access to the server on which this service is hosted ("server log files") based on our legitimate interests as set out in Art. 6(1)(f) GDPR. This access data includes the name of the website being visited, file accessed, date and time of access, volume of data transferred, report on successful access, browser type and version, the



Privacy Statement

user's operating system, referrer URL (the website previously visited), IP address and requesting provider.

Log file information is saved for security reasons (e.g. to investigate misuse or acts of fraud) for a maximum of 7 days and then deleted. Data that is required for evidentiary reasons is exempt from erasure until the respective case or incident has been definitively resolved.

e) Rendering of contractual services

As part of the use of our online services, we save the IP address and the time of the respective user action. The storage is based on our legitimate interests, as well as the interests of the user in the protection against misuse and other unauthorized use. A transfer of these data to third parties does not take place, unless it is to pursue our claims acc. Art. 6 para. 1 lit. f. DSGVO required or there is a legal obligation in accordance with Art. 6 para. 1 lit. c. DSGVO.

We process usage data (e.g., visited websites of our online presence, interest in our products), content data (e.g., information entered in the contact form or user profile) for the purpose of promotional purposes in user profile to show users e.g. product alerts based on the services/products that they have used so far.

Deletion takes place after the expiry of statutory warranty and comparable obligations, the necessity of data storage is reviewed every three years; in the case of statutory archiving obligations, deletion takes place after their expiry; information in the customer account remains until it is deleted.

f) Contact

When contacting us (e.g. via contact form, e-mail, telephone or via social media), the information provided by the user to process the contact request and its processing are processed acc. Art. 6 para. 1 lit. b) DSGVO. We delete the requests, if they are no longer required. We check the requirement on a regular basis. Furthermore, the legal archiving obligations apply.

Responsible in the sense of the data protection law: Mark Charitonenkow, Auf dem Simpel, 29614 Soltau, info@auf-dem-simpel.de. Data Protection Officer: Volker von Jagow, datenschutz@novus.nrw



Privacy Statement

g) Comments and contributions

If users leave comments or other contributions, their IP addresses will be used on the basis of our legitimate interests within the meaning of Art. 6 para. 1 letter f) of the GDPR for 7 days. This takes place for our safety, i.e. if someone leaves illegal contents in comments and contributions (insults, forbidden political propaganda, etc.). In such a case we could be prosecuted for the comment or contribution and are therefore interested in the identity of the author.

h) Newsletter

Our newsletter contains information regarding our products, offers, events as well as our company. Below you can find notes on data protection, revocation and logging as well as the success measurement that is included in your consent.

With the following information we inform you about the contents of our newsletter as well as the registration, dispatch and statistical evaluation procedures as well as your right of objection. By subscribing to our newsletter, you agree to the receipt and the procedures described.

Content of the newsletter: We send newsletters, e-mails and other electronic notifications with advertising information (hereinafter "newsletter") only with the consent of the recipient or a legal permission. Insofar as the contents of a newsletter are concretely described, they are authoritative for the consent of the users. Incidentally, our newsletter contains information about our services and us.

Double opt-in and logging: Registration for our newsletter is done in a so-called double-opt-in procedure. This means you will receive an e-mail after logging in to ask for confirmation of your registration. This confirmation is necessary so that nobody can register with external e-mail addresses. The registration for the newsletter will be logged in order to prove the registration process according to the legal requirements. This includes the storage of the login and the confirmation time, as well as the IP address. Likewise, changes to your data stored with the shipping service provider will be logged.

Credentials: To subscribe to the newsletter, it is sufficient to provide your e-mail address. Optionally, we ask you to give a name in the newsletter for personal address.

Germany: The dispatch of the newsletter and the associated performance measurement are based on the consent of the recipients acc. Art. 6 para. 1 lit. a, Art. 7 DSGVO in connection with § 7 Abs. 2 Nr. 3 UWG.



Privacy Statement

The logging of the registration process is based on our legitimate interests in accordance with Art. 6 para. 1 lit. f DSGVO. Our interest lies in the use of a user-friendly and secure newsletter system, which serves both our business interests and the expectations of the users and also allows us to prove our consent.

Termination / Revocation - You can cancel the receipt of our newsletter at any time, i.e. revoke your consent. A link to cancel the newsletter can be found at the end of each newsletter. We may save the submitted email addresses for up to three years based on our legitimate interests before we delete them to provide prior consent. The processing of this data is limited to the purpose of a possible defense against claims. An individual request for cancellation is possible at any time, provided that at the same time the former existence of consent is confirmed.

i) Newsletter – Success measurement

The newsletters contain a so-called "web-beacon", i.e. a pixel-sized file that is retrieved from the server when the newsletter is opened by our server or, if we use a shipping service provider. This call will initially collect technical information, such as information about the browser and your system, as well as your IP address and time of retrieval. This information is used to improve the technical performance of services based on their specifications or audience and their reading habits, based on their locations (which can be determined using the IP address) or access times. Statistical surveys also include determining if the newsletters are opened, when they are opened, and which links are clicked. For technical reasons, this information can be assigned to the individual newsletter recipients. However, it is neither our goal nor, if used, that of the shipping service provider to observe individual users. The evaluations serve us much more to recognize the reading habits of our users and to adapt our content to them or to send different content according to the interests of our users.

j) Data protection notice for the use of Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc., ("Google"). Google Analytics uses so-called "cookies" (text files placed on your computer) to analyse your use of the website. The information generated by the cookie about your use of this website is generally transmitted to a server in the USA and stored there. If IP anonymization has been activated on this website, Google will, however, truncate your IP address in the Member States of the European Union and in other parties to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be sent to a Google server in the USA and truncated there. Google will on behalf of the operator of this website use this information to evaluate your use of the website, compile reports on website activity and provide other services relating to website activity and internet usage. The IP address sent by your browser within the framework of Google Analytics is not merged with other data from Google. You may refuse the



Privacy Statement

use of cookies by selecting the appropriate settings in your browser. If you do this, however, you may not be able to use the full functionality of this website. Further, you can prevent collection and use of website-related data created by the cookie (including your IP address) by Google by downloading and installing the browser plug-in available at <http://tools.google.com/dlpage/gaoptout?hl=de>.

In view of the discussion on the use of analytical tools with complete IP addresses, we would like to point out that this website uses Google Analytics with the extension "_anonymizeIp()" so that IP addresses are only processed further in abbreviated form to prevent them being directly linked to a particular individual.

k) Privacy statement for the usage of YouTube

We present videos on our website using services provided by YouTube. YouTube is represented by Google LLC. with headquarters at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. YouTube's privacy policy can be found at: <https://www.google.com/policies/privacy/> Opt-Out: <https://adssettings.google.com/authenticated>.

l) Privacy statement for the usage of Google Maps

We present maps on our website using services provided by "Google Maps". Google Maps is represented by Google LLC. with headquarters at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Maps privacy policy can be found at: <https://www.google.com/policies/privacy/> Opt-Out: <https://adssettings.google.com/authenticated>.

m) Privacy statement for the usage of Google Fonts

We use the font "Google Fonts" on our website. Google Fonts is represented by Google LLC. with headquarters at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google Fonts privacy policy can be found at: <https://www.google.com/policies/privacy/> Opt-Out: <https://adssettings.google.com/authenticated>.

n) Online presence in social media

Sometimes we use on certain webpages so-called cookies to make the visit to our website more user-friendly and enable you to use certain functions. Cookies are small text files that are placed on your computer. Most of the cookies we use are deleted from your hard drive at the end of



Privacy Statement

your browser session (session cookies); others remain on your pc and enable us to identify your pc when you visit us again (permanent cookies). Our partner companies are not permitted to use cookies to obtain, edit or use personal details from our website.

o) Privacy statement for the usage of Google +1 (Google Plus Button)

We use the „+1" button (Google Plus Button) on our website which is represented by the social network Google+ (Google Plus) of Google LLC with headquarters at 1600 Amphitheatre Parkway, Mountain View, CA, 94043 USA, (hereafter „Google").

Each time you visit a webpage on our website marked with a "+1" button, the "+1" button causes the browser you are using to load and picture the optical representation of the "+1" button from the Google server. This tells the Google server which particular webpage of our website you are currently visiting. Google will track your browsing history by displaying a "+1" button for up to two weeks for system maintenance and troubleshooting purposes. A further evaluation of your visit to a webpage of our website with a "+1" button does not take place.

If you press the "+1" button while you're logged in to Google+ (Google Plus), Google will use your Google profile to track information about your recommended URL, IP address, and other browser-related information so your "+1" recommendation can be saved and made public. Your "+1" recommendations can be used as an indication along with your profile name and photo in Google services, such as search results or your Google profile (as a "+1" tab in your Google profile), or can be displayed elsewhere on websites and ads in the Internet.

Visit the following Internet address regarding Google's "+1" button for more information about Google's collection, disclosure, and use of data, your rights to it, and your profile setting options <https://www.google.com/intl/de/+/policy/+1button.html>

p) Information on the integration of 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 (white "f" on a blue tile or a "thumbs up" sign) or are marked with the addition "Facebook Social Plugin". The list and look of Facebook Social Plugins can be viewed here: <http://developers.facebook.com/plugins>.

When a User accesses a feature of this online service that contains such a plugin, his/her device establishes a direct connection to the Facebook servers. The content of the plugin is transmitted by Facebook directly to the user's device and integrated into the online offer. The processed data can be used to create user profiles. We therefore have no influence on the



Privacy Statement

amount of data Facebook collects with the help of this plugin and therefore inform users according to our level of knowledge:

By integrating the plugins, Facebook receives information that a user has called up the corresponding page of the online offer. If the user is logged in to Facebook, Facebook can assign the visit to his Facebook account. When users interact with the plugins, such as pressing the Like button or posting a comment, the information is sent directly from your device to Facebook and stored there. If a user is not a member of Facebook, it is still possible for Facebook to obtain and store their IP address.

The purpose and scope of the data collection and the further processing and use of the data by Facebook, as well as the relevant rights and setting options for the protection of users' privacy, can be found in Facebook's data protection information: <http://www.facebook.com/policy.php>.

If a user is a Facebook member and does not want Facebook to collect data about him via this online offer and link it to his membership data stored on Facebook, he must log out of Facebook before using our online offer.

Furthermore it is possible to block Facebook-Social-Plugins by using Add-ons for your browser, e.g. with "Facebook Blocker".

q) Data Privacy Policy in connection with the use of Twitter

Our website uses integrated Twitter functionality. This functionality is provided by Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. By using Twitter and the "re-tweet" function, the web pages you visit will be associated with your Twitter account and made known to other users, whereby data will also be transferred to Twitter. We would like to point out that as the website operators, we receive no information whatsoever about the data transferred to Twitter in this way or how it is used by Twitter. For further information please see Twitter's own Data Privacy Policy.

You can configure your data privacy settings for Twitter under Account Settings at: <http://twitter.com/account/settings>.

r) Privacy statement for the usage of Instagram

Our website can contain functions and contents of the Instagram service. These functions are offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA 94025, USA. This can include, e.g. content such as images, videos, or texts and buttons that users use to like respective contents,



Privacy Statement

subscribe to the creators of the content, or subscribe to our posts. This means if the user is member of the platform Instagram, Instagram can associate calls of the above mentioned contents and functions with the respective user account and user. For more information, see the Instagram Privacy Policy: <http://instagram.com/about/legal/privacy/>.

2. bootstrap / jsdelivr / jQuery / ajax

On this webpage, we use bootstrap, jsdelivr, and jQuery functions, which optimize loading speed and appearance. In this regard, program libraries from providers can also be loaded. If you have used one of the features previously on another website, your browser will resort to the cached copies. If this is not the case, the program libraries have to be downloaded from the websites of the providers.

You can find out more on the websites of the providers.

- > <http://holdirbootstrap.de>
- > <https://jsdelivr.com>
- > <https://jquery.com>
- > <https://developers.google.com/speed/libraries/>

3. SSL-Encryption

For security reasons and to protect the transmission of confidential data, such as enquiries you sent to us as the provider, this website uses an SSL encryption. You recognise an encrypted transmission by the change of the address line of the browser from "http://" to "https://" and by the lock-symbol in your browser address line.

If the SSL encryption is active, third parties cannot access the data you have transmitted to us.

4. Use of the online booking tool DIRS21 of TourOnline AG

Our online presence uses the online booking tool DIRS21 (hereafter "OBT") from TourOnline AG, Borsigstraße 26, 73249 Wernau, Germany, to enable online bookings of accommodation and other travel services as well as to process enquiries. (www.dirs21.de, hereafter "TOAG"). Within the OBT, TOAG processes the data as the person responsible. You will find the information and provisions on data protection of the OBT in the data protection declaration of the TOAG, which you can access at any time from the OBT or at www.dirs21.de/datenschutz.



Privacy Statement

5. Your rights

You are entitled to:

- Obtain information free of charge about the personal data we retain about you (right of access);
- Demand confirmation whether we process personal data relating to you (right to confirmation);
- Demand from us to immediately delete the personal data relating to you to the extent that their processing is no longer required and that any further requirements of the GDPR with respect to erasure are fulfilled (right to erasure);
- Demand immediate correction and completion of incorrect personal data relating to you (right to correction);
- Demand the restriction of processing of your personal data (right to restriction of processing);
- Obtain the personal data relating to you in a structured, customary, and machine-readable format (right to data portability);
- Object to the processing of your personal data (right to objection);
- Withdraw your consent to the processing of your personal data in the future at any time;

For any further information on your rights, please contact: info@auf-dem-simpel.de.

We will gladly inform you in writing about the personal data stored about you.

6. Further Information

We always try hard to secure your personal data by the use of all technical and organizational possibilities, so that these are inapproachable to third parties. During the communication by e-mail the complete data security cannot be ensured (due to the infrastructure of the internet and the assignment protocol), so that we recommend you the dispatch of confidential information by mail.