

DATA PROTECTION

Data protection is a matter of trust and your trust is important to us. We respect your personal data and privacy. We also want to ensure the protection and legally compliant processing of your personal data. That is why we treat your personal data confidentially at all times in accordance with the applicable data protection regulations.

Should there be any contradictions between this privacy policy and Lista AG's otherwise applicable contractual or business conditions, the provisions of this privacy policy shall take precedence.

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1. WHAT IS THIS PRIVACY POLICY ABOUT?

It is important to us that you consent to the processing of your personal data. With this privacy policy, we provide you with comprehensive information about our data processing methods and you decide whether you want your personal data to be processed. This privacy policy covers both historical and future personal data. If you consent to the processing of your personal data, we will not only process the personal data collected from you in the future in accordance with this privacy policy, but also your personal data already stored by us. When we refer to the processing of your personal data in this privacy policy, we mean any handling of your personal data. This includes, for example:

- Collection
- Storage
- Management
- Use
- Communication
- Disclosure or deletion of your personal data

We collect personal data to provide better services to our customers. We are convinced that our activities are geared towards the wishes and needs of our customers and make your daily tasks easier. Better services include, for example:

- Optimisation of targeted advertising delivery based on your interests and needs
- Personalised customer communications so you can find offers that fit your needs and receive less overall advertising
- Alignment of products/services with customer requirements
- Simplified processes to help you achieve your objectives faster

2. WHO PROCESSES MY PERSONAL DATA?

We are legally obliged to inform you of the data controller of your personal data. The data controller is Lista AG, Fabrikstrasse 1, CH-8586 Erlen, Switzerland. If you wish to exercise your rights in relation to your personal data or have any questions or concerns regarding the processing of our personal data, you can contact us as follows:

Lista AG
Data Protection Officer
Fabrikstrasse 1
CH-8586 Erlen, Switzerland
Telephone +41 71 649 21 11

You can also write to us at info@lista.com or directly at dataprotection@lista.com. We will endeavour to answer your questions or concerns as soon as we receive them.

3. WHEN DOES LISTA COLLECT MY PERSONAL DATA AND WHICH DATA IS COLLECTED?

We collect your personal data whenever we have contact with you. There are various situations in which we have contact with you. For example, we collect your personal data in the following circumstances:

- You purchase our products/services via our website
- You participate in one of our training courses
- You receive a newsletter or other advertising about our products/services
- You take part in a competition
- You participate in one of our market research campaigns or opinion polls
- You use or communicate with us or third parties via our websites, apps for mobile devices or offers on internet platforms, multimedia portals or social networks
- You communicate with us via telephone, email, voice message, text (SMS), picture (MMS), video or instant messaging

The personal data collected is just as varied. On the one hand, we collect personal data that you provide to us. On the other hand, we collect personal data that is collected automatically or manually when you contact us, such as:

Personal details

- Surname and first name
- Date of birth and age
- Gender
- Residential address
- Household size
- Shopping habits
- Information on purchasing power
- Delivery address
- Invoice address
- Language preferences
- Telephone number(s)
- E-mail address(es)
- Identification numbers of your technical devices
- Information on subscribed newsletters or other advertising
- Consent to receive advertising
- Online customer account information (including opening date, user names, profile pictures)
- Interests, conduct, needs and all activities contained therein
- Meta/communication data (e.g. device information, IP addresses, browser data and cookies)

Customer activity data

- Contract data (including contract date, type, content, partner, term, value and asserted claims from the contract)
- Session data relating to visits to our websites, apps for mobile devices or offers on internet platforms, multimedia portals or social networks (including duration and frequency of visits, language and country preferences, information about browser and computer operating system, IP addresses, search terms and search results, ratings provided)
- Location-related data when using mobile devices
- Communication via telephone, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging

4. WHY AND FOR WHAT PURPOSE DOES LISTA PROCESS MY PERSONAL DATA?

We process your personal data for different purposes. These purposes can be grouped in various categories. In particular, we may process your personal data in whole or in part for one or more of the following purposes:

Processing purposes in connection with our product/service offers

- Provision and sale of our products/services
- Processing of orders and contracts, including dispatch of order and dispatch confirmations, delivery confirmations, delivery and invoicing
- Organisation and implementation of training courses
- Organisation and implementation of market research and opinion surveys
- Customer credit check

Processing purposes in connection with customer communication

- Provision, administration and execution of customer communication by post and electronic communication media
- Business communication by post and telephone, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging
- Evaluation of the use of our offers via telephone, e-mail, voice messages, text messages (SMS), picture messages (MMS) or instant messaging such as: Type of use, frequency and duration of use, exact location of use

Processing purposes in connection with special activities and occasions

- Organisation and administration of contests or competitions, including notifying and publishing winners via our website, mobile device apps or our offerings on internet platforms, multimedia portals or social networks
- Organisation and implementation of special occasions such as events, advertising events, sponsoring events, cultural and sporting events

Processing purposes in connection with the analysis of customer behaviour

- Optimisation of locations and product range. This is done through individualised and personal, but also anonymous and group-related recording and evaluation of historical and current customer and purchasing behaviour.
- Individualised and personal or anonymous and group-related recording and evaluation of historical and current customer and purchasing behaviour when using the offers on our websites, apps for mobile devices or on internet platforms, multimedia portals or social networks
- Individualised and personal or anonymous and group-related recognition, classification and analysis of current and potential customer needs and interests
- Individualised and personal or anonymous and group-related classification and analysis of customer behaviour and customer potential
- Statistical evaluation of customer behaviour based on anonymised customer data
- Linking the new personal data collected about you to the personal data we have already collected in the past
- Linking the personal data collected about you or with publicly available data as well as data acquired from third parties to improve our database and analyse customer behaviour. The enrichment of profiles with third-party data includes, for example, data from the Federal Office for Statistics, calendar data or geodata.

Processing purposes in connection with direct marketing

- Simplification of processes – such as purchases or bookings and use of insights from the analysis of customer behaviour to continuously improve product/service offerings
- Avoidance of unnecessary advertising through insights from the analysis of customer behaviour for individualised and personalised direct marketing
- Sending individualised and personalised advertising by post or telephone, e-mail, voice messages, text messages (SMS), picture messages (MMS), video messages or instant messaging
- Individualised and personalised adaptation of the offers and advertising on our websites, apps for mobile devices or on our channels on internet platforms, multimedia portals or social networks

5. HOW AND ON WHAT LEGAL BASIS DOES LISTA PROCESS MY PERSONAL DATA?

The protection of your personal data is very important to us. We take the issue of data protection seriously and pay attention to the security of your data. For this purpose, we observe all applicable statutory provisions, in particular the Swiss Data Protection Act (DSG) and the Ordinance on this Act (VDSG) as well as the provisions of the Telecommunications Act (FMG). Where applicable, we also observe the provisions of the General Data Protection Regulation (GDPR) of the European Union.

6. HOW WILL MY PERSONAL DATA BE PROTECTED?

We have technical and organisational security procedures in place to maintain the security of your personal data and to protect your session data and personal data against unauthorised or unlawful processing and/or against accidental loss, alteration, disclosure or access. However, you should always be aware that the transmission of information via the internet and other electronic media involves certain security risks and that we cannot guarantee the security of information transmitted in this way.

7. HOW LONG WILL MY PERSONAL DATA BE STORED?

We will retain your personal data for as long as we deem it necessary or appropriate to comply with applicable laws or as long as it is necessary for the purposes for which it was collected. We will delete your personal data as soon as it is no longer required and in any case after expiry of the statutory retention period, as well as at your request.

8. WHAT RIGHTS DO I HAVE AS A DATA SUBJECT WITH REGARD TO MY PERSONAL DATA?

You have the right to assert your data protection rights at any time and to obtain information about your stored personal data, to correct or supplement your personal data, to object to the processing of your personal data or to request the deletion of your personal data. Contact details can be found in Section 2. We reserve the right to communicate with you electronically in this context (in particular by e-mail).

9. DOES LISTA SHARE MY PERSONAL DATA WITH THIRD PARTIES?

We may share your personal data for the purposes set out in this privacy policy. We may process your personal data in our own interest, in particular for individualised and personalised analyses of customer behaviour, and for direct marketing activities. Within our company, employees only have access to your personal data insofar as this is necessary for the performance of their duties.

We may also disclose your personal data to third parties in order to use technical or organisational services that we require to fulfil the aforementioned purposes or our other business activities. If the service providers are located in countries where the applicable laws do not provide for the protection of personal data comparable to Swiss law, we will contractually ensure that the service providers concerned comply with Swiss data protection levels. We may also disclose your personal data if we deem it necessary to comply with applicable laws and regulations, in legal proceedings, at the request of the competent courts and authorities, or for other legal obligations in order to protect and defend our rights or property.

10. COOKIES, LOG FILES, TRACKING TOOLS, GOOGLE ANALYTICS

10.1 How do we use cookies?

We also use cookies on our websites. These are small files that are stored on your computer or mobile device when you use one of our websites. We would also like to provide you with comprehensive information about our use of cookies.

Why do we use cookies?

The cookies we use are initially used to guarantee the functions of our websites – such as the shopping basket contact function. We also use cookies to adapt our internet offering to your customer wishes and to make surfing with us as convenient as possible. We also use cookies to optimise our advertising. Cookies allow us to present you with advertising and/or special goods and services that could be of particular interest to you due to your use of our website. Our aim is to make our internet offering as attractive as possible for you and to present you with advertising that corresponds to your areas of interest.

What cookies do we use?

Most of the cookies we use are automatically deleted from your computer or mobile device after the end of the browser session (so-called session cookies). For example, we use session cookies to store your country and language preferences and your shopping basket across different pages of an internet session.

We also use temporary or permanent cookies. These are stored on your computer or mobile device after the end of the browser session. When you visit one of our websites again, it will automatically recognise which entries and settings you prefer. Depending on the type of cookie, these temporary or permanent cookies remain stored on your computer or mobile device for between one month and ten years and are automatically deactivated after the programmed time has elapsed. They serve to make our websites more user-friendly, more effective and more secure. Thanks to these cookies, you can, for example, see information on the page that is specifically tailored to your interests. Cookies stored on your computer or mobile device may also come from partner companies. These cookies enable our partner companies to address you with advertising that might actually interest you. Partner companies' cookies remain stored on your computer or mobile device for between one month and ten years and are automatically deactivated after the programmed time has elapsed.

What data is stored in the cookies?

No personal data is stored in the cookies we use. The cookies we use cannot be assigned to any specific person. When a cookie is activated, it is assigned an identification number.

How can you prevent cookies from being stored?

Most internet browsers automatically accept cookies. However, you may instruct your browser not to accept cookies or to ask you before accepting a cookie on a website visited by you. You can also delete cookies on your computer or mobile device by using the corresponding function of your browser. If you decide not to accept our cookies or the cookies of our partner companies, you will not be able to see certain information on our website and will not be able to use some functions that are intended to improve your visit.

10.2 How do we use log files?

Every time you access our websites, certain usage data is transmitted to us by your internet browser for technical reasons and stored in log files. This involves the following usage data: Date and time of access to our website; name of the website accessed; IP address of your computer or mobile device; address of the website from which you came to our website; amount of data transferred, as well as name and version of your browser.

The evaluation of the log files helps us to further improve our internet offerings and make them more user-friendly, to find and rectify errors more quickly and to control server capacities. Using the log files, we can determine, for example, at what time the use of our internet offerings is particularly popular and provide the corresponding data volume in order to guarantee you the best possible use.

10.3 SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as orders or requests that you send to us as the site operator, this site uses an SSL or TLS encryption. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the padlock symbol in your browser line. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

10.4 How do we use web analytics tools?

We use so-called tracking technologies to continuously improve and optimise our internet offering. Web analysis tools provide us with statistics and graphics that give us information on the use of our websites. The data is transferred to the server used for this purpose via the use of a website. Depending on the provider of a web analysis tool, these servers may be located abroad.

10.5 Google Analytics

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offer within the meaning of Art. 6 (1) lit. f GDPR), we use Google Analytics, a web analysis service of Google LLC (hereinafter referred to as Google). Google uses cookies. The information generated by the cookie about the use of the online offer by users is generally transferred to a Google server in the USA and stored there. Google is certified under the Privacy Shield Agreement and thereby offers a guarantee of compliance with European data protection law.

Google will use this information on our behalf to evaluate the use of our online offer by users, to compile reports on the activities as part of this online offer, and to provide us with further services associated with the use of this online offer and internet use. Pseudonymous user profiles can be created from the processed data.

We only use Google Analytics with activated IP anonymisation. This means that the IP address of users is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser is not combined with other Google data. Users can prevent the storage of cookies by setting their browser software accordingly; users can also prevent the collection of the data generated by the cookie and related to your use of the online offering by Google as

well as the processing of this data by Google by downloading and installing the browser plug-in available at the following [link](#).

Further information on data use by Google, setting and opt-out options, can be found in the privacy policy of [Google](#) and in the settings for the display of advertising overlays by [Google](#). The user's personal data will be deleted or anonymised after 14 months.

10.6 Google Universal Analytics

We use Google Analytics in the design as "Universal Analytics". "Universal Analytics" refers to a Google Analytics process in which the user analysis is based on a pseudonymous user ID and thus a pseudonymous profile of the user is created with information from the use of different devices (so-called "cross device tracking").

10.7 Target group formation with Google Analytics

We use Google Analytics to display advertisements placed by Google and its partners within advertising services only to those users who have also shown an interest in our online offering or who have certain characteristics (e.g. interests in certain topics or products, which are determined on the basis of the websites visited) that we transmit to Google (so-called "remarketing" and "Google Analytics Audiences"). With the help of the remarketing audiences, we also want to ensure that our advertisements correspond to the potential interest of the users.

10.8 Google Tag Manager

Google Tag Manager is a solution which enables us to manage website tags via an interface (and thus integrate Google Analytics and other Google marketing services into our online offering, for example). The Tag Manager itself (which implements the tags) does not process any personal data of the users. With regard to the processing of users' personal data, reference is made to the following information on Google services: [Acceptable Use Policy](#).

10.9 Google Ads and Conversion Measurement

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offering within the meaning of Art. 6 (1) lit. f GDPR), we use the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google is certified under the [Privacy Shield Agreement](#) and thereby offers a guarantee of compliance with European data protection law.

We use the online marketing process Google Ads to place advertisements in the Google advertising network (such as in search results, in videos, on websites, etc.) so that they are displayed to users who have a presumed interest in the advertisements. This allows us to display adverts for and within our online offering in a more targeted manner in order to only present users with adverts that potentially correspond to their interests. If, for example, a user is shown advertisements for products for which he/she has been interested in other online offerings, this is referred to as "remarketing". For these purposes, when our website and other websites on which the Google advertising network is active are accessed, a code is executed directly by Google and so-called (re)marketing tags (invisible graphics or codes, also referred to as "web beacons") are integrated into the website. With their help, an individual cookie, i.e. a small file, is stored on the user's device (comparable technologies can also be used instead of cookies). This file indicates which websites the user visits, which content they are interested in and which offers the user has clicked on, as well as technical information on the browser and operating system, referring websites, visiting time and further information on the use of the online offer.

In addition, we receive an individual "conversion cookie". The information collected using the cookie helps Google to create conversion statistics for us. However, we only find out the total anonymous number of users who clicked on our ad and were forwarded to a page with a conversion tracking tag. We do not, however, receive any information with which users can be personally identified.

User data is processed pseudonymously as part of the Google advertising network. This means, for example, that Google does not store and process the user's name or e-mail address, but rather

processes the relevant cookie-related data within pseudonymous user profiles. From Google's point of view, this means that the advertisements are not managed and displayed for a specifically identified person, but for the cookie holder, regardless of who this cookie holder is. This does not apply if a user has expressly allowed Google to process the data without this pseudonymisation. The information collected about the users is transmitted to Google and stored on the Google servers in the USA.

Further information on data use by Google, setting and opt-out options, can be found in Google's [privacy policy](#) and in the settings for the display of [advertising overlays](#) by Google.

10.10 Google DoubleClick

On the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offering within the meaning of Article 6 (1) (f) GDPR), we use the services of Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

Google is certified under the [Privacy Shield Agreement](#) and thereby offers a guarantee of compliance with European data protection law. We use the online marketing process Google DoubleClick to place advertisements in the Google advertising network (for example in search results, in videos, on websites, etc.). DoubleClick is characterised by the fact that adverts are displayed in real time based on presumed user interests. This allows us to display adverts for and within our online offering in a more targeted manner in order to only present users with adverts that potentially correspond to their interests. If, for example, a user is shown ads for products that they have been interested in on other online offerings, this is referred to as remarketing. For these purposes, when our website and other websites on which the Google advertising network is active are accessed, a code is executed directly by Google and so-called (re)marketing tags (invisible graphics or code, also referred to as "web beacons") are integrated into the website. With their help, an individual cookie is stored on the user's device (comparable technologies can also be used instead of cookies). This file indicates which websites the user visits, which content they are interested in and which offers the user has clicked on, as well as technical information on the browser and operating system, referring websites, visiting time and further information on the use of the online offer. The IP address of the users is also recorded, whereby this is shortened within member states of the European Union or in other contracting states of the Agreement on the European Economic Area and is only transferred entirely to a Google server in the USA and shortened there in exceptional cases. The aforementioned information can also be combined by Google with such information from other sources. If the user subsequently visits other websites, adverts tailored to them can be displayed according to their presumed interests, based on their user profile.

User data is processed pseudonymously as part of the Google advertising network. This means that Google does not store and process the user's name or e-mail address, for example, but rather the relevant cookie-related data within pseudonymous user profiles. This means that, from Google's point of view, the advertisements are not managed and displayed for a specifically identified person, but for the cookie owner, regardless of who this cookie owner is. This does not apply if a user has expressly allowed Google to process the data without this pseudonymisation. The information collected by Google Marketing Services about the users is transmitted to Google and stored on the Google servers in the USA.

Further information on data use by Google, setting and opt-out options, can be found in Google's [privacy policy](#) and in the settings for the display of [advertising overlays](#) by Google.

11. HOW IS MY DATA PROTECTED ON LISTA'S SOCIAL MEDIA CHANNELS?

11.1 YouTube

We integrate the videos of the "YouTube" platform from the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, or Google Ireland Limited, Gordon House, Barrow Street Dublin 4, Ireland.

When you visit one of our pages equipped with a YouTube plugin, a connection to YouTube's servers is established. The YouTube server is informed which of our pages you have visited. If you are logged into your YouTube account, this allows YouTube to directly assign your surfing behaviour to your personal profile. You can prevent this by logging out of your YouTube account.

Google's privacy policy

Further information on how user data is handled can be found in YouTube's [privacy policy](#).

Basic principles

YouTube is used in the interest of an appealing presentation of our online offerings. This constitutes a legitimate interest within the meaning of Article 6 (1) lit. f GDPR.

Objection to data collection

You can prevent Google from collecting your data by clicking on the [link](#) and opting out accordingly.

11.2 How do we use social plugins?

Our websites use social plugins, e.g. from Facebook, Instagram, etc. The plugins are marked with the provider's logo and can be like buttons, for example.

If you visit our websites that contain such a plugin, your browser establishes a direct connection with the provider's computers. The content of the plugin is transmitted directly to your browser by the website offering the service and integrated into the website by the browser. By integrating the plugins, the provider receives the information that you have accessed our website. If you are logged into the provider at the same time, the provider can assign the visit to your profile. If you interact with the plugins – for example, press the "Like" button or submit a comment – your browser transmits the corresponding information directly to the provider and saves it there.

If you do not want the provider to collect data about you via our website, you must log out of the provider before visiting our website. Even when logged out, the providers collect anonymised data via the social plugins and set a cookie for you. This data can be assigned to your profile if you log in to the provider at a later time.

If a login is offered via a social login service – for example Facebook Connect – data is exchanged between the provider and our website. With Facebook Connect, this can be data from your public Facebook profile. By using Login Services, you agree to the data transfer.

The purpose and scope of the data collection and the further processing of your data by the Provider, as well as your rights in this regard and setting options for the protection of your privacy, can be found in the Provider's data protection information. If you do not want the providers to collect data about you via these cookies, you can select the function "Block third-party cookies" in your browser settings. In this case, the browser does not send cookies to the server for embedded content from other providers. With this setting, other functions of our website may no longer work.

11.3 Facebook

We use Facebook pages, Facebook groups and Facebook social plugins from the social network facebook.com, which is operated by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

The pages, groups and plugins can display interaction elements or content (such as videos, graphics or text contributions) to you and can be recognised by one of the Facebook logos (white "f" on a blue tile, the terms "Like", "Gefällt mir" or a "thumbs up sign") or are marked with the addition "Facebook social plugin". You can view the [list and the appearance](#) of the Facebook social plugins. If you access a function of our online offering that contains such a plugin, your device establishes a connection with the Facebook servers. Facebook transmits the content of the plugin directly to your device and integrates it into the online offering. Usage profiles can be created for you from the processed data. We have no influence on the scope of data that Facebook collects with the help of this plugin and therefore inform users according

to our level of knowledge. By integrating the plugins, Facebook receives the information that you have accessed the corresponding page of our online offering. If you are logged into Facebook, Facebook can assign the visit to your Facebook account. If you interact with the plugins, for example by pressing the Like button or making a comment, the corresponding information is transmitted directly from your device to Facebook and stored there. If you are not a member of Facebook, it is still possible for Facebook to find out and store your IP address. According to Facebook, only an anonymised IP address is stored in Europe.

Facebook's privacy policy

You can find out the purpose and scope of data collection and the further processing and use of the data by Facebook, as well as the related rights and setting options for protecting the privacy of users, in Facebook's [privacy policy](#).

Basic principles

The use of Facebook pages, groups and social plugins takes place in the interest of an appealing presentation of our online offerings and to make it easy to find the locations specified by us on the website as well as the use of the data for marketing and targeting purposes. This constitutes a legitimate interest within the meaning of Article 6 (1) lit. f GDPR.

EU-US Privacy Shield

Facebook is certified under the [Privacy Shield Agreement](#) and thus offers a guarantee of compliance with European data protection law.

Joint processing of personal data

The joint processing of [personal](#) data takes place on the basis of an agreement on the joint processing of personal data.

Objection to data collection

If you are a Facebook member and do not want Facebook to collect data about you via our online offering and link it to your membership data stored by Facebook, you must log out of Facebook and delete your cookies before using our online offering. Further settings and opt-outs regarding the use of data for advertising purposes are possible [within the Facebook profile settings](#) via the [US page aboutads.info](#) or the [EU page youronlinechoices.com](#). The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices.

11.4 Instagram

Functions and content of the Instagram service, offered by Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA, can be integrated into our online offering. This may include content such as images, videos or texts and buttons with which you can express your liking for content, subscribe to the authors of the content or our posts. If you are a member of the Instagram platform, Instagram can assign the access to the above-mentioned content and functions to your profile.

Instagram privacy policy

More information on how user data is handled on Instagram can be found in Instagram's [privacy policy](#).

Basic principles

Instagram is used in the interest of an appealing presentation of our online offerings and to make it easy to find the places we have specified on the website. This constitutes a legitimate interest within the meaning of Article 6 (1) lit. f GDPR.

11.5 LinkedIn

Within our online offering, functions and content of the LinkedIn service, offered by LinkedIn Ireland Unlimited Company, Wilton Place, Dublin 2, Ireland, may become available. This may include content such as images, videos or texts and buttons with which you can express your liking for content, subscribe to the authors of the content or our posts. If you are a member of the LinkedIn platform, LinkedIn can

assign the access to the above-mentioned content and functions to your profile. We can also integrate scripts and measures that allow us to use marketing and statistical functions on LinkedIn.

Basic principles

The LinkedIn functions are used in the interest of an appealing presentation of our online offerings and to make it easy to find the locations specified by us on the website, as well as to use the data for marketing and targeting purposes. This constitutes a legitimate interest within the meaning of Article 6 (1) lit. f GDPR.

LinkedIn privacy policy

More information on how LinkedIn handles user data can be found in LinkedIn's [privacy policy](#).

EU-US Privacy Shield

LinkedIn is certified under [the Privacy Shield Agreement](#) and thus offers a guarantee of compliance with European data protection law.

Objection to data collection

[LinkedIn data collection opt-out](#).