

PRIVACY POLICY PSW GROUP GMBH

This privacy policy is a translation of the German version. In the event of discrepancies, the German version shall prevail.

CONTENT

Since the beginning of this century, our name and our services have stood for security and confidentiality. The protection of your personal data is important to us, and your trust is our most valuable asset.

Our services are intended for persons over the age of 16. If you are under this age, please contact us before using our services.

In order to fulfill our duty to provide information, we are making our detailed privacy policy available to you. If you still have questions about data processing or this policy, please do not hesitate to contact us.

Your PSW GROUP team

I. General information about the use of your data

1. Who are we and how can you reach us?

We,

PSW GROUP GmbH

Flemingstraße 20-22

36041 Fulda, Germany

Email: info@psw-group.de

Phone: +49 (0)661 480 276 10

are responsible for protecting your personal data. If you have any questions about data processing, your rights, or the privacy policy, please contact our data protection officer David Gabel and our data protection team at datenschutz@psw.de.

1.1 Scope

This privacy policy applies to the following websites:

psw-group.de

hpkp-faq.de

ssl-zertifikate.de

ev-zertifikate.de

pdf-signing.de

1.2 Encryption

For security reasons and to protect the transmission of personal data and other confidential content (e.g., inquiries via our contact form), this website uses transport encryption (TLS/SSL). You can recognize an encrypted connection by the string “https://” and the lock symbol in your browser address bar.

1.3 How we use your data

We take the protection of your personal data very seriously. Data is only collected in our order and contact forms to the extent that is technically necessary. Under no circumstances would we sell your data or misuse it for other purposes.

We do not pass on your personal data to third parties unless it is necessary for the fulfillment of the contract (e.g., certification bodies) or we have your express consent. We ensure that our partners act in accordance with data protection regulations and comply with German and European requirements. To this end, we have concluded data processing agreements or, if necessary, standard data protection clauses if the company is based outside the EU or is not a safe third country.

2. Data collection when visiting our website

2.1 Log files

Below, we provide information about what data is collected when you visit our website, for what purposes it is processed, the legal basis for data processing, what options you have to control the collection and processing of data yourself, and when the data is deleted.

Data collected:

- Our visited website
- Date and time of access
- Amount of data sent in bytes
- Source/reference from where you accessed our site
- Browser used
- Operating system used
- IP address used

When you access our website, we automatically collect technical information that is necessary for the operation and security of the website. This includes, among other things, the URL you accessed, the date and time of your access, the amount of data transferred, the source or reference page from which you accessed our website, the browser type and version used, the operating system of your device, and your IP address.

Purposes of data processing:

The temporary storage of this data is necessary to ensure that our website is transmitted correctly to your computer. Furthermore, this data is necessary to ensure the functionality of our website and to continuously improve it. This information also helps us to perform statistical evaluations of the use of our website, to identify unauthorized access, and to protect the security of our information technology systems.

Legal basis:

The processing of this technical data is based on our legitimate interests pursuant to Art. 6 (1) lit. f GDPR. Our legitimate interest lies in ensuring the proper functioning and security of our website and in rectifying any technical malfunctions.

Storage period and control options:

The collected data will be deleted as soon as it is no longer required for the above-mentioned purposes. As a rule, log files are deleted after seven days at the latest, unless there are legal retention obligations or legal or technical checks are still required.

3. Data processing when contacting us

3.1 contact

Data collected:

When you communicate with us via a contact form on our website or by email, we collect the information you provide, which usually includes your name, email address, and the content of your message. This data is required to process your request. The transmission of your data via the contact form is encrypted, and you have the option of using additional security measures such as S/MIME or PGP for email communications.

Purposes of data processing:

The data collected is used exclusively for the purpose of processing your request, enabling the necessary communication, and performing technical administration. We use the information to respond to your questions or concerns and to ensure that your request is processed efficiently.

Legal basis:

Your personal data is processed on the basis of our legitimate interest pursuant to Art. 6 (1) (f) GDPR in processing your request. If the purpose of the contact is to conclude a contract, data processing is also carried out on the basis of Art. 6 (1) (b) GDPR.

Storage period:

The data you provide will be deleted as soon as your request has been fully processed and there are no longer any legal retention obligations. If the matter relates to ongoing correspondence or a contract, the data will be stored in accordance with the statutory retention periods.

3.2 newsletter

Data collected:

When you subscribe to our newsletter, we collect your email address and any voluntary information you provide to personalize the newsletter. In addition, usage data such as open and click rates are collected to evaluate the effectiveness of the newsletter. We use the email delivery service provided by rapidmail GmbH

Wentzingerstraße 21 79106 Freiburg i. Breisgau, Germany, to send the newsletter. This service also stores data about the sending and receiving of the newsletter.

We have concluded a data processing agreement with rapidmail GmbH.

Purpose of data processing:

Your data is processed for the purpose of sending you our newsletter, which provides you with information and offers. We also use the collected usage data to improve the quality of the newsletter and prevent possible misuse. The collected usage data allows us to determine who opened our newsletter, at what time, with which email client, or which link to which article was clicked. This allows us to understand which topics interest you so that we can tailor our selection of topics to your needs and interests. No profiling or similar activities take place. When you register for the newsletter, we store your IP address and the date and time of registration in order to be able to trace any possible misuse of your email address at a later date.

Legal basis:

The newsletter is sent on the basis of your consent in accordance with Art. 6 (1) (a) GDPR, which you gave as part of the double opt-in procedure. This procedure requires you to click on a confirmation link in an email after registering to receive the newsletter.

Storage period:

Your email address will be stored for as long as you subscribe to the newsletter. You can unsubscribe from our newsletter at any time by using the unsubscribe link in the email or by contacting us directly. After unsubscribing, your email address will be deleted immediately, unless there is a legal obligation to retain it or you have given other consent for the use of your data.

Further information on data protection at RapidMail can be found at:
<https://www.rapidmail.de/datenschutz>

3.3 Comment function

Data collected:

When you leave comments on our blog, we collect the data you enter, which usually includes your comment text, your name or alias, and your email address. Your email address will not be published.

Purposes of data processing:

The data you provide will be used to display your comment on our blog. We also use this information to prevent abuse and spam and to ensure the integrity of the comment function.

Legal basis:

Your data is processed on the basis of your consent in accordance with Art. 6 (1) (a) GDPR, as by posting a comment you expressly agree to your data being published and processed.

Storage period:

Comments are stored indefinitely to ensure the visibility and continuity of the discussion on our blog. At your request, we can delete comments, provided that there are no legal requirements or legal obligations to the contrary. You can either use the “delete function” or contact us directly to request deletion.

3.4 Webinar with follow-up mailing

Data collected:

We collect and process the personal data you provide when registering for our webinars, in particular your first name, surname and email address. We require this information to enable you to participate in the webinar and to send you organisational or content-related information regarding the event.

In addition, further voluntary information may be requested as part of the webinar registration process, for example regarding your industry, your professional role, your field of activity, your company or similar information. The specific optional information requested may vary depending on the topic, content or cooperation partner of the respective webinar.

Purposes of data processing:

Data is processed for the purpose of organising and conducting the webinar, in particular to provide access details, to run the event and to carry out a one-off follow-up. This also includes sending an email after the webinar containing further information, materials discussed or additional notes. The follow-up is an integral part of the webinar service.

Furthermore, we use the information provided voluntarily to better tailor the content of our webinars to relevant target groups, to improve the relevance of future events, and to make our information and marketing offerings more tailored to your interests. The provision of this additional information is voluntary and not a prerequisite for participation in the webinar.

Sending a follow-up email: To send the follow-up email, we use the email delivery service of the certified service provider:

rapidmail GmbH

Wentzingerstraße 21

79106 Freiburg i. Breisgau

RapidMail acts exclusively on our instructions within the scope of order processing in accordance with Art. 28 GDPR. RapidMail does not pass on your data to third parties.

Legal basis:

The legal basis for processing your data in connection with your participation in the webinar and follow-up activities is Art. 6 (1) (b) GDPR. Data processing is necessary for the performance of the contractual relationship with you.

Where you provide additional voluntary information, for example regarding your industry, your professional role, your area of responsibility or your company, this data will be processed on the basis of our legitimate interest in accordance with Article 6(1)(f) of the GDPR. Our legitimate interest lies in further developing and optimising our webinars, content, and information and marketing materials to suit the needs of our target audience.

Storage period:

Your data will only be stored for as long as is necessary for the implementation and follow-up of the webinar. After that, the data will be deleted, provided that there are no legal retention obligations to the contrary.

4. EHI and Trusted Shops

Data collected:

Our website incorporates functions provided by Trusted Shops GmbH, Subbelrather Straße 15c, 50823 Cologne, Germany, and—if you use the EHI seal on our site—by EHI Retail Institute GmbH, Spichernstraße 55, 50672 Cologne, Germany. When you visit the page displaying the seal, technical data is automatically transmitted to the servers of the respective provider. This includes:

- IP address of the accessing device,
- date and time of access,
- referrer URL (the previously visited page),
- Information about the browser and operating system used.

In addition, if you register for buyer protection or submit a review, additional personal data such as order information (e.g., order number, purchase amount, item details) and your email address may be transmitted to the respective provider.

Purpose of data processing:

The data is processed in order to correctly display the respective seal of approval (Trusted Shops or EHI) and to provide the associated services, such as buyer protection or rating functions. The aim is to increase customer confidence in the security of online orders and to promote transparency regarding the quality of our offering through ratings.

Legal basis:

The seal is integrated on the basis of Art. 6 (1) lit. f GDPR. Our legitimate interest lies in displaying seals of approval and providing review services to build trust in online orders. If you actively make use of buyer protection or submit a review, Art. 6 (1) lit. b GDPR (performance of a contract) also applies.

Storage period:

The data will be deleted as soon as it is no longer required for the provision of the respective service. In the event of buyer protection being used, data may be stored within the framework of the statutory retention periods. Users have the option of controlling the processing of their data in their customer account with Trusted Shops or EHI. Your reviews will be stored for the period during which the review is displayed on our website and in the EHI system. After this period has expired, the data will be deleted unless there are legal retention obligations or other reasons for longer storage.

Further information on data protection at EHI can be found at: www.ehi-siegel.de/datenschutz

Further information on data protection at Trusted Shops can be found at: www.trustedshops.de/impressum

5. Stripe

Data collected:

When you make payments via our online store, your payment details, such as credit card information or bank account details, are transmitted to Stripe. Stripe processes this data to process payment transactions.

Purposes of data processing:

Your payment data is transmitted to Stripe in order to process payment transactions and ensure secure payment processing. Stripe processes your data in accordance with the highest security standards in order to prevent fraud and abuse and to optimize payment processes.

Legal basis:

Your payment data is transferred to Stripe on the basis of Art. 6 (1) (b) GDPR, as processing is necessary for the performance of a contract between you and us, and on the basis of Art. 6 (1) (f) GDPR, in order to ensure secure and efficient payment processing.

Storage period:

Your payment data is stored and processed in accordance with Stripe's privacy policy. Details on the storage period and security measures can be found in Stripe's privacy policy at the following link: <https://stripe.com/de/privacy>.

For the US, there is an adequacy decision by the EU Commission, the Trans-Atlantic Data Privacy Framework (TADPF). Stripe has certified itself under the TADPF and is therefore committed to complying with European data protection principles. Details can be found here: <https://stripe.com/de/privacy> and <https://stripe.com/de/guides/general-data-protection-regulation>.

6. General information about cookies and targeting technologies

Data collected:

When you visit our websites, cookies are set. These are small data sets or pieces of information that are stored on your device. Cookies usually contain a characteristic string of characters, known as a cookie ID, which can be used to identify your browser when you visit our websites again.

In addition, we use so-called tags, which are small code elements that help us measure the behavior of our users and the success of advertising activities.

Depending on the type of cookies or tags, different data is collected and processed anonymously or pseudonymously.

We use both our own cookies and cookies from other providers (third-party cookies).

Information about the cookies used can be found in our cookie policy at www.psw-group.de/datenschutz/cookie-richtlinie.

Purposes of data processing:

Technically necessary cookies enable the technical functioning of the website. Some functions of our websites cannot be offered without the use of cookies.

Functionality cookies serve to make our websites more user-friendly and to ensure certain functionalities.

Analysis cookies and tags enable us to generate overall statistics, e.g. on the number of visits, which areas of the websites are viewed most frequently, and information about locations and the average length of time spent on the websites. This enables us to improve the quality of our websites and their content.

Legal basis:

We use technically necessary cookies and functionality cookies on the basis of legitimate interests (Art. 6 (1) f GDPR). Our legitimate interest lies in ensuring the functioning of our websites and their optimal usability.

We use analysis cookies, tags, and retargeting technologies on the basis of legitimate interests (Art. 6 (1) f GDPR, Recital 47). Our legitimate interest lies in tailoring our websites optimally to the interests of our customers.

Third-party cookies are only used with your express consent, in accordance with Art. 6 (1) a GDPR. See section 5.1 of this statement.

Storage duration and control options:

Some of the cookies we use are automatically deleted when you close your browser (so-called session cookies), while others remain on your device for a defined period of time and enable us to recognize your browser (so-called persistent cookies).

You have full control over the use of cookies and can delete cookies in your browser, completely deactivate the storage of cookies, or selectively accept certain cookies. Please use the help functions of your browser to find out how you can change these settings. This may limit the functionality of our websites.

6.1 Third-party cookie and tracking technologies used

consentmanager

Data collected:

We use the consent management tool “consentmanager” from consentmanager AB, Håltegelvägen 1b, 72348 Västerås, Sweden, on our website. This tool is used to store and manage information about the consents you have given or refused. This includes, among other things, your IP address in abbreviated form, information about your browser type and operating system, the time and scope of the consent given, and a randomly generated key that can be used to assign your consent status to a specific browser session.

Purposes of data processing:

The processing is carried out in order to document your cookie preferences in a legally compliant manner, to automatically take your decisions into account during subsequent visits, and to fulfill the legal obligations under the GDPR.

Legal basis:

Art. 6 (1) (c) GDPR (legal obligation to comply with accountability requirements) and Art. 6 (1) (f) GDPR (legitimate interest in providing consent management in accordance with the law).

Storage period and control options:

The information relating to your consent will be stored for a period of three years and then automatically deleted. You can change or revoke your consent at any time by calling up the cookie banner again.

Further information can be found in the consentmanager privacy policy at the following link:

<https://www.consentmanager.net/privacy/>

<https://www.consentmanager.de/datenschutz/>

Live-Chat**Data collected:**

We use a live chat system from 3CX to respond to live inquiries. The chat name you provide and your chat content are collected as data and stored for the duration of the chat. This data, including the chat and the chat name provided, is stored exclusively on our servers. Cookies are used to support the chat function.

Purpose of data processing:

Data processing is carried out exclusively for the purpose of responding to your request, as well as for establishing contact and the associated technical administration.

Legal basis:

The data is processed on the basis of our legitimate interest in responding to your request in accordance with Art. 6 (1) lit. f GDPR. If your contact is aimed at concluding a contract, Art. 6 (1) lit. b GDPR is also the legal basis.

Storage period:

The chat and your chat name will be automatically deleted from our servers after 10 days at the latest.

Captcha.eu**Data collected:**

To protect our online forms and input masks from misuse, we use the captcha.eu service provided by captcha GmbH, from Muthgasse 2 in 1190 Vienna, Austria. When using the captcha.eu function, technical information is collected and processed that is necessary to check whether an entry originates from a human or an automated system (so-called bots). This includes in particular:

- the abbreviated IP address of the requesting end device,
- information about the browser used (e.g., version, language settings),
- information about the operating system,
- date and time of access,
- referrer URL (the page from which you accessed the page in question),
- the characters you entered in the captcha.
- Purposes of data processing:

This data is processed solely to ensure that entries in forms are made by natural persons, to prevent spam and automated attacks, and to ensure the security and stability of our systems.

Legal basis:

The legal basis is Art. 6 (1) lit. f GDPR. Our legitimate interest lies in protecting the functionality and integrity of our website and effectively defending against attacks and misuse.

Storage period and control options:

The data collected will only be stored for as long as is necessary to achieve the above-mentioned purposes. In individual cases, data may be stored for longer if security-related events need to be investigated or prevented. You have the option of restricting the use of certain cookies by adjusting your browser settings accordingly; however, this may result in the captcha function no longer working properly.

Further information:

Further information on data protection at captcha.eu can be found in the provider's privacy policy: <https://www.captcha.eu/de/datenschutz/>

Elementor**Data collected:**

We use the website builder “Elementor” from Elementor Ltd., Tuval St 40, Ramat Gan, 5252247, Israel, to design and display our website. By using this tool, data can be processed that is necessary to provide a stable, functional, and visually appealing website. This includes, in particular:

- Technical information about the device used (e.g., device type, operating system, screen resolution)
- Information about the browser used (e.g., version, language settings)
- IP address of the accessing device,
- date and time of access,
- usage data, such as pages accessed, navigation paths, and length of stay,
- any cookies set that serve to store display and configuration settings.

Purpose of data processing:

The processing of this data serves to ensure the functionality of the website, to optimize loading speed, and to ensure a user-friendly and consistent display of content on different devices and browsers.

Legal basis:

The legal basis for the use of Elementor is Art. 6 (1) lit. f GDPR. Our legitimate interest is to provide a technically error-free, user-friendly, and visually appealing website. Since the provider is based in Israel, data is transferred to a third country. For Israel, there is an adequacy decision by the European Commission pursuant to Art. 45 GDPR, which confirms an adequate level of data protection.

Storage period and control options:

The data collected in connection with the use of Elementor will be deleted as soon as it is no longer required to achieve the aforementioned purposes. You can prevent the storage of cookies or delete them by configuring your browser. In this case, however, there may be restrictions on the display quality or functionality of our website.

Further information:

Details on how Elementor handles personal data can be found in the provider's privacy policy: <https://elementor.com/about/privacy/>

WordPress**Data collected:**

For certain websites, we use the open-source content management system “WordPress” and various plugins. Plugins are function-related extensions of the “WordPress” software. The use of these plugins may involve the processing of personal data, such as the anonymized IP address of your connection. In some cases, third-party cookie and tracking technologies are used. In this case, the principles described in section 2 apply without restriction.

Purposes of data processing:

We use plugins for the following purposes in particular:

- To protect against abusive comments (“spam”)
- To find broken links
- To improve the loading speed of our mobile websites
- If plugins are used for third-party cookie and tracking technologies, the use described in section 5 applies.

Legal basis:

We use WordPress and the respective plugins on the basis of our legitimate interest. This interest lies in achieving the purposes described above. Third-party cookie and tracking technologies within the scope of a plugin are only used if you have consented to this.

Storage period and control options:

We store your data for as long as we need it for the specific processing purpose.

Webanalyse mit Matomo

Data collected:

We use the open-source tool Matomo on our own servers for web analysis in order to offer our users the best possible service. To this end, we evaluate the use of the respective pages and functions and derive improvements to the functionality of our services in order to make them easier to use, more valuable, and more user-friendly. We operate Matomo without cookies.

Purpose of data processing:

The data is further processed to analyze user behavior and evaluate the use of individual components of the website. The aim is to continuously optimize the website and its user-friendliness.

Legal basis:

The legal basis for data processing using Matomo is Art. 6 (1) (f) GDPR, our legitimate interest in website analysis. The data is never used to personally identify the user of the website and is not merged with other data to create a profile.

Storage period:

The data is deleted when it is no longer needed for our purposes.

Further information on data protection at Matomo can be found in Matomo's privacy policy at: <https://matomo.org/privacy-policy/>

Google Ads Conversion Tracking (ehemals Google AdWords)**Data collected:**

We use Google Ads Conversion Tracking. This technology sets cookies when you interact with one of our ads, e.g., by clicking on it. The cookies are used to analyze what happens after you interact with an advertisement, e.g., whether you purchased our product, accessed the website from a mobile phone, downloaded our app, or signed up for a newsletter.

Purposes of data processing:

We use this technology to measure the success of our advertisements and thus improve our offerings.

Legal basis:

Google Ads Conversion Tracking is used if you have consented to the processing of your data. Your consent is obtained when you visit our websites via the cookie banner, in accordance with Art. 6 (1) (a) GDPR.

Storage period and control options:

The data collected via Google functions is stored and regularly deleted. You can prevent cookies from being stored by adjusting your browser settings accordingly. In addition, you can prevent Google from collecting and processing data by downloading and installing the browser add-on available at the following link. You can object to the storage of cookies and the associated data processing by deactivating personalized advertising via your advertising settings. You can deactivate the use of cookies by third-party providers via the deactivation website of the Network Advertising Initiative. This may limit the functionality of our websites. For more information, please refer to Google's privacy policy.

Google Tag Manager**Data collected:**

We also use Google Tag Manager, which is also provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Tag Manager itself does not set any cookies and does not process any personal data of website visitors. Rather, it enables us to integrate and control other tools such as Google Ads or Google Analytics via a central interface.

Purposes of data processing:

Google Tag Manager is used for the efficient management of website tags. This allows us to control which tracking and analysis tools are active on our website and to flexibly link the integration of services to the consents you have given.

Legal basis:

Since Tag Manager itself does not process any personal data, the legal basis arises indirectly from the tools integrated in each case. These are activated exclusively with your consent in accordance with Art. 6 (1) (a) GDPR.

Storage duration and control options:

Google Tag Manager does not store any data itself. The duration of storage depends on the integrated services (e.g., Google Ads), which we refer to separately in our privacy policy.

Further information:

The terms of use for Google Tag Manager can be found here:
<https://www.google.com/intl/de/tagmanager/use-policy.html>

Meta**Data collected:**

We use Facebook Pixel on our website, a service provided by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. This tool allows us to track how users interact with our website after clicking on one of our ads on Facebook or within the Meta advertising network.

When using the Facebook pixel, the following data in particular may be collected and processed:

- IP address of the end device (in anonymized form),
- Information about browser type, browser version, and operating system,
- Referrer URL (the previously visited page),
- Date and time of the page view,
- User actions on our website (e.g., visits to certain pages, clicks on buttons, orders, newsletter registrations),
- Meta-specific identifiers that enable users to be recognized in Meta's advertising network.

This data may be linked by Meta to your Facebook or Instagram account if you are logged in there.

Purpose of data processing:

The processing serves to analyze the effectiveness of our advertisements, optimize our marketing strategies, and display targeted advertising to users who have already shown interest in our offers ("retargeting"). In addition, the use of the Facebook pixel enables us to form so-called "custom audiences" in order to tailor advertising measures to specific user groups.

Legal basis:

The Facebook pixel is used exclusively on the basis of your express consent in accordance with Art. 6 (1) (a) GDPR, which you give via our cookie banner. Without this consent, Meta will not process your data on our website.

Storage period and control options:

The data collected by the Facebook pixel is usually anonymized after 90 days. You can revoke your consent at any time via the cookie settings on our website. In addition, you can control the use of your data in your Facebook account settings or deactivate personalized advertising at the following link: <https://www.facebook.com/settings?tab=ads>.

Further information:

Detailed information on data processing by Meta and your rights can be found in Meta's privacy policy: <https://www.facebook.com/privacy/policy/>

LinkedIn Insights Tag und Conversion Tracking**Data collected:**

We use the "LinkedIn Insight Tag" on our website, an analysis tool provided by LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland. This tool places a cookie in the visitor's browser, which can be used to collect and process various data. This includes, in particular:

- IP address,
- Timestamp,
- Page activity,
- Demographic data from LinkedIn, if the user is an active LinkedIn member.

This technology enables us to generate reports on the performance of our advertisements and information on website interaction. You can prevent LinkedIn from collecting data by activating the opt-out for LinkedIn on the following page:

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

Purposes of data processing:

The data is processed to analyze the use of our website, create reports on the effectiveness of our LinkedIn ads, and optimize our marketing activities.

Legal basis:

The legal basis for processing is your consent pursuant to Art. 6 (1) (a) GDPR, which you give via our cookie banner. The LinkedIn Insight Tag will not be used without your consent.

Storage period and control options:

The data collected by the Insight Tag will be deleted after 180 days at the latest. You can control or prevent the processing of your data at any time:

- Opt-out option: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>

You can also adjust your preferences for the use of your data for advertising purposes in your LinkedIn profile settings.

Further information:

LinkedIn's privacy policy can be found here: <https://www.linkedin.com/legal/privacy-policy>

Bing Universal Event Tracking**Data collected:**

We use the Microsoft Advertising service (formerly Bing Ads) on our website, provided by Microsoft Ireland Operations Ltd., One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, Ireland. This service enables us to track so-called “conversions,” i.e., to track what actions users take after clicking on one of our ads.

When using Microsoft Advertising, the following data in particular may be collected:

- IP address of the end device (in anonymized form),
- date and time of the click on an ad,
- referrer URL (the previously visited website),
- information about the browser and operating system used,
- Location data (if enabled by the device),
- The subpages visited on our website,
- Actions performed (e.g., purchase, newsletter registration, file download).

To do this, Microsoft places cookies on your device. These cookies are not used to personally identify individual users, but only to analyze user behavior in connection with our ads.

Purpose of data processing:

The processing serves to monitor the success and optimize our advertising campaigns. With the help of Microsoft Advertising, we can track which ads and search terms have led to a purchase or other desired action. On this basis, we can improve our marketing strategies and provide you with more relevant offers.

Legal basis:

The legal basis is your consent in accordance with Art. 6 (1) (a) GDPR, which you give via our cookie banner. Microsoft Advertising will not be used without your consent.

Storage period and control options:

The cookies set by Microsoft usually have a storage period of up to 180 days. You can prevent cookies from being stored at any time by adjusting your browser settings accordingly. You also have the option of deactivating cross-device tracking or opting out:

- Opt-out option: <http://choice.microsoft.com/de-de/opt-out>

Please note that deactivation may limit the functionality of our website.

For more information about Bing's analytics services, please visit the Bing Ads website. For more information about data protection at Microsoft and Bing, please refer to Microsoft's privacy policy.

7. Links to other websites

Our website may contain links to other websites. We have no influence on the content and data protection practices of other websites. Please refer to the privacy policies of the respective providers.

8. Social Media

We are active on various social media networks and have provided external links to our profiles on our websites. You can find us on Facebook, X (Twitter), LinkedIn, Xing, YouTube, and Instagram.

If you do not click on the external links to our social media profiles, no data will be transferred in this direction. Only when you click on the link will the usual Internet usage data be transmitted to the respective platform and you will be redirected to the corresponding page. In this case, the privacy policies and terms and conditions of the individual providers must be observed.

We would like to point out that you use these services and functions at your own risk. This applies in particular to the use of interactive functions such as commenting, sharing, and rating.

The privacy policies of the individual platforms can be found in the following list:

- Facebook: de-de.facebook.com/privacy/policy/
- X (formerly Twitter): <https://x.com/de/privacy>
- LinkedIn: www.linkedin.com/legal/privacy-policy
- Xing: privacy.xing.com/de/datenschutzerklaerung
- Instagram: <https://privacycenter.instagram.com/policy>

8.1 YouTube

We use YouTube's "extended data protection mode" to embed videos. The service is operated by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. YouTube uses Google APIs and Google Gstatic to provide its services.

A cookie is only stored on your computer when you play the video. According to YouTube, no personal cookie information is stored for playback of embedded videos with enhanced data protection. Further information on YouTube's official privacy policy can be found here: http://www.youtube.com/t/privacy_at_youtube

Purpose of data processing:

We use this data to make the video available to you on our site.

Legal basis:

The legal basis for data processing is Art. 6 (1) a) GDPR. YouTube's services are only used when you click on the video.

Storage period:

The data is deleted as soon as the purpose for which it was collected has been fulfilled.

8.2 Content Delivery Network („CDN“) KeyCDN

On our website, we use a content delivery network ("CDN") provided by the technology service provider proinity LLC, Reichenauweg 1, 8272 Ermatingen, Switzerland ("KeyCDN"). A content delivery network is an online service that helps deliver large media files (such as graphics, page content, or scripts) through a network of regionally distributed servers connected via the internet. Using KeyCDN's content delivery network helps us optimize the loading speeds of our website.

Legal basis:

Processing is carried out in accordance with Art. 6 (1) f) GDPR on the basis of our legitimate interest in the secure and efficient provision and improvement of the stability and functionality of our website.

If you have enabled JavaScript in your browser and have not installed a JavaScript blocker, your browser may transmit personal data to KeyCDN. For more information, please refer to KeyCDN's privacy policy: <https://www.keycdn.com/privacy>

8.3 Zoom for webinars

We use the “Zoom” service from Zoom Video Communications, Inc., 55 Almaden Blvd. Suite 600, San Jose, CA 95113 USA, to conduct our webinars.

This involves the processing of participants' personal data such as name, email address, IP address, and, if applicable, video, audio, and chat data.

Zoom acts as a processor in accordance with Art. 28 GDPR.

Data processing may also take place in third countries (in particular the USA).

Appropriate safeguards apply in accordance with Art. 46 GDPR. Zoom is certified under the EU-U.S. Data Privacy Framework.

Further information on data processing by Zoom can be found at:

<https://explore.zoom.us/de/privacy/>

9. Rights of the data subject

What rights do you have and how can you exercise them?

9.1. Revocation of consent

You may revoke any consent you have given to the processing of your personal data at any time with effect for the future. Please note that revocation does not affect the legality of previous data processing and does not extend to data processing for which there is a legal basis and which may therefore be processed without your consent.

9.2 Other rights of data subjects

In addition, according to Articles 15 to 21 and 77 of the EU General Data Protection Regulation (GDPR), you have the following rights as a data subject if the legal requirements are met:

Information:

You may request at any time that we provide you with information about which of your personal data we process and how, and provide you with a copy of your stored personal data, Art. 15 GDPR.

Rectification:

You may request the rectification of inaccurate personal data and the completion of incomplete personal data, Art. 16 GDPR.

Deletion:

To delete your personal data: Please note that data which we require for the performance and processing of contracts and for the assertion, exercise, and defense of legal claims, as well as data for which there are statutory, regulatory, or contractual retention obligations, are excluded from deletion, Art. 17 GDPR.

Restriction of processing:

Under certain circumstances, you may request that processing be restricted, e.g., if you believe that your data is inaccurate, if the processing is unlawful, or if you have objected to the data processing. This means that your data may only be processed to a very limited extent without your consent, e.g., to assert, exercise, and defend legal claims or to protect the rights of other natural and legal persons, Art. 18 GDPR.

Objection to data processing:

You have the option to object to data processing for direct marketing purposes at any time. In addition, if there are special reasons, you can object at any time to data processing that is based on a legitimate interest, Art. 21 GDPR.

Data portability:

You have the right to receive the data you have provided to us and which we process on the basis of your consent or for the performance of a contract in a commonly used, machine-readable format and, within the limits of what is technically feasible, to request the direct transfer of this data to third parties, Art. 20 GDPR.

9.3 Contact details

You can exercise your rights via the following contact details:

Mr. David Gabel

Data Protection Officer

Am Bürgerl 1

92431 Neunburg vorm Wald, Germany

Email address: david.gabel@your-insider.com

9.4 Right to lodge a complaint with a supervisory authority

If, for example, you believe that our data processing is unlawful or that we have not granted the rights described above to the extent necessary, you have the right to lodge a complaint with the competent data protection supervisory authority.

10. Recruitment and human resources (applicant management)

10.1 Information for applicants

We are delighted that you would like to join our team. Please send your application to the email address below.

We have set up a separate mailbox for applications. You can reach it at

bewerbung@psw.de

This mailbox is excluded from email archiving. If you send your application to another address, we cannot prevent it from being stored.

If you would like us to consider you for other vacancies in our company and keep your application beyond the maximum retention period of 6 months, please give us your consent.

We assume that we may also respond to unencrypted application emails in unencrypted form. If you do not wish this, please indicate this in your application email.

11. Deletion of personal data

11.1 When will your data be deleted?

The duration of storage of personal data is determined by the respective statutory retention period, which are as follows:

We retain your orders and communications regarding your bookings for 6 years after the expiry of the contract in order to comply with commercial law requirements.

The invoices for your orders must be retained for 10 years for tax reasons.

Application documents are kept for a maximum of 6 months after receipt, unless you would like us to consider your application for future job vacancies.

After the expiry of this period, the relevant data is routinely deleted, provided that it is no longer required for the fulfillment of the contract or the initiation of a contract and/or we no longer have a legitimate interest in continuing to store it.

12. Changes

We regularly make changes to our privacy policy in order to remain compliant with legal regulations. Your rights to information, correction, deletion, and objection remain unaffected by such changes. Please always refer to the latest version of the update. [Version 4 / Status: 08/2026]