Sociomantic privacy policy
A. Privacy policy for the website www.sociomantic.de

In this privacy policy we inform you about the processing of personal data when using our website. Information on data processing in the context of our advertising technology can be found under the following link (Sociomantic Technology privacy notice).

You can print or store this privacy policy by using the standard functions of your browser. You can also download and archive a PDF file of this privacy policy by clicking here (PDF).

I. Controller

With regard to the data processing described in the following, the controller within the meaning of the EU General Data Protection Regulation (GDPR) is
dunnhumby Germany GmbH (formerly sociomantic labs GmbH)
Paul-Lincke-Ufer 39/40
10999 Berlin
dataprotection@sociomantic.com

II. Data protection officer

If you have any questions, you may contact our data protection officer at any time. This data protection officer can be contacted using the email address specified in Section I. and the postal address (please mark all correspondence with “FAO Sociomantic data protection officer”).

III. Data processing when you use our website

1. General use of the site. In principal you can visit our website www.sociomantic.de without telling us who you are. You can then only use the website to find out about our company and our products. In such cases, we only collect personal data if this is necessary for technical reasons for the use of our website. The following data is automatically recorded each time our website is accessed: the IP address of the device with which the page is retrieved; the date and time of access; the title of the website accessed and the title of the website from which the further content is retrieved (so-called referrer URL); technical information such as access status and, if applicable, error codes; technical information about the browser used and the operating system of the device used.

We use this data to enable you to retrieve our web content and to ensure the stability and security of our systems. The legal basis for this processing is Art. 6(1) Sentence 1(b) GDPR.

For the purposes described above, the data specified is also temporarily stored in internal log files in order to generate statistical data on the use of our website, to further develop our website with regard to
the usage habits of our visitors (e.g. if the proportion of mobile devices with which the pages are accessed increases) and for the general administrative maintenance of our website. This data processing is performed in order to safeguard our legitimate interests on the basis pursuant to Art. 6(1) Sentence 1(f) GDPR. The information stored in the log files does not allow sociomantic to process any direct conclusions about your person

2. Use of the contact form. We offer you the opportunity to send us messages directly by means of a contact form. This requires you to provide an email address where we can contact you. All other information is voluntary and helps us to classify and respond to your request.

We only process the data provided by you in order to respond to your enquiry. The legal basis for this data processing is pursuant to Art. 6(1) Sentence 1(b) GDPR.

3. Sociomantic newsletter. You have the opportunity to subscribe to our Sociomantic newsletter, which informs you regularly about innovations in our technologies and products, potential applications and news from the online advertising industry. You can unsubscribe from the newsletter at any time. A corresponding unsubscribe link can be found in every newsletter. It is also sufficient if you notify us using the contact details provided in Section I. or in the newsletter (e.g. by email or letter). The legal basis of the processing is pursuant to Art. 6(1) Sentence 1(a) GDPR.

In our newsletter we use market-standard technologies to allow us to measure reader interactions with the newsletter (e.g. opening of the email, which links are clicked on). We use this data in pseudonymous form for general statistical evaluations as well as to optimise and further develop our content and customer communication. You can prevent us from using your data in this way for advertising purposes at any time by unsubscribing from our newsletter. The data processing described here is performed in order to safeguard our legitimate interests; the legal basis is pursuant to Art. 6(1) Sentence 1(f) GDPR. With our newsletter, our aim is to share content that is as relevant as possible for our customers and to better understand what the readers are actually interested in. Since the evaluation merely uses pseudonymous data, there is no specific association between your newsletter interactions and your email address or other information about your person.

4. Map section (Google Maps). On our contact page we use Google Maps to visually display the address of our premises. Google Maps is a map service provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). In order for the Google map information we use to be integrated and displayed in your web browser, when you visit our contact page your web browser must connect to a Google server, which may also be located in the USA. In the event that personal data is transferred to the USA, Google has subjected itself to the EU-US Privacy Shield. When you visit the page, Google receives the information that the contact page of our website has been accessed from the IP address of your device. The legal basis for this data processing is pursuant to Art. 6(1) Sentence 1(f) GDPR, based on our legitimate interest in integrating a map service to help you contact us.
If you retrieve a map service from Google on our website and are simultaneously logged in to your Google profile, Google can link this event to your Google profile. If you do not want this information to be associated with your Google profile, you must log out of Google before visiting our contact page. Google stores your data and uses it for purposes of advertising, market research and the personalised display of Google Maps. You may object to this data collection by Google.

For further information, please refer to Google’s privacy policy and the additional terms of use for Google Maps/Google Earth.

5. Cookies and other usage analysis technologies. For some of the features on our website and for usage data analysis, we store so-called cookies on your device. A cookie is a small text file in which certain information is stored and which can be retrieved by the respective provider. We use cookies and comparable technologies to make our website more user-friendly and interesting and to adapt it to your needs. We use our own cookies (see a) below) as well as cookies from third parties (see b) below). The legal basis for the data processing described in the following is pursuant to Art. 6(1) Sentence 1(f) GDPR, based on our legitimate interest in advertising our services and analysing usage of our website in order to improve and further develop our content.

Appropriate precautions have been taken for all instances of data processing described below to ensure that you can prevent (i.e. opt out from) data collection. You can also set your browser so that, for example, it automatically rejects cookies from third parties or all cookies. We would like to point out that you may then not be able to use the full functionality of this website.

Below we list the purposes of the respective data processing as well as the categories of data processed for the individual functions and services used.

a) Our own cookies and technologies.

aa) Cookies for adapting the website and demand-oriented design. We use cookies to store your preferences on our website, such as language settings, or to technically implement the login function for accessing the secure customer area. If you use the corresponding function of your browser to delete these cookies, the saved settings will be lost.

bb) Cookies for online advertising purposes. We also use our own cookies and Sociomantic tags on our website to enable tailored advertising and what are known as targeting campaigns. With this technology and on the basis of cookies, users of our website who are interested in certain content are addressed again on other websites. Displaying the corresponding interest-based ads is made possible by recording and evaluating the usage of this website. The information collected about the use of this website (such as timestamp, pages visited, unique mobile device identifiers (e.g. advertising ID) or technical information about the browser) is stored in pseudonymous form only and anonymised 90 days after the last visit to a website on which Sociomantic Technology is used. For further information about data
protection in the context of Sociomantic’s tracking activities, please refer to: https://www.sociomantic.com/privacy/en/. If you no longer wish to be shown usage-based ads, please use the following link: Disable Sociomantic tracking. This will place an opt-out cookie preventing Sociomantic from recording your data in future on this or other websites. For mobile devices, please use one of the following opt-out options in your device’s system settings, in order to stop data from being collected for purposes of personalised advertising on that device:

iOS: In the system settings, go to “Privacy” and then tap on “Advertising”. Select the setting “Limit Ad Tracking”.

Android: In the settings menu, go to “Google” (in the “Users” area) and then “Ads”. Select the setting “Opt out of interest-based ads”.

b) Third-party cookies and technologies.

bb) Google Analytics. We also use Google Analytics, a service of Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”), to allow us to analyse and regularly improve the use of our website. In this context, Google collects information on our behalf about the browser, operating system, date and time of page accesses, the titles of the websites from which the content of our website was accessed (referrer URL), unique identifiers of mobile devices (e.g. advertising ID), and the IP address of the device used to retrieve our website. Google Analytics uses cookies and similar technologies in order to record this information about the technical and actual usage of our website. The information generated by the cookie about the use of our website is usually transmitted to and stored by Google on a server in the USA. In the event that personal data is transferred to the USA, Google has subjected itself to the EU-US Privacy Shield. However, since IP anonymisation is enabled on this website, Google first shortens the IP address of the device you use to visit our website within the European Union.

On our behalf, Google uses the recorded information for the purpose of evaluating the usage of our website, for compiling reports on website activity, and for providing other services relating to website usage and internet usage. The insights we gain from this allow us to improve our website and make it more interesting and easier to use and find. The data recorded by Google Analytics is stored for a period of 24 months before being completely erased or anonymised.

You can configure your browser in such a way that it rejects cookies, or you can adjust the relevant Google settings to prevent the data generated by cookies about your use of our website from being recorded. Alternatively, you can also prevent Google from processing this data by downloading and installing the browser add-on provided by Google (please note that this does not work on mobile devices).

Please refer to the Google Analytics privacy policy for further details.
cc) **Oktopost.** We use a service from Oktopost Technologies, Inc. (Tel Aviv, Israel; “Oktopost”) for publishing our social media posts and analysing their reach and interactions with them. On our behalf, Oktopost collects information about whether one of our social media posts has been shared, liked, commented on or mentioned. Oktopost analyses this data on our behalf in order to generate anonymous reports for us about the reach and use of our posts. Insofar as Oktopost also processes data in the USA, compliance with the European level of data protection is ensured by appropriate safeguards. The data is stored in pseudonymous form and anonymised after 24 months. You can object to the recording of your data by Oktopost by configuring your browser to block cookies from third parties.

**IV. Third-party content and recipients of data**

Our website may contain links to content and websites of other providers not affiliated with us. If you activate these links, we naturally no longer have any influence on which data is collected for which purposes by the respective providers. For more detailed information on data collection and use, please refer to the privacy policies of the respective providers. Since the collection and processing of data by third parties is beyond our control, we cannot assume any responsibility for this.

We only disclose data collected by us to third parties if this is necessary for the execution of a contract or for the provision of the technical functionality of the website or other purposes listed in this privacy policy, or if another legal basis for the disclosure of data exists. If we disclose data to external service providers, such data may only be used by our service providers to fulfil their task. All service providers have been carefully selected and commissioned by us. They are bound by our instructions and are regularly checked by us.

**V. Your rights**

You have the right to information about the processing of your personal data by us. In this regard, we will explain the data processing to you and provide you with an overview of the data stored about you. If data stored by us is incorrect or no longer up to date, you have the right to have this data corrected. You may also demand that your data be erased. Should the erasure not be possible in exceptional cases due to other legal regulations, the data will be blocked so that it is only available for that legal purpose. You may also have the processing of your personal data restricted, if for example you have doubts as to the accuracy of the data. You also have the right to data portability, which means that on request we will send you a digital copy of the personal data you have provided.

You also have the right to **object to the processing of your data**, insofar as this processing occurs on the basis of our legitimate interests pursuant to Art. 6(1) Sentence 1(f) GDPR, in particular for the purpose of direct advertising. Moreover, you will always find an unsubscribe link in our newsletters.
In order to assert your rights described here, you can contact us at any time using the contact details provided in Section I.

You also have the right to complain to our competent data protection supervisory authority (Berlin Commissioner for Data Protection and Freedom of Information, Friedrichstraße 219, 10969 Berlin). You are also free to contact your local data protection authority, which will then forward your request to the competent authority.

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