Data protection information

1. Name and address of the controller

The controller in the sense of the General Data Protection Regulation (GDPR), of the data protection regulations holding good in the member states of European Union and of other

Sven Elverfeld

adress: Einsteinstraße 8, D-38440 Wolfsburg, Germany

email adress: info@svenelverfeld.com

2. Name and address of the data protection officer

With regard to the present legal situation, according to Sec. 38 Para. 1 BDSG the Controller is not obliged to appoint a data protection officer.

3. Definitions

The data protection information of the Controller is based on the definitions which have been used by the European directive and order issuing office in formulating the General Data Protection Regulation (GDPR).

In this data protection information and on our website, we use - amongst others - the following terms:

3.1 Personal data

Personal data is any information relating to an identified or identifiable natural person (hereafter "data subject"). Defined as identifiable is a natural person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

3.2 Data subject

Data subject is each identified or identifiable natural person, whose personal data is processed by the controller for the processing.

3.3 Processing

Processing means any operation or set of operations which is carried out in connection with personal data - whether or not by automated means - such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

3.4 Restricting of the processing

Restricting of the processing is the marking of personal data as stored with the objective of restricting its processing in the future.

3.5 Profiling

Profiling is each type of the automated processing of personal data, which consists of this personal data being used to permit particular personal aspects relating to a particular natural person, and here in particular aspects in respect of work performance, economic situation, health, personal likes, interests, reliability, behaviour, place of residence or change of place of residence of this natural person to be evaluated, analysed or forecast.

3.6 Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be assigned to a specific data subject without the use of additional information, in so far as this additional information is kept in a special way and subjected to technical and organizational measures which ensure that the personal data cannot be assigned to an identified or identifiable natural person.

3.7 Controller or party responsible for the processing

Controller or party responsible for the processing (hereafter controller) is the natural person or legal entity, authority, institution or other post, which alone or together with others decides on the purposes and means of the processing of personal data. If the purposes and means of the processing are laid down in European Union legislation or the legislation of the member states, then the controller or the particular criteria of the appointment of this controller in accordance with European Union legislation or the legislation of the member states can be provided.

3.8 Processor

Processor is a natural person or legal entity, authority, institution or other post, which processes the personal data on the instructions of the controller.

3.9 Recipient

Recipient is a natural person or legal entity, authority, institution or other post to which personal data are disclosed regardless of whether this is a third party or not. However, authorities, which receive within the framework of a particular investigation order in accordance with European Union legislation or the legislation of the member states data which possibly may be/contain personal data, do not hold good as recipients.

3.10 Third party

Third party is a natural person or legal entity, authority, institution or other post with the exception of the data subject, the controller, the order processor and those persons which are authorized under the direct responsibility of the controller or of the order processor to process the personal data.

3.11 Consent

Consent is each declaration of will given voluntarily by the data subject for the definite case in an informed and unambiguous manner in the form of a declaration or other unambiguous confirmatory action, with which the data subject makes clear that he/she agrees to the processing of personal data relating to himself/herself.

4. General information on data processing; legal basis, purposes of processing, duration of storage, objection, and possibility of erasure

4.1 General information on the legal basis

Where we obtain the consent of the data subject for the processing of personal data, Article 6(1)(a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis for the processing of personal data.

Art. 6 para. 1 lit. b GDPR serves as the legal basis for the processing of personal data required for the performance of a contract to which the data subject is a party. This also applies to processing operations that are necessary for the implementation of pre-contractual measures.

Insofar as the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis.

Art. 6 para. 1 lit. d GDPR serves as a legal basis in the event that vital interests of the data subject or another natural person necessitate the processing of personal data.

If the processing is necessary to safeguard a legitimate interest of our company or a third party and if the interests, fundamental rights and fundamental freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for the processing.

4.2 General information on data erasure and storage duration

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. In addition, the data may be stored if the European or national legislator has provided for this in EU regulations, laws or other provisions to which the person responsible is subject. The data shall also be blocked or deleted if a storage period prescribed by the aforementioned standards expires, unless it is necessary for further storage of the data for the conclusion or performance of a contract.

4.3 General information on processing on our website

Data protection, data security and secrecy protection have high priority for the Controller. The permanent protection of your personal data, your company data and your trade secrets is particularly important to us.

In principle, you can visit our website without providing any personal information. However, if you make use of the services of our company via our website, this requires the disclosure of your personal data. In general, we use the data communicated by you and collected by the website and the data stored during use exclusively for our own purposes, namely for the implementation and provision of our website and for the initiation, implementation and processing of the services offered via the website (contract performance) and do not pass these on to outside third parties, unless there is an officially ordered obligation to do so. In all other cases, we will obtain your separate consent.

Your personal data will be processed in accordance with the requirements of the General Data Protection Regulation and in accordance with the country-specific data protection regulations applicable to the Controller. By means of this data protection note, we would like to inform you about the type, scope and purpose of the personal data processed by us. In addition, we will inform you of your rights by means of this data protection notice.

The Controller has implemented technical and organizational measures to ensure adequate protection of personal data processed via this website. Nevertheless, Internet-based data transmissions can in principle have security gaps, so that absolute protection cannot be quaranteed.

5. Collecting of general data and information

The website of the controller collects a range of general data and information each time the website is called by a data subject or an automated system. This general data and information is stored in the log files of the server. Able to be collected are: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website, from which an accessing system reaches our website (so-called referrer), (4) the sub-websites, which are steered to on our website via an accessing system, (5) the date and time of an access to the website, (6) an Internet-protocol-address (IP-address), (7) the Internet service provider of the accessing system and (8) other similar data and information, which serve the warding off of hazards in the case of attacks to our IT systems.

In using this general data and information the Controller draws no conclusions about the data subject. Much more is this information needed (1) to be able to deliver out the content of our website correctly, (2) to permit the optimization of the content of our website and of the advertising for this, (3) to ensure the durable functionality of our IT systems and of the technology of our website and (4) to be able to make available to the law enforcement authorities the information necessary for criminal prosecution in the case of a cyber-attack. This anonymously collected data and information is evaluated by the controller on the one hand statistically and on the other hand with the objective of increasing the data protection and the data security in our company in order finally to ensure an optimal level of protection for the personal data processed by ourselves. The anonymous data of the server-logfiles are stored separately from all the personal data stated by a data subject.

Legal foundation	Storage purpose	Storage duration	Objection / opportunity for elimination
Article 6 Para. 1 lit. f GDPR (legitimate interest)	The temporary storing of the IP- address by the system is necessary to permit the delivery of the website to the computer of the user. For this the IP-address of the user must remain stored for	The data is deleted as soon as it is no longer necessary for achieving the purpose of their collection. This is the case when the particular	No because the data is essential for operating of the website
	the duration of the session.	session has ended in situations where the data is collected for making the website available.	
		This is the case at the latest seven days after the time when the data was stored in log files. More extensive storing is	
		possible. In this case the IP-addresses of the users are deleted or distorted so that an assignment of the client calling in is no longer possible.	

6. Cookies

Description and scope of the data processing

Our website uses cookies. Cookies are text files which are stored in the Internet browser or, as the case may be, in the Internet browser on the computer system of the user. If a user calls a website, then a cookie may be stored on the operating system of the user. Such a cookie contains a characteristic string which permits unambiguous identification of the browser if the website is called again.

If a strictly necessary cookie is used:

We employ cookies in order to arrange our website in a more user-friendly manner. Certain elements of our website require that the calling browser can also be identified after a page change.

In the cookies the following data is stored and transmitted:

- Language settings
- Articles in a shopping basket
- Log-in information

Users can find out how to disable cookies on the main browsers by following the links below:

- Mozilla Firefox: https://support.mozilla.org/en-US/kb/block-websites-storing-cookiessite-data-firefox
- Chrome browser: https://support.google.com/accounts/answer/61416?hl=en
- Internet Explorer: https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-ede5947fc64d

Legal foundation	Storage purpose	Storage duration	Objection / opportunity for elimination
Article 6 Para. 1 lit. f GDPR (legitimate interests) for strictly technically essential cookies In addition: Article 6 Para. 1 lit. a GDPR (consent)	The purpose behind the use of strictly technically essential cookies is that of making use of the website easier for the user. Certain functions of our website cannot be offered without the use of cookies. For these functions it is necessary that the browser is recognized even after a page change. These purposes also include our legitimate interest in the processing of the personal data in accordance with Article 6 Para. 1 lit. f GDPR.	Cookies are stored on the user's computer and are transmitted from this to our website. Accordingly, you as user have full control over the use of cookies.	By changing the settings in your Internet browser, you can disable or restrict the transfer of cookies. Cookies that have already been stored can be deleted at any time. This can also be done automatically. If cookies are deactivated for this website, it may no longer be possible to use all functions of the website to their full extent. The transfer of Flash cookies cannot be prevented via the settings of the browser, but by changing the setting of the Flash Player.

7. Google Fonts

This site uses web fonts provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google") for uniform display of fonts. When you call up a page, your browser loads the required web fonts into its browser cache in order to display texts and fonts correctly.

The web fonts are transferred to the cache of the browser when the page is called in order to use them for the display. If the browser does not support Google web fonts or prevents access, the text will be displayed in a default font.

No cookies are set when you call up the page. Data that is transmitted in connection with the page view is sent to resource-specific domains such as fonts.googleapis.com or fonts.gstatic.com. They are not associated with data that may be collected or used in connection with the parallel use of authenticated Google services such as Gmail. The legal basis for this processing is Art. 6 para. 1 lit. f GDPR. The legitimate interest of the Controller also lies in the purpose of the uniform presentation.

You can set your browser so that the fonts are not loaded from the Google servers (e.g. by installing add-ons like NoScript or Ghostery for Firefox). If your browser does not support the Google fonts or if you prevent access to the Google servers, the text will be displayed in the default font of the system. If you do not configure any settings in your browser, your personal data will in any case be transferred to Google servers in the USA.

The controller is aware of the transfer of your personal data to a third country and has implemented appropriate safeguards in accordance with Article 46 of the GDPR to ensure lawful and secure processing of your personal data.

Information on the data protection conditions of Google Webfonts can be found at: https://developers.google.com/fonts/faqPrivacy

General information on data protection is available in the Google Privacy Center at: https://policies.google.com/privacy?hl=en

Legal foundation	Storage purpose	Storage duration	Objection / opportunity for elimination
Article 6 Para. 1 lit. f GDPR	The purpose and legitimate	The data will be erased	Right to object pursuant to
(legitimate interest)	interest in the use of Google	as soon as our legitimate	clause 10.7
	WebFonts is the correct and	interest no longer exists	
	uniform integration of fonts and	or we are obliged to	
	text on our website and the	erase the data due to	
	reduction of loading times.	legal or statutory orders.	

8. Instagram Fanpage

Basic principles

The Controller operates his own Instagram fan page at [https://www.instagram.com/sven.elverfeld/]. As the operator of this Instagram page, the Controller, together with the provider of the social network Instagram (Instagram Inc.), is responsible within the meaning of Art. 4 No. 7 of the General Data Protection Regulation (GDPR). When visiting his Instagram page, personal data of the page visitors are processed by both controllers.

The Controller has concluded an agreement with Instagram on joint data protection controllership (Page Controller Addendum). With this agreement, Instagram acknowledges its joint responsibility with regard to so-called Insights data and assumes essential data protection obligations to inform data subjects, to ensure data security or to report data protection violations. In addition, the agreement stipulates that Facebook is primarily the point of contact for the exercise of data subjects' rights (Art. 15 - 22 GDPR). As a provider of the social network, Instagram alone has direct access to the required information and can also immediately take any necessary measures and provide information. Should the support of the Controller nevertheless be necessary, he can be contacted at any time.

Use of Insights and Cookies

In connection with the operation of this Instagram fan page, the Controller uses the Insights function of Instagram to obtain anonymous statistical data on the users of our Instagram fan page. Instagram provides information on the insights and Instagram fan pages, for example, through its <u>privacy policy</u>.

In connection with visiting our and other Facebook Fan pages, Facebook also uses cookies and other similar storage technologies. For more information about Facebook's use of cookies, please see Instagram's cookie policy.

Comments and messages; participation in competitions

On the Controller's Instagram fan page you also have the opportunity to comment on his contributions, rate them and get in touch with him via private messages or take part in competitions.

Legal foundation	Storage purpose	Storage duration	Objection / opportunity for elimination
The controller operates this Instagram page in order to present, interact and communicate with Instagram users and other interested persons and customers who visit the Instagram page. The processing of the users' personal data is based on the legitimate interests of the Controller in an optimized external presentation (Art. 6 (1) lit. f GDPR) and, in the case of participation in competitions, on the basis of a (pre-) contractual relationship pursuant to Art. 6 (1) lit. b) GDPR.	The processing of the information generated by Insights is intended to enable the Controller as the operator of the Instagram fan page to obtain statistics that Instagram creates based on the visits to its Instagram fan page. The purpose of this is to control the marketing of his activity. For example, it allows him to gain knowledge of the profiles of visitors who appreciate his Instagram page or use applications of the page, in order to provide them with more relevant content and develop features that may be of greater interest to them. In addition, in order for the Controller to better understand how to better achieve its goals with its Instagram page, demographic and geographic evaluations are also created and made available to it based on the information collected. This information can be used to target interest-based ads without directly knowing the identity of the visitor. If visitors use Instagram on multiple devices, the collection and analysis can also be carried out across devices if they are registered visitors who are logged into their own profiles.	Your data will be deleted if it is not used for the purpose for which it was collected, as long as there is no obligation to retain it.	Instagram users can influence the extent to which their user behavior is captured when they visit our Instagram page under Advertising Preference Settings. Further possibilities are offered by the Instagram settings or the right of objection form.
	The visitor statistics created are transferred to the Controller exclusively in anonymized form. He has no access to the respective underlying data.		
	Furthermore, the Controller uses his Instagram page to communicate with his customers, interested parties and Instagram users. In this context, he may receive further information, for example, due to user comments, private messages or because you follow him or share his content. The processing takes place exclusively for the purpose of communication and interaction with you.		

• Transfer of data

It cannot be ruled out that some of the information collected may also be processed outside the European Union by Instagram Inc. based in the USA. Instagram Inc. has subjected itself to the standard

contractual clauses adopted by the EU Commission and thus undertakes to comply with European data protection requirements.

We ourselves do not pass on any personal data that we receive via our Instagram page.

Information on contact possibilities and other rights as a data subject

For further information on our contact data, including our data protection officer, the rights of data subjects vis-à-vis us and how we process personal data, please refer to the relevant sections of this data protection declaration.

9. Third party websites

We have links on our website to other websites ("third-party websites"). It is possible that these websites process personal data about you when you access them. The Controller is not responsible for the data processing on these websites. For more detailed information on the processing of your personal data, please refer to the data protection notices of the respective websites.

10. Your rights

If your personal data is processed, then you are the data subject in the sense of the GDPR and you are entitled to the following rights against the controller:

10.1 Right of access by the data subject

You can demand from the controller confirmation as to whether personal data that relates to you has been processed by us.

If such processing has taken place, you can demand information on the following from the controller:

- (1) The purposes for which the personal data is processed;
- (2) The categories of personal data which are processed;
- (3) The recipients or, as the case may be, the categories of recipients to which the personal data relating to you has been disclosed or will be disclosed;
- (4) The planned duration of the storage of the personal data relating to you or if concrete statements on this are not possible the criteria for the laying down of duration of storage;
- (5) The existence of a right to correction or deletion of the personal data relating to yourself, of a right to a restriction of the processing by the controller or of a right of objection to this processing;
- (6) The existence of a right of appeal at a supervisory authority;
- (7) All the available information on the origin of the data if the personal data was not collected at the data subject;
- (8) The existence of an automated decision-finding process including profiling in accordance with Article 22 Para. 1 and 4 GDPR and at least in these cases meaningful information on the logic involved and its scope and the effects strived for of such a processing for the data subject in question.

You are entitled to the right to demand information on whether the personal data relating to yourself is transmitted to a third country or an international organization. In this connection you can demand to be instructed on the suitable guarantees in accordance with Article 46 GDPR in connection with the transmission.

10.2 Right to rectification

You have a right to correction and/or complementing vis à vis the controller in so far as the personal data as processed and which relates to yourself is incorrect or incomplete. The controller has to carry out the correction without delay.

10.3 Right to restriction of the processing

Subject to the meeting of the following preconditions you can demand restriction of the processing of the personal data relating to you:

- (1) if you dispute the correctness of the personal data relating to yourself for a period which makes it possible for the controller to check the correctness of the personal data;
- (2) the processing is unlawful and you reject deletion of the personal data and instead demand restriction of the use of the personal data;
- (3) the controller no longer needs the personal data for purposes of the processing but you need the data for the advancing, exercising or defending of legal claims, or
- (4) if you have advanced objection to the processing in accordance with Article 21 Para. 1 GDPR but it has not yet been established whether the justified reasons of the controller outweigh your reasons.

If the processing of the personal data relating to yourself has been restricted, then this data - apart from the storing of this - may only be processed with your consent or for the assertion, exercising or defending of legal claims or for the protection of the rights of another natural person or legal entity or for reasons relating to an important public interest of the European Union or of a member state.

If the restriction of the processing has been restricted in accordance with the afore-mentioned preconditions, then you will be informed by the controller before the restriction is removed.

10.4 Right to erasure

10.4.1 Deletion obligation

You can demand from controller that the personal data relating to yourself is deleted without delay and the controller is then obliged to delete this data without delay in so far as one of the following reasons applies:

- (1) The personal data relating to yourself is no longer required for the purposes for which it was collected or for which it was processed.
- (2) You revoke your consent, on which processing in accordance with Article 6 Para. 1 lit. a or Article 9 Para.2 lit. a GDPR was based, and there is no other legal foundation for the processing.
- (3) You submit an objection to the processing in accordance with Article 21 Para. 1 GDPR and there are no justified reasons for the processing with a higher priority, or you submit an objection to the processing in accordance with Article 21 Para. 2 GDPR.

- (4) The personal data relating to you was processed in an unlawful manner.
- (5) The deletion of the personal data relating to you is required to fulfil a legal obligation in accordance with European Union law or the law of the member states, which laws the controller is subject to.
- (6) The personal data relating to you was collected in relation to services offered by the information company in accordance with Article 8 Para. 1 GDPR.

10.4.2 Information to third parties

If the controller has made the personal data relating to you public and if he/she is obliged to delete this data in accordance with Article 17 Para. 1 GDPR, then he/she shall take reasonable measures including ones of a technical nature - whereby account shall be taken of the available technology and the implementation costs - to inform the responsible parties for the data processing which process the personal data that you as data subject have demanded from them the deletion of all links to this personal data or of copies or replicates of these.

10.4.3 Exceptions

The right to deletion does not exist in so far as the processing is necessary for

- (1) the exercising of the right of free expression of opinion and to information;
- (2) for the fulfilment of a legal obligation, which requires the processing in accordance with the law of the European Union or the law of the member states, which laws the controller is subject to, or for the carrying out of a task, which lies in the public interest or which is carried out in the exercising of public authority, which authority was transferred to the controller;
- for reasons of public interest in the field of public health in accordance with Article 9 Para. 2 lit. h and i as well as Article 9 Para. 3 GDPR;
- (4) for archiving purposes, scientific or historical research purposes lying in the public interest or for statistical purposes in accordance with Article 89 Para. 1 GDPR, in so far as the right named in section a) probably makes the reaching of the objectives of the processing impossible or impairs it seriously, or
- (5) for the advancing, exercising or defending of legal claims.

Moreover, the right to deletion does not exist in so far as the personal data has to be stored by the controller in order to fulfill legal duties to preserve records and legal retention periods. In such a case instead of deletion blockage of the personal data applies.

10.5 Right to information

If you have advanced the right to the correcting, deleting or restricting of the processing vis à vis the controller, then the latter is obliged to inform all recipients, to which the personal data relating to you was disclosed, of this correction or deletion of the data or of the restricting of the processing, unless this proves itself to be impossible or linked with unreasonable expenditure.

You are entitled to the right vis à vis the controller to be informed about these recipients.

10.6 Right to data portability

You have the right to receive the personal data relating to you, which you made available to the controller, in a structured, conventional and machine-readable format. In addition, you have the right to transmit this data to another controller without hindrance by the controller to whom the personal data was made available, in so far as

- (1) the processing is based on a consent in accordance with Article 6 Para. 1 lit. a GDPR or Article 9 Para. 2 lit. a GDPR or on a contract in accordance with Article 6 Para. 1 lit. b GDPR and
- (2) the processing is carried out with the aid of automated processes.

In exercising this right, you have in addition the right to bring about the situation that the personal data relating to you is transferred directly from one controller to another controller in so far as this is technically possible. The freedoms and rights of other persons may not be impaired thereby.

The right to data portability does not hold good for the processing of personal data, which is necessary for the carrying out of a task, which lies in the public interest or in the exercising of public authority and which task was transferred to the controller.

10.7 Right to object

For reasons which result from your particular situation you have the right to advance at any time objection to the processing of the personal data relating to you, which processing is carried out on the basis of Article 6 Para. 1 lit. e or f GDPR; this right also holds good for profiling based on these provisions.

The controller shall then no longer process the personal data relating to you, unless he/she can demonstrate compelling reasons worthy of protection, which reasons overweigh your interests, rights and freedoms or where the processing serves the advancing, exercising or defending of legal claims.

If the personal data relating to you is processed for the carrying out of direct advertising, then you have the right to advance at any time objection to the processing of the personal data relating to you for purposes of such advertising; this holds good too for profiling in so far as this is carried out in connection with such direct advertising.

If you object to the processing for purposes of direct advertising, then the personal data relating to you will no longer be processed for these purposes.

You have the opportunity - in connection with the use of services of the information company and regardless of directive 2002/58/EC – to exercise your right of objection with the aid of automated processes in which technical specifications are used.

10.8 Right to withdraw from the declaration of consent under data protection law

You have the right to withdraw your consent at any time and without giving reasons. In the event of withdrawal we immediately will delete your personal data and no longer process it. The legality of the processing carried out on the basis of your given consent and carried out prior to your withdrawal is not affected by you withdrawal.

10.9 Automated decision-making in individual cases including profiling

You have the right to not subject yourself to a decision based solely on an automated processing process - including profiling - which unfolds a legal effect vis à vis yourself or which impairs you significantly in a similar way. This does not hold good if the decision

- (1) is necessary for the concluding or fulfilment of a contract between you and the controller,
- (2) is permissible on the basis of legal regulations of the European Union or of its member states, which the controller is subject to, and these regulations contain reasonable measures for the maintenance of your rights and freedoms as well as for your legitimate interests or
- (3) is carried out with your explicit consent.

However, these decisions may not be based on particular categories of personal data in accordance with Article 9 Para. 1 GDPR, in so far as Article 9 Para. 2 lit. a or g does not hold good and reasonable measures have been taken for the protection of the rights and freedoms as well as of your legitimate interests.

In respect of the cases named in (1) and (3) above the controller shall take reasonable measures to ensure the rights and freedoms as well as your legitimate interests, whereby belonging thereto is at the least the right to the affecting of the intervention of a person on the side of the controller for the representation of the controller's standpoint and to the challenging of the decision.

10.10 Right to complain at a supervisory authority

Regardless of another regulatory or judicial remedy, you are entitled to the right to lodge a complaint at a supervisory authority and here in particular at a supervisory authority in the member state of your place of residence, of your place of work or of the place where the suspected infringement took place when you are of the opinion that the processing of the personal data relating to you infringes the GDPR.

In this situation the supervisory authority, at which the complaint was lodged, shall inform the complainant on the status and the results of the complaint including the possibility of a judicial remedy in accordance with Article 78 GDPR.

Status: 10.03.2021

Controller: Sven Elverfeld