

Use of Cookies

General information

Our website sometimes uses cookies. Cookies are not harmful for your computer and do not contain viruses. Cookies help make our website more user-friendly, effective, and secure and are required for certain features to work correctly. Cookies are small text files that are stored on your computer and saved by your browser. A cookie contains a characteristic string that allows your browser to be uniquely identified when you visit the website again.

Most of the cookies that our website uses are a type known as “session cookies”. They are automatically deleted at the end of your site visit or browser session (also called “transient cookies”). Other cookies remain stored on your device for a specified period of time or until you delete them (“persistent cookies”). These cookies mean that we can recognize your browser when you visit our website again. We are happy to provide more information on the functional cookies that we use if you make an inquiry in writing. Please contact us using the contact details above to do so.

You can configure your browser settings to be informed about cookies settings, allow, or block the use of cookies in specific circumstances or in general, and activate the automatic deletion of cookies when closing your browser. You can usually find the process for disabling cookies via the “Help” section of your Internet browser. If cookies are disabled, the functionality of this website may be limited and/or not available in full. For additional cookie-specific settings and opt out options, please also see below the individual explanations of the cookies and associated functions/technologies specifically used when visiting our website.

Some of the cookies used on our website come from third parties that help us analyze the effectiveness of our web content and the interests of our visitors, measure the performance of our website, or create personalized advertising and other content for our website or other websites. For the provision of our website, we use both first-party cookies (only visible from the domain you are visiting) and third party cookies (visible across domains and usually placed by third parties).

The cookie-based data processing is performed on the basis of the consent you provide pursuant to Art. 6 (1)(a) GDPR (legal basis) or on the basis of Art. 6 (1)(f) GDPR (legal basis) to protect our legitimate interests.

Our legitimate interests here are being able to provide a technically optimized website that is user-friendly and adapted to your needs, and to ensure our systems are secure. You can withdraw your consent at any time, e.g. by disabling the cookie-based tools/plugins listed in the following detailed overview. By configuring the appropriate settings, you can also object to processing based on legitimate interests.

Specifically, the following cookie-based tools/plugins are used by this website:

a) Google Analytics

This website uses Google Analytics features with your consent (Art. 6 (1)(a) GDPR), which is a web analytics service offered by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. You can choose to give your consent when you visit our website by clicking the corresponding button in the “cookie banner”. Data is also regularly transferred to Google LLC (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) as part of the processing described below. Google Ireland Limited and Google LLC are hereinafter jointly referred to as “Google”. Google Analytics uses cookies (first-party cookies), which allows us to analyze your use of the website. However, the use of cookies here does not provide us with direct knowledge of your identity as a result. Google uses the information generated by the cookies on our behalf for the purpose of analyzing your use of the website, generating reports on website activity, and providing other services relating to website and internet usage. This helps us improve the quality of our website and its content. Using statistical analyses, we can learn how the website is used and can therefore continually optimize our online services.

The information generated by the Google Analytics cookies about your use of this website (for example, time, place, and frequency of your website visits, including IP address) is transferred to a Google server in the USA and stored there. We have set the data retention period for corresponding Google Analytics data at user and event level to 14 months (shortest possible option).

IP Anonymization

We have activated the IP anonymization feature on this website. This means that your IP address is shortened by Google within EU member states or in other signatory states of the Agreement on the European Economic Area before being sent to the USA and anonymized as a result. Only in exceptional cases will the full IP address be sent to a Google server in the USA and shortened there. According to Google’s own information, the IP address transferred by your browser in relation to Google Analytics is not merged with other personal Google data.

Browser Plugin

You can prevent Google Analytics cookies from being stored by configuring the corresponding settings in your browser (see above). You can also prevent Google from collecting data generated by the cookies and data related to your use of the website (including your IP address) and the processing of this data by Google by downloading and installing the browser plugin available via the following link: <https://tools.google.com/dlpage/gaoptout>.

Objecting to Data Collection

Alternatively, you can opt in or out of the collection of your data by Google Analytics, in particular on mobile devices, by clicking on the following link:

Opt out of Google Analytics

When you opt out, a cookie will be set that prevents the collection of your data during future visits to this website.

Specifically, the following tracking cookies are used by Google Analytics: __utmoz, __utma, __utmb, __utmc, __utmt.

For more information on how Google Analytics handles user data, security and data protection practices and settings and opt out options, please refer to Google's Privacy Policy via the following link: <https://support.google.com/analytics/answer/6004245>.

b) Google Ads and Google Ads Conversion Tracking

This website uses Google Ads. Google Ads is an online advertising platform developed by Google Ireland Limited ("Google"), Gordon House, Barrow Street, Dublin 4, Ireland.

In the context of Google Ads, we use conversion tracking. A conversion tracking cookie is set when you click on an ad delivered by Google. Cookies are small text files that the web browser stores on the user's computer. These cookies lose their validity after 30 days and are not used for the personal identification of users. If the user visits certain pages of this website and the cookie has not yet expired, CENTROPIX GmbH and Google can recognize that the user clicked on the ad and was redirected to this page.

Each Google Ads customer receives a different cookie. The cookies cannot be tracked through the websites of Google Ads customers.

The information collected using the conversion cookie is used to create conversion statistics for Google Ads customers who have opted in to conversion tracking. Clients can track the total number of users who clicked on their ad and were redirected to a page tagged with a conversion tracking tag. However, they are not given any information that personally identifies users. If you do not want to be included in this tracking, you can easily opt out by disabling the Google conversion tracking cookie in your web browser user settings. You will no longer be included in the conversion tracking statistics.

The basis for the storage of "conversion cookies" and the use of this tracking tool is Art. 6 (1)(f) GDPR. We have a legitimate interest in analyzing user behavior to optimize both our website and our advertising. If corresponding consent has been requested (e.g. consent to store cookies), the processing is based exclusively on Art. 6 (1)(a) GDPR; consent can be withdrawn at any time.

For more information on Google Ads and Google conversion tracking, please refer to Google's Privacy Policy: <https://policies.google.com/privacy>.

You can configure your browser settings to be informed about cookies settings, allow or block the use of cookies in specific circumstances or in general, and activate the automatic deletion of cookies when closing your browser. If cookies are disabled, the functionality of this website may be limited.

c) Facebook Custom Audiences (Facebook Pixel)

Within our online offer, the so-called „Facebook Pixel“ of the social network Facebook, which is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are a resident of the EU, Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland („Facebook“), is used.

With the help of the Facebook pixel, it is possible for Facebook, on the one hand, to determine you as a visitor to our online offer as a target group for the display of advertisements (so-called „Facebook ads“). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g. interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called „Custom Audiences“). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and do not have a harassing effect. With the help of the Facebook pixel, we can further track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called „conversion“).

Privacy policy of Facebook

The processing of data by Facebook takes place within the framework of Facebook's data usage policy.

Accordingly, general information on the display of Facebook ads can be found in Facebook's data usage policy. Specific information and details about the Facebook Pixel and how it works can be found in Facebook's help section.

The use of the Facebook Pixel as well as the storage of „conversion cookies“ is based on Art. 6 (1) p. 1 lit. a GDPR.

You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. In order to set which types of advertisements are displayed to you within Facebook, you can visit the page set up by Facebook and follow the instructions there regarding the settings for usage-based advertising. The settings are done in a platform-independent manner, which means that they are applied to all devices, such as desktop computers or mobile devices. You can further object to the use of cookies that are used for reach measurement and advertising purposes via the Network Advertising Initiative deactivation page and additionally the US website aboutads.info or the European website youronlinechoices.com.

d) Use of Twitter Plugins (e.g. „Tweet“ Button)

Our website uses social plugins („plugins“) of the microblogging social media network Twitter, which is operated by Twitter Inc, 1355 Market St, Suite 900, San Francisco, CA 94103, USA („Twitter“). The plugins can be identified by the Twitter logo, for example in the form of a blue „Twitter bird“. An overview of the Twitter plugins and what they look like is available here: https://about.twitter.com/en_us/company/brand-resources.html. When you visit a page on our website that contains such a plugin, your browser establishes a direct connection to Twitter's servers.

The content of the plugin is transferred by Twitter directly to your browser and integrated into the page. Twitter receives information that your browser has accessed the corresponding page of our website via the integrated plugin, even if you do not have a Twitter account or are not currently logged in to Twitter. This information (including your IP address) is transferred by your browser directly to a Twitter server in the USA and stored there.

If you are logged in to Twitter, Twitter can directly link your visit to our website to your Twitter account. If you interact with the plugins, for example by clicking the “Tweet” button, the corresponding information is also transferred directly to a Twitter server and stored there. The information is also posted on your Twitter account and displayed there to your followers.

For information on the purpose and extent of the data collection and the further processing and use of data by Twitter, as well as your rights in relation to this and settings for protecting your privacy, please refer to Twitter’s Privacy Policy: <https://twitter.com/privacy> If you do not want Twitter to link the data collected via our website directly to your Twitter account, you must log out of Twitter before visiting our website. You can also fully prevent the loading of Twitter plugins with browser add-ons, e.g. with the script blocker “NoScript” (<http://noscript.net/>).

e) Matomo

We use Matomo (formerly Piwik) for web analytics, a service provided by InnoCraft Ltd, 150 Willis St, 6011 Wellington, New Zealand, NZBN 6106769, („Matomo“) using cookie technology. The protection of your data is important to us, which is why we have additionally configured Matomo in such a way that your IP address is only recorded in shortened form. We therefore process your personal usage data anonymously. It is not possible for us to draw conclusions about your person. Further information on the Matomo terms of use and the data protection regulations can be found at: <https://matomo.org/privacy/>.

f) Hotjar

We use Hotjar in order to better understand our users’ needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users’ experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don’t like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users’ behavior and their devices. This includes a device’s IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the ‘about Hotjar’ section of Hotjar’s support site: <https://help.hotjar.com/hc/en-us/categories/115001323967-About-Hotjar>.

g) YouTube

Our website uses plugins by the video platform YouTube to embed videos and play them directly on our website. The operator of the video platform is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA („YouTube“). YouTube is a joint venture with Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; „Google“) affiliated company.

The integration of YouTube videos takes place in the so-called „extended data protection mode“, which, according to the provider, only initiates the storage of user information when the video(s) is/are played. However, the transfer of data to YouTube partners is not necessarily excluded by the extended data protection mode. Thus, YouTube establishes a connection to the Google DoubleClick network - regardless of whether you watch a video.

If you activate embedded videos on our website, a connection to YouTube's servers is established and a data transmission is started. We have no influence on the scope and content of the data that is transmitted to YouTube and possibly other partners of YouTube by activating the plugin. Among other things, the YouTube server is informed which of our pages you have visited. According to YouTube, this information is used, among other things, to collect video statistics, improve user-friendliness and prevent abusive behavior. YouTube uses cookies to collect information about user behavior. The cookies remain on your terminal device until you delete them. You can prevent YouTube from storing cookies by making the appropriate settings in your browser software (see above).

If you are logged into your YouTube account, you enable YouTube to assign your surfing behavior directly to your personal profile. You can prevent this by logging out of your YouTube account before activating the play button.

YouTube is used in the interest of an appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 para. 1 p. 1 lit. f GDPR. For more information on the handling of user data, please refer to YouTube's privacy policy at: <https://www.google.de/intl/de/policies/privacy>.

h) Pinterest

On our site, we use social plugins by the social network Pinterest, which is operated by Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA („Pinterest“). When you call up a page that contains such a plugin, your browser establishes a direct connection to the Pinterest servers. The plugin transmits log data to the Pinterest server in the USA. This log data may contain your IP address, the address of the visited websites that also contain Pinterest functions, type and settings of the browser, date and time of the request, your use of Pinterest and cookies.

For more information on the purpose, scope and further processing and use of the data by Pinterest, as well as your rights in this regard and options for protecting your privacy, please refer to Pinterest's privacy policy: <https://about.pinterest.com/de/privacy-policy>.