

PRIVACY POLICY / DATA PROTECTION POLICY

by

SorCool GmbH

Zscherbener Landstr. 12, 06126 Halle

Phone: +49 345 6810 7884

E-mail: office@SorCool.de

For website, internal data processing, customer data etc.

GENERAL

We would like to inform you, in accordance with our legal obligation, about the collection and use of your personal data.

When you use our website, personal data about you is collected. This may happen by you entering the data yourself - such as your email address. However, our system also collects data from you automatically, such as your visit to our website. This happens regardless of which device or software you use to access our website.

Any entry of data by you on our website is voluntary; if you do not disclose your data, you will not suffer any disadvantages. However, without certain data it is not possible for us to provide services or conclude contracts. We will point out any such mandatory information each time.

On our website, the user's personal data is collected only within the scope of applicable data protection law, in particular the General Data Protection Regulation (GDPR). The technical terms used in the text are explained in more detail in Art. 4 of the GDPR.

Under the GDPR, data processing is permitted in particular in three cases:

pursuant to Art. 6(1)(a) and 7 GDPR, if you have consented to the data processing by us; in each case we will inform you in advance in this

privacy policy and, with regard to consent pursuant to Art. 4 No. 11 GDPR, inform you precisely for what purpose and under what circumstances your data is processed by us; under Art. 6 para. 1 lit. b GDPR, if the processing of your personal data is necessary for the initiation, conclusion or performance of a contractual relationship; under Art. 6 para. 1 lit. f GDPR, if, after balancing interests, processing is necessary to safeguard our legitimate interests; these include in particular our interests in analyzing, optimizing and securing the offer on our website – this primarily includes an analysis of user behavior, the creation of profiles for advertising purposes and the storage of access data as well as the use of third-party providers.

inventory data

We collect inventory data insofar as they are necessary for the establishment, substantive design or modification of a contractual relationship (including a gratuitous one) between us and the user/customer. These may include: customer data (e.g. name, address), contact data (e.g. e-mail address, telephone number), service data (e.g. ordered service, term, fee). When establishing the user relationship, we will request this data from you (e.g. name, address and e-mail address) and will also inform you to what extent the information is bindingly required to establish the user relationship.

usage data

We also collect usage data in order to enable the use of the services on our website by the user. These may include: usage information (e.g. pages or sections accessed, duration of visit, interest in services), content data (e.g. data, texts, images, sounds, videos entered or uploaded by you), metadata (e.g. identity of your device, location, IP address). We will only combine usage data if and insofar as this is necessary for billing purposes. Otherwise, we will only create usage data pseudonymously and only insofar as you have not objected to this. You may send this objection at any time to the address given in the legal notice or to the controller named in this privacy policy named therein.

The legal basis for this data processing is, on the one hand, our legitimate interests pursuant to Art. 6 para. 1 lit. f GDPR in analyzing the website and its use, and, where applicable, also the statutory permission to store data in connection with the initiation of a contractual relationship pursuant to Art. 6 para. 1 lit. b GDPR.

In addition, our provider stores information each time this website is used, the so-called server log files, which are automatically transmitted by your browser. These are:

- Your IP address
- Type and version of your browser
- Hostname
- Time of visit
- the website from which you visited our website
- Name of the website accessed
- exact time of access as well as the amount of data transferred

These data are used only for statistical purposes and do not allow us to identify you as a user.

INITIAL CONTACT VIA ELECTRONIC INQUIRY

Contact us electronically (e.g. email, fax, telephone, messenger, etc.), we store and process the data you have provided to us (e.g. name, contact information, content of the inquiry). The legal basis for this is our legitimate interest in effective customer communication pursuant to Art. 6 para. 1 lit. a GDPR and, insofar as the matter concerns an inquiry about entering into or fulfilling a contract, also Art. 6 para. 1 lit. b GDPR. We will only pass this data on to third parties if this is necessary for the performance of the contract (pursuant to Art. 6 para. 1 lit. b GDPR), corresponds to the overriding interest in effective service (pursuant to Art. 6 para. 1 lit. f GDPR), or if your consent (pursuant to Art. 6 para. 1 lit. a GDPR) or some other legal permission or obligation exists. You may at any time request free information from us about the purpose of processing, the origin and, if applicable, the recipients of your personal data. You may also assert the correction, deletion and restriction of processing of your personal data. You may object at any time to the (further) processing of your data and have a right to data portability as well as a right to lodge a complaint with

the competent supervisory authority.

Your data will generally only be stored for as long as required for the purpose of the respective data processing. Further storage may be considered in particular if this is still necessary for legal enforcement or due to legitimate interests, or if there is a legal obligation to retain the data (e.g. tax retention periods, limitation period).

CONSENT

If we ask for your consent to process your data, we will inform you in clear language and in an easily accessible manner for which cases you are granting your consent. Any consent we request is voluntary; you can also obtain any benefit you wish to gain by giving consent without consenting—just ask us.

For each consent, you have the right at any time to withdraw consent you have given us for the processing of your personal data. This can be done by an informal notice, e.g. via our contact form, an email to the email address listed in the legal notice, or an unsubscribe link (where offered by us). Your withdrawal does not affect the lawfulness of the data processing carried out up to that point.

RETENTION PERIOD

Your data will generally only be stored for as long as required for the purpose of the respective data processing. Further storage may be considered in particular if this is still necessary for legal enforcement by us or due to our other legitimate interests. For your inventory data, which were required to fulfill a contractual relationship (including a free one), this means that we store them until full performance or termination of the contractual relationship plus the limitation period (which generally lasts 2 or 3 years), together with a reasonable additional period for any interruption of the limitation period. For your usage data, which were collected in connection with your use of the website, this means that we only store them for as long as this is still necessary for the proper functioning of our website and our legitimate interest extends. We will primarily store statistical data only in pseudonymized form. In addition, we store your data insofar as we are legally obliged to do so. These are in particular the tax retention periods, which generally last 6 or even 10 years.

COOKIES

Cookie Opt-In

We have asked you, as part of accessing the website, to consent to the storage of certain cookies when visiting our website. Therefore, our website uses cookies based on your consent pursuant to Art. 6 para. 1 lit. a GDPR so that our offer can be used better, more effectively, and more securely. Cookies are text files that are stored on your computer and save certain data about your user behavior on our site so that certain functions or offers can be made available to you in line with your previous use. These may include so-called "session cookies," which are automatically deleted at the end of your visit to our website. However, there are also cookies that are stored permanently on your computer unless you delete them. This allows us to recognize your browser the next time you visit our website and provide you with functions or offers in line with your previous use. Your browser allows you to prevent the use of cookies entirely or on a case-by-case basis. Please refer to the operating instructions for your browser. You can also delete cookies, some We have compiled instructions here: for Chrome:

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=de> for Safari:

<https://support.apple.com/de-de/guide/safari/sfri11471/mac> for Firefox:

<https://support.mozilla.org/de/kb/cookies-und-website-daten-in-firefox-loschen> for Edge:

<https://support.microsoft.com/de-de/help/17442/windows-internet-explorer-delete-manage-cookies> for Internet Explorer:

<https://support.microsoft.com/de-de/help/278835/how-to-delete-cookie-files-in-internet-explorer> Blocking cookies may limit the

functionality of our website and other websites you visit. More information on [how you can manage, restrict, or completely disable them](#) can be found in

particular at: <https://www.aboutads.info/choices>

<https://www.youronlinechoices.eu> <https://www.networkadvertising.org/choices>

USER RIGHTS

You may request free information from us at any time about the personal data we store about you. To prevent misuse, identification of your person is required.

Deletion, correction, restriction

You may at any time request correction (including completion) of incorrect data, as well as restriction of its processing or deletion of your data. This applies in particular if the purpose of processing has ceased, a required consent has been withdrawn and no other legal basis exists, or if our data processing is unlawful. We will then promptly correct, block, or even delete your personal data within the legal framework.

Objection

YOU MAY OBJECT AT ANY TIME TO ANY PROCESSING OF YOUR PERSONAL DATA THAT WE BASE ON A BALANCING OF INTERESTS WITH YOUR INTERESTS UNDER ART. 6 PARA. 1 lit. f GDPR, IF THERE ARE GROUNDS FOR DOING SO ARISING FROM YOUR PARTICULAR PERSONAL SITUATION. WE WILL THEN NO LONGER PROCESS YOUR DATA, UNLESS WE CAN PROVE COMPELLING LEGITIMATE GROUNDS FOR THE PROCESSING THAT OVERRIDE YOUR INTERESTS, RIGHTS AND FREEDOMS, OR THE PROCESSING SERVES THE ASSERTION, EXERCISE OR DEFENSE OF LEGAL CLAIMS ON OUR PART.

Data transfer

You may request from us the transfer of the data stored about you in machine-readable form.

Complaint

If you feel that our data processing violates your rights, you may file a complaint with the competent supervisory authority (here you will find a list of the authorities).

CHANGE TO THE PRIVACY POLICY

If a change to the privacy policy becomes necessary for legal or factual reasons, we will update this page accordingly. No changes will be made to the consents given by the user.

NEWSLETTER

If you subscribe to a newsletter offered on our site, we will inform you in detail about what we inform you about, which data from you is stored, and for what purpose it is used. We will not pass your data on to third parties and will use it only for sending the newsletter.

We will only send the newsletter to you if you have previously given us your consent to do so. For this, you will receive an email from us with a link and further instructions and a request for your consent. By clicking this link, you agree to receive the newsletter and advertising from us.

As we are legally obliged to log your consent as part of the so-called Double Opt-In, your newsletter order, the sending of our consent email, and your consent by clicking the link are logged and stored with location and time as well as your IP address. The basis for storage is your consent pursuant to Art. 6 para. 1 lit. a GDPR, which you grant us when registering for the newsletter. You may revoke this consent at any time; a simple message to us is sufficient (e.g. via contact form or email or the unsubscribe link in every email). This revocation does not affect the lawfulness of the processing carried out up to that point.

For sending the newsletter, we use (within the scope of our legitimate interest in technically flawless processing of our customer information and analysis) Brevo, which is obliged to comply with EU data protection rules.

Our newsletter provider also uses this data, but only in pseudonymous form (i.e. without enabling your identification) for analysis and optimization of its own service. However, your data will never be used by them to contact you.

Your data will remain stored for as long as they are kept in our email list, storage is still necessary for legal enforcement by us or for our other legitimate interests, or we are legally obliged to retain your data.

SOCIAL MEDIA

Social Media Links

General information

We provide links to our social media profiles. Unlike social media plugins, links do not cause the social media platform to learn of your visit when you access our site. However, like any link, at the latest when you click the link, your data will be processed by the social media platform. As a rule, the social media platform will store cookies on your device or even save your usage behavior to your account, especially if you are logged in yourself. The social media platform can analyze your user behavior using your data and use it for (interest-based) advertising. This may result in advertising being shown to you inside and outside the social media platform. Please consider for yourself whether you want to accept this and use a social media platform only if you have sufficiently informed yourself about the data processing there and agree to it (this applies in particular if you yourself do not yet use these platforms) – we have included links to the privacy policies of the social media platforms.

Linkedin

Our site uses links to our presence on the social network LinkedIn of LinkedIn Ireland Unlimited Company, Wilton Place,, Dublin 2, Ireland, as a subsidiary of LinkedIn Corporation, 2029 Stierlin Ct. Ste. 200 Mountain View, CA 94043, USA.

It is only a normal link; when you access our site, LinkedIn therefore does not learn of your visit to our website. However, if you click the link, you will be redirected to LinkedIn, and LinkedIn will then also learn that you had visited our site.

As a result, your data may be transferred to the USA, but LinkedIn is registered with Privacy Shield and obliged to comply with EU data protection rules.

We have no knowledge of, and no influence over, the possible collection and use of your data by LinkedIn after clicking the link. For further information, please refer to LinkedIn's privacy policy at https://www.linkedin.com/legal/privacy-policy?_l=de_DE if applicable.

YouTube

Our site uses links to our presence on the social network YouTube of YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. It is only a normal link; when you visit our site, YouTube therefore does not learn of your visit to our website. However, if you click the link, you will be redirected to YouTube, and YouTube also learns that you visited our site.

The data collected by Google could be transmitted by Google to countries outside the EU, in particular the USA. YouTube/Google is, however, registered with Privacy Shield and obliged to comply with EU data protection rules.

We have no knowledge of, and no influence over, the possible collection and use of your data by YouTube after clicking the link. For further information, please refer to YouTube's privacy policy at <https://www.google.de/intl/de/policies/privacy/> if applicable.

Social Media Videos

YouTube (two-click)

Within the scope of our legitimate interest in a technically flawless online offering and its economically efficient design and optimization pursuant to Art. 6 para. 1 lit. f GDPR, we use the provider YouTube LLC, 901 Cherry Avenue, San Bruno, CA 94066, USA, represented by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland, for the integration of videos. Normally, when a page with embedded videos is called up, your IP address is sent to YouTube and cookies are installed on your computer. However, we use a two-click solution, through which Google only learns of your IP address and your visit to our website once you have pressed the button. Activate the plugin while you are simultaneously at

If you are logged into YouTube, Google can assign your usage to your user account.

The data collected by Google could be transmitted by Google to countries outside the EU, in particular the USA, but Google is registered with Privacy Shield and is obliged to comply with EU data protection rules.

We have no knowledge of, and no influence over, the possible collection and use of your data by Google. You can find more information in Google's privacy policy at <https://www.google.de/intl/de/policies/privacy/>. We also refer, for the ~~general handling of and deactivation of cookies~~, to our general explanation in this privacy policy.

GOOGLE

Google Analytics

We use, within the scope of our legitimate interest in a technically flawless online offer and its economically efficient design and optimization pursuant to Art. 6 para. 1 lit. f GDPR, the Google Analytics tool from Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. This allows website usage to be analyzed, and pseudonymous user profiles can be created from the data. To this end, Google uses various techniques, including cookies stored on your computer. These store information about the use of our site, which we use to improve our offer.

The data collected by Google could be transmitted by Google to countries outside the EU, in particular the USA. Google has submitted to the Privacy Shield Framework We have taken additional measures to ensure adequate protection of your data as far as possible. We anonymize your IP address before transmission to Google. This was done by activating the Anonymizelp() function within the Google Analytics tracking code.

Furthermore, we have entered into a data processing agreement with Google, under which Google will not merge your data with other data collected by Google in order to determine your identity.

If this is not sufficient for you, you can also download and install the browser plugin from Google to block Google Analytics via the link <https://tools.google.com/dlpage/gaoptout?hl=de>, with which

the collection and transfer of your personal data by Google is blocked.

You can also prevent collection by Google Analytics by clicking the following link: [disable Google Analytics](#) and setting an opt-out cookie, which also prevents the collection of your data.

If you would like to learn about Google's data protection measures please use the following link <https://www.google.de/intl/de/policies/privacy/> .

We also refer you, regarding the general handling of cookies and their deactivation as well as the transfer of data to third parties, in particular also to the USA, to our general explanation in this privacy policy.

Google Fonts

We use Google Fonts, online font libraries of Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland ("Google"), within the scope of our legitimate interest in a technically flawless online offering and its economically efficient design and optimization pursuant to Art. 6 para. 1 lit. f GDPR, to display fonts on our website. External font libraries are particularly capable of enabling uniform, fast and secure rendering. No cookies or other trackers are stored in your browser for the use of online fonts. Rather, the font files (CSS, fonts) are requested from the provider of the font libraries. However, as with any data transmission on the web, your usage data such as your IP address, the browser used, the website previously visited, as well as your usage behavior are transmitted to the font provider. Google makes clear that all requests relating to CSS and fonts are completely separate from all other Google services. They are not assigned to your account and are only stored by Google for a short time. Google uses the data only in pseudonymous form for a statistical evaluation. Detailed information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> By using Google Fonts, your data are transmitted to Google's servers in the USA and stored there. Google has submitted to the Privacy Shield Framework and has committed to ensuring data protection equivalent to that in the EU. For further information on the use of your data by Google, please refer to Google's privacy policy <https://policies.google.com/privacy?hl=de&gl=de>



Created with the [privacy policy generator from https://easyrechtssicher.de](https://easyrechtssicher.de)

Our current privacy policy dated 18.03.2025, prepared by Dr. Franka Kretschmer & Steffen Kühnert on behalf of SorCool GmbH, applies.