



# Data Privacy Statement

## 1. Name and Contact Details of Data Security Officer and the Person Responsible for Data Processing

This privacy policy applies to data processing by:

Responsible body:

Barbara Hunz Personalmanagement GmbH, Hansaring 8, 50670 Cologne, Germany,

Email: [info@bhunz-personal.de](mailto:info@bhunz-personal.de) – Tel.: +49 (0)221 130 1990, Fax: +49 (0)221 130 1975

The operating data security officer of Barbara Hunz Personalmanagement GmbH can be contacted at the address above, or at [datenschutz@bhunz-personal.de](mailto:datenschutz@bhunz-personal.de).

## 2. Collection and Storage of Personal Data and Nature and Purpose of Their Use

### a) When visiting our website

When you visit our website [www.bhunz-personal.de](http://www.bhunz-personal.de), the browser used on your device automatically sends information to the server of our website. This information is temporarily stored in a so-called log file. The following information is collected without your influence and stored until automated deletion:

- IP address of requesting computer,
- date and time of access,
- name and URL of the retrieved file,
- website from which access was made (referrer URL),
- the browser used and, if so, the operating system of your computer and the name of your access provider.

The data mentioned are processed by us for the following purposes:

- ensuring smooth connection of website,
- ensuring comfortable use of our website,
- evaluation of system security and stability as well as
- for further administrative purposes.

Legal basis for data processing is sect. 6 para. 1 s. 1 f GDPR. Our legitimate interest derives from the data collection purposes listed above. In no case we use any collected data for the purpose of drawing conclusions from your person.

In addition, when visiting our website we use cookies and analysis services. Further details can be found in sections 4 and 5 of this privacy statement.

## **b) When registering for our newsletter**

If you explicitly consented according to sect. 6 para. 1 s. 1 a GDPR, we'll use your e-mail address to send you our newsletter regularly. It is sufficient to specify your e-mail address for receiving our newsletter.

Deregistration is possible at any time for example by a link at the end of each newsletter. Alternatively you are welcome to send your unsubscribe request to [datenschutz@bhunz-personal.de](mailto:datenschutz@bhunz-personal.de) at any time via e-mail.

## **c) By using our contact form**

For questions of any kind, we offer you the opportunity to contact us by a form that is provided on the website. For this it is necessary to provide a valid e-mail address so that we know from whom the request came from and so that we can answer it. Further information can be provided voluntarily.

Data processing will be operated for the purpose of contacting us according to sect. 6 para. 1 s. 1 a GDPR based on your voluntarily granted consent.

Personal data collected by us for using the contact form will be deleted automatically after completion of the request made by you.

## **3. Transfer of Data**

Disclosure of your personal data to third parties will not occur for purposes other than those listed below.

We transfer your personal data to third parties only if:

- you have given your explicit consent according to sect. 6 para. 1 s. 1 a GDPR,
- transfer is required to assert, exercise or defend legal claims according to sect. 6 para. 1 s. 1 f GDPR and there is no reason to assume that you have an overriding worthy interest in non-transfer of your data,
- given the case that there is a legal obligation for disclosure according to sect. 6 para. 1 s. 1 c GDPR, as well as
- it is legally permissible and according to sect. 6 para. 1 s. 1 b GDPR is required for the settlement of contractual relationships with you.

## **4. Cookies**

We use cookies on our website. These are small files which your browser creates automatically and are saved on your device (laptop, tablet pc, smartphone, etc.) when visiting our site. Cookies do not damage your device, do not contain viruses, trojans or other malicious software.

In the cookie information is stored which derives from connection with the particularly used terminal device. However, this does not mean that we will immediately receive knowledge of your identity by that.

On the one hand the use of cookies serves to make the use of our offer more pleasant for you. Thus we use so-called session cookies to recognize whether you have already visited individual pages of our website. They will be deleted automatically after leaving our site.

To optimize usability, in addition we also use temporary cookies which are saved for a specific period of time on your device. If you visit our site again to use our services, it will automatically recognize that you have already been with us and which inputs and settings you have made, so you do not have to enter them again.

On the other hand, we use cookies to statistically record the use of our website and to evaluate it for you to optimize our offer (see point 5). These cookies enables us to automatically notice when you visit our site again that you have already been with us. These cookies are automatically deleted after a specified time.

Data processed by cookies are required for the purposes mentioned in order to safeguard our legitimate interests and those of third parties pursuant to sect. 6 para. 1 s. 1 f GDPR.

Most browsers accept cookies automatically. However, you can configure your browser in a way that no cookies will be saved on your computer, or a note will always be displayed before a new cookie is created. However, complete deactivation of cookies may cause you to be unable to use all features of our website.

## **5. Analysis Tools**

### **a) Tracking Tools**

The tracking measures listed below and applied by us are processed on the basis of sect. 6 para. 1 s. 1 f GDPR. With the tracking measures accomplished, we strive to ensure a needs-based design and continuous optimization of our website. In addition we use tracking measures to record the use of our website statistically and to evaluate its use for the purpose of optimizing our offer to you. These concerns have to be regarded as justified in the sense of the aforementioned provision.

Respective purposes of data processing and data categories can be found in corresponding tracking tools.



## **aa) Google Analytics 1**

For the purpose of design and continuous optimization of our web pages we use Google Analytics (<https://www.google.de/intl/de/about/>), a web analytics service provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereafter "Google"). In this context, pseudonymized usage profiles are created and cookies are applied (see point 4). Information on your use of this website generated by the cookie, such as

- browser type/ version,
- used operating system,
- Referrer URL (previously visited page),
- host name of the accessing computer (IP address),
- time of server request,

are transferred to a Google server in the US and stored there. This information is applied to evaluate use of website, to collect reports on website activities and to provide further services related to the use of the website and the Internet for purposes of market research and customization of these websites. Also, this information may be transmitted to third parties where required by law or in the case that they process this information on behalf. Your IP address will never be combined with other Google data. IP addresses will be anonymized so that any mapping becomes impossible (IP masking).

You can prevent your device from installation of cookies by setting the browser software accordingly; however, we point out that in this case you may not be able to fully use all functions of this website.

You can also reject collection of data (incl. your IP address) generated by cookies relating to your use of the website and inhibit processing of these data by Google by download and installation of a browser add-on (<https://tools.google.com/dlpage/gaoptout?hl=de>).

As an alternative to the browser add-on, you can also prevent detection by Google Analytics especially with browsers on mobile devices by clicking on the following link. An opt-out cookie is

set which prevents future collection of your data when visiting this site. The opt-out cookie is only valid in this browser and only for our website and is saved on your device. If you delete cookies in this browser you have to set again the opt-out cookie.

Further information on privacy concerning Google Analytics you find p. e. at Google Analytics help center (<https://support.google.com/analytics/answer/6004245?hl=de>).

## **bb) Google Adwords Conversion Tracking**

We also apply Google Conversion Tracking to collect statistically the use of our website for you and evaluate it for the purpose of optimizing our website. This will set a cookie on your computer (see paragraph 4) by Google Adwords, if you come to our website by a Google ad.



These cookies lose their validity after 30 days and don't serve for personal identification. If the user visits particular pages of the Adwords customer's website and the cookie did not expire, Google and the customer can recognize that the user clicked on the ad and has been redirected to that page.

Every Adwords customer receives another cookie. Thus cookies cannot be tracked by the websites of Adwords customers. Information collected by using conversion cookies is used to generate conversion statistics for Adwords customers who decided to apply Conversion Tracking. Adwords customers are aware of the total number of users who clicked on their ad and were redirected to a page that was tagged with a Conversion Tracking tag. However, they don't receive any information by which users can be identified personally.

If you do not wish to participate in the tracking process, you can also reject cookie setting necessary for this purpose - for example by browser settings which generally disables automatically setting of cookies. You can also disable cookies for Conversion Tracking by setting your browser to block cookies from the domain "www.googleadservices.com". You find Google's [privacy policy concerning Conversion Tracking](https://services.google.com/fh/files/misc/adservices/ads_preferences.html) at [https://services.google.com/fh/files/misc/adservices/ads\\_preferences.html](https://services.google.com/fh/files/misc/adservices/ads_preferences.html).

### **cc) Matomo**

We use open-source software Matomo for analysis and statistical evaluation of using our website. Cookies are applied for this purpose (see paragraph 4). Information on website usage generated by a cookie is transmitted to our servers and summarized in pseudonymous utilization profiles. This information is used to evaluate use of our website and to enable a needs-based design of our website. There will be no transfer of information to third parties.

IP address will never be associated with other data relating users. IP addresses are anonymized, so that any assignment is impossible (IP masking).

Your visit of this website is currently registered by Matomo web analytics. Click here (<https://matomo.org/docs/privacy/>) to prevent your visit from recording.

## **6. Social Media Plug-ins**

We use social plug-ins from the social networks Facebook, Twitter and Instagram according to sect. 6 para. 1 s. 1 f GDPR in order to make our office better known. The underlying commercial purpose has to be regarded as justified interest in the meaning of GDPR. Responsibility has to be guaranteed for operation compliant with privacy protection by their respective providers. Our integration of these plug-ins is done by means of the so-called two-click method to protect visitors of our website to the best.

### **a) Facebook**

Social media plugins from Facebook are used on our website to make its use more personal. For this we use the "LIKE" or "SHARE" buttons which are provided by Facebook.



If you visit a page of our website that contains such a plugin, your browser connects directly with the Facebook servers. The content of plugin will be transmitted by Facebook directly to your browser and from this integrated in the website.

By integrating plugins Facebook receives information that your browser had access to the corresponding page of our website, even if you don't have any Facebook account or are currently not logged in to Facebook. This information (including your IP address) will be transmitted from your browser directly to a Facebook server in the US and stored there.

Being logged in to Facebook, Facebook can directly correlate your visit of our website with your Facebook account. If you interact with plugins, for example by pressing the "LIKE" or "SHARE" button, corresponding information will also be transferred directly to a Facebook server and stored there. This information also will be posted on Facebook and displayed to your Facebook friends.

Facebook may use this information for the purpose of advertising, market research and for design of Facebook's web pages as needed. For this reason user, interest and relationship profiles will be created by Facebook p. e. to evaluate your use of our website with regard to advertisements displayed on Facebook, to inform other Facebook users on your activities at our website and to provide other services related to the use of Facebook.

If you don't wish Facebook to match your collected data of our website with your Facebook account, you must log out from Facebook before visiting our website.

Please refer to privacy policy (<https://www.facebook.com/about/privacy/>) of Facebook concerning purpose and scope of data collection, further processing and use of data by Facebook as well as concerning your related rights and setting options to protect your privacy.

## **b) Twitter**

Plugins of Twitter Inc. (Twitter) are integrated on our internet pages. Twitter plugins (tweet button) can be recognized by the Twitter logo on our website. An overview of tweet buttons you can find here (<https://about.twitter.com/resources/buttons>).

When you visit a page of our website that contains such a plugin a direct connection will be made between your browser and the Twitter server. Twitter receives information that you visited our page with your IP address. If you click the Twitter "tweet button" while you are logged in to your Twitter account, you can link the contents of our pages to your Twitter profile. This allows Twitter to associate the visit of our pages with your user account. We point out that as provider of sites we are not aware of the content of the transmitted data and their use by Twitter.

If you do not wish Twitter to be able to associate your visit to our websites, please log off your Twitter account.

For more information see privacy policy of Twitter (<https://twitter.com/privacy>).

### **c) Instagram**

Our website also uses so-called social plugins ("plugins") from Instagram, operated by Instagram LLC., 1601 Willow Road, Menlo Park, CA 94025, USA ("Instagram").

Plugins are marked with an Instagram logo, for example in the form of an "Instagram camera".

If you select a page of our website that contains such a plugin your browser builds a direct connection to the servers of Instagram. The content of the plugin is transmitted by Instagram directly to your browser and becomes integrated in the page. By this integration Instagram receives information that your browser accessed the respective page of our website, even if you do not have any Instagram profile or are currently not logged in to Instagram.

This information (including your IP address) will be transmitted from your browser directly to an Instagram server in the US and stored there. If you're logged in to Instagram, Instagram can instantly associate your Instagram account with visiting our website. If you interact with plugins, for example by pressing the "Instagram" button, this information will also be transmitted directly to an Instagram server and stored there.

This information will also be posted on your Instagram account and displayed there to your contacts.

If you do not want Instagram to instantly map your Instagram account's collected data by our website, you'll have to log out of Instagram before visiting our website.

For more information concerning this, see Data Privacy Statement of Instagram (<https://help.instagram.com/155833707900388>).

## **7. Data Subject Rights**

You have the right:

- to request information on your personal data processed by us in accordance with sect. 15 GDPR. In particular you may request information on processing purposes, category of personal data, categories of the recipients whom your data has been disclosed or is going to be disclosed, information on planned retention period, existence of a right of correction, on deletion, limitation of processing or on opposition, information on having a right of appeal, on the source of your data, if information has not been collected by us, as well as on the existence of automated decision-making including profiling and, if given, meaningful information on information details;
- to request correction of incorrect or completion of personal data stored by us without delay in accordance with sect. 16 GDPR;
- to request deletion of your personal data stored by us, insofar as processing is not required to exercise rights of freedom of expression and information, not required to fulfill a legal obligation, not needed for reasons of public interest or for assertion, exercise or defense of legal claims in accordance with sect. 17 GDPR;



- to request restriction of processing of your personal data, as far as you deny accuracy of these data, as far as processing is illegal, but you reject its deletion and we don't need them any longer, whereas you still need them for assertion, exercise or defense of legal claims according to sect. 18 GDPR or if you objected processing your data according to sect. 21 GDPR;
- to obtain your personal data that you have provided to us in a structured, common and machine-readable format or to demand transfer to another person responsible in accordance with sect. 20 GDPR;
- to revoke your consent once given to us at any time according to sect. 7 para. 3 GDPR. As a result, we cannot continue data processing which was based on this consent furthermore and
- to complain at a supervisory authority in accordance with sect. 77 GDPR. In general you can contact the regulating authority at your usual place of residence, work residence or at the location of our office.

## **8. Right of Objection**

If your personal data is processed on the basis of legitimate interests in accordance with sect. 6 para. 1 s. 1 f GDPR you have the right to object against processing of your personal data according to sect. 21 GDPR, as far as there are reasons for this which arise from your particular situation or as far as objection is directed against direct mail. In the latter case you have a general right of objection which would be accomplished by us without any need to specify a particular situation.

If you like to make use of your right of revocation or objection, sending an email to [datenschutz@bhunz-personal.de](mailto:datenschutz@bhunz-personal.de) will be sufficient.

## **9. Data Security**

During your website visit we use the widely used Secure Socket Layer/ SSL method in conjunction with the highest encryption level supported by your browser. In general, this is a 256-bit encryption. If your browser does not support 256-bit encryption we'll use instead 128-bit v3 technology. Whether a single page of our website is encrypted you can see from the key or lock symbol in the lower status bar of your browser appearing to be closed.

We also take appropriate technical and organizational security measures to protect your data against accidental or intentional manipulation, partial or total loss, destruction, or against unauthorized access by third parties. Our security measures are constantly being improved according to technological development.

## **10. Updating and Changing this Privacy Statement**

This privacy policy is currently valid and is from April 2018.

As a result of further development of our website and offers thereof or due to changed legal or official requirements, it may be necessary to change this privacy policy. Any time current privacy policy can be accessed and printed by you at following website:

<http://www.bhunz-personal.de/pdf/datenschutz-en.pdf>