

The following data is saved when visiting our website:

- Browser type and version
- Date and time of the visit
- IP address
- Page visited
- Volume of data transmitted

We are unable to associate this data with a specific person.

All of this information is used by us solely for statistical purposes. It is not passed on to any third parties. We do not attempt to associate this data with any other.

The data is automatically deleted after 7 days.

## Cookies

Some of the web pages use what are known as cookies. Cookies do not damage your computer and do not contain viruses. Cookies help to make our website more user-friendly, more effective and safer. Cookies are small text files that are stored on your computer by your browser.

Most of the cookies we use are what are known as session cookies. They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal until you delete them. These cookies enable us to recognise your browser during your next visit.

You can set your browser so that you are informed when cookies are set and only allow cookies in individual cases, accept cookies in certain cases or generally exclude them and enable the automatic deletion of cookies when closing the browser. If cookies are disabled, the functionality of this website may be restricted.

Cookies that are necessary for the electronic communication process or for the provision of certain functions that you desire are stored on the basis of Art. 6 (1) (f) of the EU General Data Protection Regulation (GDPR). The website operator has a justified interest in the storage of cookies for the technically error-free and optimised provision of its services. Insofar as other cookies (e.g. cookies for analysing your surfing behaviour) are stored, these are dealt with separately in this data protection declaration.

## Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files that are stored on your computer and which enable the analysis of your use of the website. The information about your use of this website (including your IP address) facilitated through the use of the cookie will be transmitted to Google and stored by them on servers in the United States. Google uses this information to evaluate your use of the website, to compile reports on website activity for website operators, and to provide other services related to website activity and internet usage. Google will also share this information to the extent required by law or to allow third parties to process this data on behalf of Google. Google will never associate

your IP address with other Google data. You can prevent the installation of these cookies by changing your browser settings accordingly; however, you should be aware that in this case, the full functionality of this website may not be available to you. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

You can revoke the collection and use of your IP address by Google Analytics at any time, effective for the future. For more information, see <http://tools.google.com/dlpage/gaoptout?hl=en>. Please note that the use of Google Analytics on this website has been extended by the code "gat.\_anonymizeIp();" in order to ensure the anonymized collection of IP addresses. (Source: <https://www.datenschutzbeauftragter-info.de/fachbeitraege/google-analytics-datenschutzkonform-einsetzen/>)

You can disable data collection by Google Analytics by clicking on the following link. An opt-out cookie will be set, which prevents the future collection of your data, by visiting this website: Disable Google Analytics (<http://tools.google.com/dlpage/gaoptout?hl=en>). FP Digital Business Solutions GmbH has a contractual agreement with Google Germany GmbH according to paragraph 11 of the German Federal Data Protection Act (BDSG).

FP Digital Business Solutions GmbH has concluded a data processing agreement with Google Germany GmbH.

### **HubSpot**

We use HubSpot for our online marketing activities. This is an integrated software solution with which we cover various aspects of our online marketing.

These include, among other things:

- Content Management (website and blog)
- E-mail marketing (newsletters and automated mailings, e.g. to provide downloads)
- Social Media Publishing & Reporting
- Reporting (e.g. traffic sources, access, etc. ...)
- Contact management (e.g. user segmentation & CRM)
- Landing pages and contact forms

Our registration service allows visitors to our website to learn more about our company, download content and provide their contact information and other demographic information.

This information and the contents of our website are stored on servers of our software partner HubSpot. We may use this information to contact visitors to our website and to determine which services of our company are of interest to them.

All information we collect is subject to this Privacy Policy. We use all information collected solely to improve our marketing practices.

HubSpot is a software company based in the USA with an office in Ireland.

**Contact:**

**HubSpot**

**2nd Floor 30 North Wall Quay**

**Dublin 1, Ireland,**

**Telefon: +353 1 5187500.**

HubSpot is certified under the terms of the "EU - U.S. Privacy Shield Framework" and is subject to the TRUSTe's Privacy Seal and the "[EU - U.S. Privacy Shield Frameworks](#)" Framework.

- [Learn more about HubSpot's privacy policy >>](#)
- [More information from HubSpot regarding the EU data protection regulations >>](#)
- You can find more information about the cookies used by HubSpot [here >>](#)

If you generally do not want HubSpot to record your data, you can prevent Cookies from being saved at any time by changing your browser settings.

**Data transmission upon contract conclusion for services and digital content**

We transmit personal data to third parties only if this is necessary in the context of contract processing, for example to the bank tasked with payment processing.

Further transmission of the data does not take place or only if you have expressly agreed to the transmission. Your data will not be passed on to third parties without your express consent, for example for advertising purposes.

The basis for data processing is Art. 6 (1) (b) GDPR, which permits the processing of data for the fulfilment of a contract or pre-contractual measures.

**SSL or TLS encryption**

This page uses SSL or TLS encryption for security reasons and to protect the transmission of confidential content. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is enabled, the data you transmit to us cannot be read by third parties.

**Personal Data**

To the extent that FP Digital Business Solutions GmbH collects, processes or uses personal data of users within its limited liability, this is done within the scope of the applicable legal requirements. At the current time, these are determined by the German Federal Data Protection Act (BDSG), the Telemedia Act (TMG) and the Telecommunications Act (TKG). According to paragraph 4g of the BDSG, the data protection officer must, upon request, make the information specified in paragraph 4e available in an appropriate manner.

We meet this obligation as follows:

- a) Purpose of the data collection, processing or use

The main purpose for the collection, processing or use of personal data is to build a trustworthy and legally binding electronic communication system for digital transaction management.

The secondary purpose for the collection, processing or use of personal data is for sales and marketing (incl. advertising), the administration and support of prospective and actual customers' orders and for personnel, supplier and customer management.

The legal basis for data processing is Article 6 (1).

b) Description of the applicable groups

In order to fulfil the above-mentioned purposes, personal data is collected, processed and used according to the following groups of persons: customer data (user) (address data including certificates, contract data, transaction data), data from communication partners (address data, transaction data).

c) Categories of recipients to whom the data may be communicated:

The user's communication partners, public bodies that have a legal right to demand the data. Internal departments that are involved in the relevant business processes (human resources, accounting, marketing, sales, telecommunications and IT). External bodies involved in carrying out the business processes. External contractors according to art. 28 EU-GDPR. Credit institutions as far as necessary for processing payments. Insurance and credit protection agencies within the framework of credit security. Third parties who receive signed documents as part of the signing rights granted to us. No personal data will otherwise be passed on to third parties without express consent. You are entitled at any time to revoke your consent and to prohibit any further use of your data.

d) Transfers of personal data to a third country or to an international organisation

The transfer of data to countries outside the EU is not planned and has never taken place to date.

e) Envisaged time limits for deletion of the different categories of data

The data will be deleted after the end of the purpose limitation or in accordance with the legal basis (usually after 10 years).

### **Contact form**

If you send us queries via the contact form, your details from the query form including the contact data you provided there will be stored by us for the purpose of processing the query and in case of follow-up questions. These data will not be passed on without your consent.

The processing of the data entered in the contact form is therefore carried out exclusively on the basis of your consent (paragraph 6 (1) (a) GDPR). You can revoke this consent at any time. For this purpose, an informal e-mail to us is sufficient. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

The data you entered in the contact form will remain in our possession until you request deletion, revoke your consent to storage or the purpose for data storage no longer applies (e.g. after your query has been processed). Mandatory statutory provisions – in particular, retention periods – remain unaffected.

## Duty to provide information / Rights of data subjects

We hereby inform you about the exercising of your rights as a data subject.

### a) Right to information

You have the right to obtain confirmation as to whether personal data concerning you are being processed.

### b) Right to rectification

You have the right to obtain the rectification of inaccurate personal data concerning you without undue delay.

### c) Right to erasure

You have the right to obtain the erasure of personal data concerning you without undue delay.

### d) Right to restriction of processing

You have the right to obtain restriction of processing.

### e) Notification obligation

FP Digital Business Solutions GmbH will communicate any rectification or erasure of personal data or restriction of processing to all recipients to which the personal data have been disclosed, unless this proves impossible or involves disproportionate effort. FP Digital Business Solutions GmbH will inform you about those recipients if you request it.

### f) Right to data portability

You have the right to receive the personal data concerning you from FP Digital Business Solutions GmbH in a structured, commonly used and machine-readable format. Furthermore, you have the right to transmit those data to another controller.

### g) Right to object

You are entitled at any time to revoke your consent and to object to further use of your data. You are also free to complain to the data protection supervisory authorities.

[https://www.bfdi.bund.de/DE/Infothek/Anschriften\\_Links/anschriften\\_links-node.htm](https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.htm)

## Protection of minors

Children and persons under the age of 18 should not transmit any personal data to FP Digital Business Solutions GmbH without the consent of their parents or legal guardians.

## Links to other websites

The website of FP Digital Business Solutions GmbH contains links to other websites. FP Digital Business Solutions GmbH has no influence on whether their operators comply with the data protection regulations.

**Note on the responsible body**

The responsible body for data processing on this website is:

FP Digital Business Solutions GmbH  
Trebuser Str. 47, House 1  
15517 Fürstenwalde  
Phone: +49 (0)30 220 660 735  
E-Mail: datenschutz(at)mentana.de

The responsible body is the natural or legal person that alone or together with others determines the purposes and means of the processing of personal data.