

Privacy policy

This data protection declaration informs you about the type, scope and purpose of the processing of personal data (hereinafter referred to as "data") within the scope of the provision of services. of personal data (hereinafter referred to as "data") in the context of the provision of our of our services and within our online offer and the websites, functions and content websites, functions and contents as well as external online presences, e.g. our social media profiles (hereinafter collectively referred to as "Online Offer"). With regard to terms used, such as "processing" or "data controller", we refer to the definitions in the we refer to the definitions in Art. 4 of the General Data Protection Regulation (DSGVO).

Person responsible

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Dieffenbachstrasse 39
10967 Berlin, Germany
info@andysnatch.com

Types of data processed

- Inventory data (e.g., personal master data, names or addresses).
- Contact data (e.g., e-mail, telephone numbers).
- Content data (e.g., text entries, photographs, videos).
- Usage data (e.g., web pages visited, interest in content, access times).
- Meta/communication data (e.g., device information, IP addresses).

Categories of data subjects

Visitors and users of the online offer (hereinafter we also refer to the data subjects collectively as "users"). hereinafter also referred to collectively as "users").

Purpose of the processing

- Provision of the online offer, its functions and contents.
- Responding to contact requests and communicating with users.
- Security measures.
- Reach measurement/marketing

Terminology used

"Personal data" means any information relating to an identified or identifiable natural person (hereinafter referred to as "data subject"); an identifiable is a natural person who can be identified, directly or indirectly, in particular by an by means of an association with an identifier such as a name, an identification number, location data, an online address or a telephone number. data, to an online identifier (e.g. cookie) or to one or more special features that are characteristics which are an expression of the physical, physiological, genetic or physiological, genetic, mental, economic, cultural or social identity of that natural person.

"processing" means any operation or set of operations which is performed upon a natural person, whether or not by automatic means or any set of such operations, performed upon personal data. The term is broad and covers virtually any handling of data.

"pseudonymisation" means the processing of personal data in such a way that personal data can no longer be related to a specific data subject without additional information, provided that such additional information is kept separately and is subject to technical and organisational measures which ensure that the personal data are not attributed to an identified or identifiable natural person.

"profiling" means any automated processing of personal data which consists in using such personal data to evaluate certain personal aspects relating to a natural person, in particular with regard to personal aspects relating to a natural person, in particular to analyse or predict aspects relating to that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or change of location.

"Controller" means the natural or legal person, public authority, agency or other body which alone or jointly with others determines the purposes and means of the processing of personal data.

"Processor" means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

Relevant legal basis

In accordance with Art. 13 DSGVO, we inform you of the legal basis for our data processing. data processing. For users from the area of application of the Data Protection Regulation (DSGVO), i.e. the EU and the EEC, the following applies, insofar as the legal basis is not stated in the data protection declaration, the following applies:

The legal basis for obtaining consent is Art. 6 para. 1 lit. a and Art. 7 DSGVO; The legal basis for processing for the fulfilment of our services and contractual measures and answering enquiries is Art. 6 para. 1 lit. b DSGVO; The legal basis for the processing for the fulfilment of our legal obligations is Art. 6 para. 1 lit. c DSGVO; In the event that vital interests of the data subject or of another natural person make it necessary to process personal data, the legal basis for processing is Art. 6 para. 1 lit. d DSGVO serves as the legal basis. The legal basis for the processing necessary for the performance of a task, in the public interest or in the exercise of official authority vested in the controller is Art. 6 para. 1 lit. e DSGVO. The legal basis for processing to protect our legitimate interests is Art. 6 para. 1 lit. f DSGVO.

The processing of data for purposes other than those for which they were collected is determined by the requirements of Art. 6 (4) DSGVO. The processing of special categories of data (in accordance with Art. 9 (1) DSGVO) is governed by the provisions of Art. 9 (2) DSGVO.

Safety measures.

We take security measures in accordance with the legal requirements, taking into account the state of the art, implementation costs and the nature, scope and circumstances of the security measures. technology, the implementation costs and the nature, scope, circumstances and purposes of the processing and the varying likelihood and severity of the risk to the rights and and severity of the risk to the rights and freedoms of natural persons. technical and organisational measures to ensure a level of protection appropriate to the risk. level of protection appropriate to the risk.

The measures shall include, in particular, the safeguarding of the confidentiality, integrity and availability of data by controlling physical access to the data, as well as the access, input, output and access to the data, their input, transfer, securing their availability and their separation. Furthermore, we have established procedures to ensure the exercise of data subjects' rights, the deletion of data and the protection of personal data. Furthermore, we already take the protection of personal data into account when the development or selection of hardware, software and procedures, in accordance with the principle of principle of data protection through technology design and through data protection-friendly data protection-friendly default settings.

Cooperation with processors, joint controllers and third parties

If, in the course of our processing, we disclose data to other persons and companies (processors, joint controllers or third parties), we disclose or transfer them to these or third parties (processors, joint controllers or third parties), transmit it to them or otherwise grant them access to the data, this is only done on the basis of a legal permission (e.g. if a transmission of the third parties, such as payment service providers, is necessary for the performance of the contract), users have consented have given their consent, a legal obligation provides for this or on the basis of our legitimate interests (e.g. when using agents, web hosts, etc.).

If we disclose data to other companies in our group of companies, or otherwise grant them access, this is done in particular for administrative purposes as a administrative purposes as a legitimate interest and also on a basis that complies with the legal requirements.

Transfers to third countries

If we process data in a third country (i.e. outside the European Union (EU), the European Economic Area (EEA) or the Swiss Confederation) or if we do so in the context of using third-party services or disclosing or transferring data to other persons or companies, this will only be done if it is necessary to fulfil our (pre-)contractual obligations on the basis of your consent.

If we disclose or transfer data to other persons or companies, this will only be done if it is necessary for the fulfilment of our (pre)contractual obligations, on the basis of your consent, on the basis of a legal obligation or on the basis of our legal obligations, on the basis of a legal obligation or on the basis of our legitimate interests. Subject to legal or contractual permissions, we will only process or allow data to be processed in a third country if the legal requirements are met. This means, for example, that the processing is carried out on the basis of special guarantees, such as the officially recognised determination of a level of data protection corresponding to that of the EU (e.g. for the USA through the "Privacy Shield") or compliance with officially recognised special contractual obligations.

Rights of data subjects

You have the right to obtain confirmation as to whether data relating to you is being processed and to obtain data is being processed and to be informed about this data and to receive further information and a copy of the data in accordance with the legal requirements. a copy of the data in accordance with the law. You have the right, in accordance with the law, to request that the data relating to you be completed or corrected.

data concerning you or to demand the correction of incorrect data concerning you. data relating to you.

In accordance with the legal requirements, you have the right to demand that data concerned be deleted without delay, or alternatively, in accordance with the alternatively, in accordance with the statutory provisions, to demand restriction of the processing of the data. You have the right to demand that the data concerning you which you have provided to us data that you have provided to us in accordance with the law and to request that it be transferred to to other data controllers.

You also have the right, in accordance with the law, to lodge a complaint with the competent supervisory the competent supervisory authority.

Right of withdrawal

You have the right to revoke any consent you have given with effect for the future.

Right to object

You may object to the future processing of data relating to you at any time in accordance with the legal requirements. legal requirements at any time. The objection can in particular against processing for the purpose of direct advertising.

Cookies and the right to object to direct advertising

Cookies" are small files that are stored on users' computers. Different information can be stored within the cookies. The primary purpose of a cookie is to store information about a user (or the device on which the cookie is stored) during or after his or her visit to an online website cookie is stored) during or after his or her visit to an online offer. Temporary cookies, or "session cookies" or "transient cookies", are cookies that are deleted after a user leaves an online offer and closes his or her browser. In such a cookie, for example, the contents of a shopping basket in an online shop or a login status can be stored. Permanent" or "persistent" cookies are cookies that remain stored even after the browser is closed. after the browser has been closed. For example, the login status can be stored if users visit them after several days. Likewise, the interests of users can be stored in such a cookie, which is used for range measurement or marketing purposes. Third-party cookies" are cookies that are offered by providers other than the responsible party that operates the online offer, (otherwise, if they are only their cookies, they are referred to as "first-party cookies").

We may use temporary and permanent cookies and explain this in our data protection declaration. our data protection declaration.

If users do not want cookies to be stored on their computer, they are asked to deactivate the corresponding option in the system settings of their browser. Stored cookies can be deleted in the system settings of the browser. The exclusion of cookies can lead to functional restrictions of this online offer.

A general objection to the use of cookies for online marketing purposes can be made for a large for online marketing purposes can be made with a large number of the services, especially in the case of tracking, via the US-American website <http://www.aboutads.info/choices/> or the EU website

<http://www.youronlinechoices.com/>. Furthermore, the storage of cookies can be cookies by deactivating them in the browser settings. Please note that in this case not all functions of this online offer can be used.
cannot be used.

Deletion of data

The data we process will be deleted or restricted in its processing in accordance with legal requirements. Unless expressly stated within the scope of this data protection declaration, the data stored by us will be deleted as soon as it is no longer required for its intended purpose and the deletion does not conflict with any statutory retention obligations. If the data is not deleted because it is required for other and legally permissible purposes, its processing will be restricted. I.e. the data is blocked and not processed for other purposes. This applies, for example, to data that must be retained for reasons of commercial or tax law.

Changes and updates to the data protection declaration

We ask you to inform yourself regularly about the content of our data protection declaration. We adapt the data protection declaration as soon as the changes in the data processing carried out by us make this necessary. We will inform you as soon as the changes require an act of cooperation on your part (e.g. consent) or other individual notification.

Hosting and e-mailing

The hosting services used by us serve to provide the following services: Infrastructure and platform services, computing capacity, storage space and database services, e-mail dispatch, security services as well as technical maintenance services, which we use for the purpose of operating this online offer. In doing so, we or our hosting provider process inventory data, contact data, content data, contract data, usage data, meta data and communication data of customers, and visitors to this online offering on the basis of our legitimate interests in the efficient and secure provision of this online offer. pursuant to Art. 6 para. 1 lit. f DSGVO in conjunction with. Art. 28 DSGVO (conclusion of order processing contract).

Collection of access data and log files

We, or our hosting provider, collect data on every access to our website on the basis of our legitimate interests within the meaning of Art. 6 Para. 1 lit. f. DSGVO, we or our hosting provider collect data about each access to the server on which this service is located (so-called server log files). The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access, browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider. Log file information is stored for security reasons (e.g. for the clarification of abuse or fraud) for a maximum of 7 days and then deleted. Data whose further storage is required for evidentiary purposes is exempt from deletion until the respective incident has been finally clarified.

Google Analytics

We use Google Analytics, a web analytics service provided by Google LLC ("Google"), on the basis of our legitimate interests (i.e. interest in the analysis, optimisation and economic operation of our online offering within the meaning of Art. 6 (1) lit. f. DSGVO). DSGVO) Google Analytics, a web analytics service provided by Google LLC ("Google"). Google uses

cookies. The information generated by the cookie about the use of the online offer by the users is usually transmitted to a Google server in the USA and stored there. Google is certified under the Privacy Shield agreement and thereby offers a guarantee of compliance with European data protection law

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>). Google will use this information on our behalf for the purpose of evaluating your use of our website. Google will use this information on our behalf for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. In doing so, pseudonymous user profiles can be created from the processed data.

We only use Google Analytics with IP anonymisation activated. This means that the IP address of the user is shortened by Google within member states of the European Union or in other contracting states of the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there.

The IP address transmitted by the user's browser will not be merged with other data from Google. Users can prevent the storage of cookies by setting their browser software accordingly; users can also prevent the collection of the data generated by the cookie and related to their use of the online offer to Google as well as the processing of this data by Google by downloading and installing the browser plugin available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

For further information on data use by Google, setting and objection options, please refer to Google's privacy policy (<https://policies.google.com/technologies/ads>) as well as the settings for the display of advertisements by Google (<https://adssettings.google.com/authenticated>).

Users' personal data is deleted or anonymised after 14 months.

Online presence in social media

We maintain online presences within social networks and platforms in order to customers, interested parties and users active there and to inform them about our services. Inform them about our services.

We would like to point out that user data may be processed outside the European Union. User data may be processed. This may result in risks for the users, because, for example, it could make it more difficult to enforce the rights of users. With regard to providers certified under the Privacy Shield, we would like to point out that they are thereby thus undertake to comply with the data protection standards of the EU.

Furthermore, user data is usually processed for market research and advertising purposes. For example, usage profiles can be created from the usage behaviour and resulting interests of the users. The usage profiles can in turn be used, for example, to place advertisements within and outside the platforms that presumably correspond to the interests of the users. For these purposes, cookies are usually stored on the users' computers, in which the usage behaviour and the interests of the users are stored. Furthermore, data may also be stored in

the usage profiles irrespective of the devices used by the users (especially if the users are members of the respective platforms and are logged in to them).

The processing of the users' personal data is based on our legitimate interests in effectively informing users and communicating with users pursuant to Art. 6 para. 1 lit. f. DSGVO. If the users are asked by the respective providers of the platforms for consent to the aforementioned data processing, the legal basis of the processing is Art. 6 para. 1 lit. a., Art. 7 DSGVO.

For a detailed description of the respective processing and the opt-out options, please refer to the information information provided by the providers.

In the case of requests for information and the assertion of user rights, we would also like to point out that these can be asserted most effectively with the providers. Only the providers have access to the users' data and can take appropriate measures and provide information directly. If you still need help, you can contact us.

- Facebook, -pages, -groups, (Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) on the basis of a joint processing agreement.

of personal data - Privacy Policy:

<https://www.facebook.com/about/privacy/>, Opt-Out:

<https://www.facebook.com/settings?tab=ads> and <http://www.youronlinechoices.com>,

Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>.

- Google/ YouTube (Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) - Privacy Policy: <https://policies.google.com/privacy>, Opt-Out:

<https://adssettings.google.com/authenticated>, Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>.

- Instagram (Instagram Inc., 1601 Willow Road, Menlo Park, CA, 94025, USA) -. Privacy Policy/ Opt-Out: <http://instagram.com/about/legal/privacy/>.

- Twitter (Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA) -.

Privacy Policy: <https://twitter.com/de/privacy>, Opt-Out:

<https://twitter.com/personalization>, Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000TORzAAO&status=Active>.

- Pinterest (Pinterest Inc., 635 High Street, Palo Alto, CA, 94301, USA) - privacy policy statement/opt-out: . Privacy Policy/ Opt-Out: <https://about.pinterest.com/de/privacy-policy>.

- LinkedIn (LinkedIn Ireland Unlimited Company Wilton Place, Dublin 2, Ireland) - Privacy Policy/ Opt-Out: . Privacy Policy <https://www.linkedin.com/legal/privacy-policy> , Opt-Out:

<https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>, Privacy Shield:

<https://www.privacyshield.gov/participant?id=a2zt0000000L0UZAA0&status=Active>.

- Xing (XING AG, Dammtorstraße 29-32, 20354 Hamburg, Germany) - Privacy Policy/ Opt-Out: . Privacy Policy/ Opt-Out: <https://privacy.xing.com/de/datenschutzerklaerung>.

- Wakalet (Wakelet Limited, 76 Quay Street, Manchester, M3 4PR, United Kingdom) -
Privacy Policy/ Opt-Out: . Privacy Policy/ Opt-Out: <https://wakelet.com/privacy.html>.

- Soundcloud (SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany) -
Privacy Policy/ Opt-Out: <https://soundcloud.com/pages/privacy>.

Integration of third-party services and content

We use third party content within our online offer on the basis of our justified interests (i.e. interest in the analysis, optimisation and commercial operation of our online offer within the meaning of Art. 6 Para. 1 lit. f. DSGVO) content or service offers from third providers in order to integrate their content and services, such as videos or fonts (hereinafter uniformly referred to as (hereinafter uniformly referred to as "content").

This always assumes that the third-party providers of this content are aware of the IP address of the user, since without the IP address address, as without the IP address they would not be able to send the content to the user's browser. browser. The IP address is therefore required for the display of this content. We endeavour to only use content whose respective providers only use the IP address to only for the purpose of delivering the content. Third-party providers may also use so-called (invisible graphics, also known as "web beacons") for statistical or marketing purposes. marketing purposes. The "pixel tags" can be used to collect information on how the traffic on the pages of this website can be analysed. The pseudonymous information may also be stored in cookies on the user's device and may contain, among other things information on the browser and operating system, referring websites, time of visit and other time of the visit as well as other information on the use of our online offer. as well as be linked to such information from other sources.

Vimeo

We can use the videos of the platform "Vimeo" of the provider Vimeo Inc, Attention: Legal Department, 555 West 18th Street New York, New York 10011, USA.

Privacy policy: <https://vimeo.com/privacy>. We would like to point out that Vimeo may use Google Analytics and refer to the data protection declaration (<https://policies.google.com/privacy>) as well as opt-out options for Google Analytics (<http://tools.google.com/dlpage/gaoptout?hl=de>) or Google's settings for the use of data for marketing data use for marketing purposes (<https://adssettings.google.com/>).

Youtube

We integrate the videos of the platform "YouTube" of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy:

<https://www.google.com/policies/privacy/>, Opt-Out:
<https://adssettings.google.com/authenticated>.

Google Fonts

We integrate the fonts ("Google Fonts") of the provider Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Privacy policy:

<https://www.google.com/policies/privacy/>, Opt-Out:
<https://adssettings.google.com/authenticated>.