

## Privacy policy

### 1. Responsible person and contact details

The controller responsible for the processing is adnamics GmbH (hereinafter referred to as the **controller**) and processes the data provided by the data subject (hereinafter referred to as the **customer**) in accordance with the provisions of the European General Data Protection Regulation (hereinafter referred to as **GDPR**).

The contact details of the person responsible are

adnamics GmbH  
Richard-Willstätter-Straße 14  
12489 Berlin / Germany Phone:  
0049 30 / 57 71 1385 90  
E-mail: mail@adnamics.com

### 2. Purpose and legal basis

The processing of the customer's personal data is necessary for the performance of a contract to which the customer is party or in order to take steps at the request of the customer prior to entering into a contract. The legal basis for this processing is Art. 6 para. 1 b) GDPR. In addition, the customer's personal data is used for marketing purposes for advertising for AI-supported performance uplift for advertisers and publishers (direct advertising). The legal basis for this processing is the customer's consent in accordance with Art. 6 para. 1

a) GDPR. The controller draws attention to the customer's right to object. The customer will receive more detailed information under point 8 of this declaration.

In the event that the customer uses the contact form, the personal data will be used exclusively to process their enquiry. The legal basis for this processing is the customer's consent in accordance with Art. 6 para. 1 a) GDPR.

In the other cases in which personal data is processed, the processing is carried out to protect the legitimate interests of the controller, namely to analyse the use of the website by Google Analytics or to detect, limit or eliminate malfunctions or errors on the website. The legal basis for this processing is Art. 6 para. 1

f) GDPR. The controller draws attention to the customer's right to object. The customer will receive more detailed information under point 8 of this declaration.

### 3. Receiver

The customer's personal data transmitted to the controller will be made available to the following recipients as follows:

3.1. Fulfilment of the contract or implementation of pre-contractual measures:

For the fulfilment of the contract or the implementation of pre-contractual measures, the customer's personal data transmitted to the controller will be made available to the following recipients:

- Shipping service provider
- Payment provider
- Email service providers and web hosting companies
- Telephone and fax provider
- Video conference provider
- Tax consultants and accounting providers

Personal data will not be made available to third parties without the written consent of the customer, unless this is required by law.

### 3.2. Use of the contact form:

If the contact form is used, the customer's personal data transmitted to the controller will be made available to the following recipients:

- Email service providers and web hosting companies
- Telephone and fax provider

Personal data will not be made available to third parties without the written consent of the customer, unless this is required by law.

### 3.3 Participation in network services

As part of its business activities, the controller provides certain network services under certain circumstances. The customer who simply visits the controller's website does not participate in these services.

The following applies only in the event that the customer participates in these network services separately: For each access to its servers, the controller collects corresponding data on the basis of legitimate interest (Art. 6 para. 1 lit. f GDPR), so-called server log files including date and time, data volume, name of the website accessed, complete URLs with all parameters, success message about the retrieval, the operating system including browser type and version, the previously visited website, the IP address and the provider.

The stored data is processed in order to provide the website, ensure its security, availability and integrity, improve its quality, identify and correct errors, and for statistical analyses. The collected data and information are analysed anonymously and statistically in order to increase data protection and data security and to ensure optimal protection of the processed personal data.

For security reasons, log file information is stored for a maximum of seven 90-day periods for the investigation of fraud or misuse and then deleted. If certain data is required for evidentiary purposes, deletion will be postponed until the incident has been finally clarified. In the event that the above-mentioned personal data is required for operational purposes, it is processed and stored in accordance with Art. 6 para. 1 lit. f GDPR. This includes all necessary measures for the fulfilment of business tasks and to ensure smooth operations. The processing is carried out taking into account the

principles of data minimisation and purpose limitation and in compliance with all data protection regulations.

#### 4. Cookies

The controller uses cookies on various pages. A separate consent management tool is used on this website for this purpose.

#### 5. Third country transfer

There is no transfer to third countries.

#### 6. Storage duration

Once the contract has been fully processed, the customer's data that must be retained for legal reasons will be blocked. This data is no longer available for further use. Once the legal reason no longer applies, this blocked data will be deleted. In the event that the customer uses the contact form, the personal data will be used for the duration of the processing of the enquiry. Subsequently, the data that must be retained for legal reasons will be blocked. This data is no longer available for further use.

The controller is subject to various retention and documentation obligations, including those arising from the German Commercial Code (HGB) and the German Fiscal Code (AO). The retention and documentation periods specified there are two to ten years.

Finally, the storage period is also assessed according to the statutory limitation periods, which, for example, according to Sections 195 et seq. of the German Civil Code (BGB), are generally three years, but in certain cases can be up to thirty years.

Otherwise, the personal data will be deleted unless the customer has expressly consented to the further processing and use of their data.

#### 7. Data protection rights

Every customer has the right of **access** under Article 15 GDPR, the right to **rectification** under Article 16 GDPR, the right to **erasure** under Article 17 GDPR, the right to **restriction of processing** under Article 18 GDPR and the right to **data portability** under Article 20 GDPR. The restrictions under Sections 34 and 35 BDSG apply to the right of access and the right to erasure. There is also a **right to lodge a complaint with a data protection supervisory authority** (Article 77 GDPR in conjunction with Section 19 BDSG).

Customers can find the legal texts under the following link: <https://www.adnamics.com/gesetzestexte-datenschutz.pdf>

**Corresponding requests should be sent to the address stated under point 1 or to [mail@adnamics.com](mailto:mail@adnamics.com).**

## 8. Right of objection and other rights

If the customer has given their consent to the processing of their personal data for one or more specific purposes, the customer has the option of withdrawing their consent with effect for the future.

**In particular, the customer has the right to object to the processing of personal data to analyse the website or to detect, limit or eliminate faults or errors on the website at any time free of charge with effect for the future. To do so, simply send an email to [mail@adnamics.com](mailto:mail@adnamics.com) or to the address stated under point 1.**

**In addition, the customer has the right to object to the processing of personal data for marketing purposes for advertising purposes at any time free of charge with effect for the future. To do so, simply send an email to [mail@adnamics.com](mailto:mail@adnamics.com) or to the address stated under point 1.**

Without prejudice to any other administrative or judicial remedy, every data subject shall have the right to lodge a complaint with a supervisory authority, in particular in the Member State of his or her habitual residence, place of work or place of the alleged infringement if the data subject considers that the processing of personal data relating to him or her infringes this Regulation.

A competent authority is, for example, the Berlin Commissioner for Data Protection, Alt-Moabit 59-61, 10555 Berlin, Germany. However, the customer can also choose a different one.

## 9. Obligation to provide data

The following data must be provided (mandatory information):

### 9.1. Fulfilment of the contract:

The provision of the following data is mandatory for the conclusion of a contract (mandatory information):

- Company
- First name and surname
- E-mail address
- password
- URL Website
- Type of website
- Industry
- Traffic source

All other information is not required for the conclusion of the contract and is therefore voluntary.

If the mandatory information required for the conclusion of the contract is not provided, the contract will not be concluded. Failure to provide the voluntary information has no influence on the conclusion of the contract.

## 9.2. Use of the contact form:

The following data is mandatory for processing a contact enquiry (mandatory information):

- First name and surname
- E-mail address

All other information is not required for processing a contact enquiry and is therefore voluntary.

If the mandatory information required for processing a contact enquiry is not provided, the contact enquiry will not be processed. Failure to provide the voluntary information has no influence on the processing of the contact enquiry.

## 10. Automated decision making

Automated decision-making, including profiling, does not take place.