

Privacy Policy of Espresso Tutorials GmbH

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Only our German privacy policy is valid. This is a machine translation of our privacy policy from German without any guarantee.

We are very pleased that you are interested in our company. Data protection is a top priority for the management of Espresso Tutorials GmbH. In general, it is possible to use the websites of Espresso Tutorials GmbH without providing any personal data. However, if a data subject wishes to use specific services offered by our company via our website, the processing of personal data may be necessary. If the processing of personal data is necessary and there is no legal basis for such processing, we generally obtain the consent of the data subject.

The processing of personal data, such as a data subject's name, address, email address, or phone number, is always carried out in accordance with the General Data Protection Regulation and in compliance with the country-specific data protection regulations applicable to Espresso Tutorials GmbH. Through this Privacy Policy, our company aims to inform the public about the nature, scope, and purpose of the personal data we collect, use, and process. Furthermore, this Privacy Policy informs data subjects of their rights.

As the data controller, Espresso Tutorials GmbH has implemented numerous technical and organizational measures to ensure the most comprehensive protection possible of the personal data processed via this website. Nevertheless, internet-based data transmissions may inherently contain security vulnerabilities, meaning that absolute protection cannot be guaranteed. For this reason, any data subject is free to provide personal data to us via alternative means, such as by telephone.

1. Definitions

The privacy policy of Espresso Tutorials GmbH is based on the terminology used by the European legislators and regulators when enacting the General Data Protection Regulation (GDPR). Our Privacy Policy is intended to be easily readable and understandable for the general public as well as for our customers and business partners. To ensure this, we would like to explain the terms used in advance. In this Privacy Policy, we use the following terms, among others:

a) Personal data

Personal data refers to any information relating to an identified or identifiable natural person (hereinafter referred to as the “data subject”). A natural person is considered identifiable if they can be identified, directly or indirectly, in particular by association with an identifier such as a name, an identification number, location data, an online identifier, or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

a) Data Subject

A data subject is any identified or identifiable natural person whose personal data is processed by the controller.

b) Processing

Processing means any operation or set of operations performed on personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or any other form of making available, alignment or combination, restriction, erasure, or destruction.

c) Restriction of processing

Restriction of processing means the marking of stored personal data with the aim of limiting their future processing.

d) Profiling

Profiling is any form of automated processing of personal data consisting of the use of such personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person’s work performance, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.

e) Pseudonymization

Pseudonymization is the processing of personal data in such a way that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures that ensure the personal data is not attributed to an identified or identifiable natural person.

f) Data controller

The controller is the natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its designation may be provided for by Union or Member State law.

g) Processor

A processor is a natural or legal person, public authority, agency, or other body that processes personal data on behalf of the controller.

h) Recipient

A recipient is a natural or legal person, public authority, agency, or other body to whom personal data is disclosed, regardless of whether that body is a third party or not. However, public authorities that may receive personal data in the course of a specific investigative mandate under Union law or the law of the Member States are not considered recipients.

i) Third party

A third party is a natural or legal person, public authority, agency, or other body other than the data subject, the controller, the processor, and the persons authorized to process the personal data under the direct responsibility of the controller or the processor.

j) Consent

Consent means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

2. Name and address of the data controller

The controller within the meaning of the General Data Protection Regulation, other data protection laws applicable in the Member States of the European Union, and other provisions of a data protection nature is:

Espresso Tutorials GmbH
Bahnhofstrasse 2
37130 Gleichen

Germany

Phone: 0551 / 790 89 480

Email: contact@espresso-tutorials.com

Website: www.espresso-tutorials.de

3. Privacy

Any data subject may contact Espresso Tutorials GmbH directly at any time with questions or suggestions regarding data protection:

Espresso Tutorials GmbH

Bahnhofstrasse 2

37130 Gleichen

Germany

Email: contact@espresso-tutorials.com

Website: www.espresso-tutorials.de

4. Cookies

The websites of Espresso Tutorials GmbH use cookies. Cookies are text files that are placed and stored on a computer system via a web browser. Numerous websites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier for the cookie. It consists of a string of characters that allows websites and servers to associate the specific web browser in which the cookie was stored. This enables the visited websites and servers to distinguish the individual browser of the data subject from other web browsers that contain different cookies. A specific web browser can be recognized and identified via the unique cookie ID.

By using cookies, Espresso Tutorials GmbH can provide users of this website with more user-friendly services that would not be possible without setting cookies.

Cookies allow us to optimize the information and offers on our website to better serve the user. As mentioned earlier, cookies enable us to recognize users of our website. The purpose of this recognition is to make it easier for users to use our website. For example, a user of a website that uses cookies does not have to re-enter their login credentials every time they visit the website, as this information is retrieved by the website and the cookie stored on the user's computer system. Another example is the shopping cart cookie in an online store. The online store uses a cookie to remember the items a customer has placed in the virtual shopping cart.

The data subject can prevent the setting of cookies by our website at any time by adjusting the settings of the web browser being used, thereby permanently objecting to the setting of cookies. Furthermore, cookies that have already been set can be deleted at any time via a web browser or other software programs. This is possible in all common web browsers. If the data subject disables the setting of cookies in the web browser being used, not all functions of our website may be fully usable under certain circumstances.

5. Collection of General Data and Information

The Espresso Tutorials GmbH website collects a range of general data and information each time a data subject or an automated system accesses the website. This general data and information is stored in the server's log files. The following may be collected: (1) the browser types and versions used, (2) the operating system used by the accessing system, (3) the website from which an accessing system reaches our website (so-called referrer), (4) the subpages accessed via an accessing system on our website, (5) the date and time of access to the website, (6) an Internet Protocol (IP) address, (7) the Internet service provider of the accessing system, and (8) other similar data and information that serve to prevent threats in the event of attacks on our information technology systems.

Espresso Tutorials GmbH does not draw any conclusions about the data subject when using this general data and information. Rather, this information is required to (1) deliver the content of our website correctly, (2) optimize the content of our website and the advertising for it, (3) ensure the continued functionality of our information technology systems and the technology of our website, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in the event of a cyberattack. Espresso Tutorials GmbH therefore evaluates this anonymously collected data and information both statistically and with the aim of enhancing data protection and data security within our company, ultimately to ensure an optimal level of protection for the personal data we process. The anonymous data from the server log files is stored separately from any personal data provided by a data subject.

6. Hosting and Content Delivery Networks (CDN)

This website uses a cloud platform for virtual servers provided by Digital Ocean LLC, 106 6th Avenue, New York, USA. The server location is an ISO/IEC 27001-certified data center in Frankfurt, where Digital Ocean leases server space.

Our use of DigitalOcean is based on our legitimate interest in providing our website as error-free and secure as possible (Art. 6(1)(f) GDPR). Data transfers to the United States are based

on the European Commission's new Standard Contractual Clauses. You can find details here: <https://www.digitalocean.com/legal/privacy-policy/>.

We use the web hosting provider Netlify for our website. The service provider is the American company Netlify Inc., 2325 3rd Street, Suite 29, San Francisco, CA 94104, USA. Netlify processes your data, including in the USA. Netlify is an active participant in the EU-US Data Privacy Framework, which regulates the proper and secure transfer of personal data from EU citizens to the US. You can find more information about this at . Additionally, Netlify uses so-called Standard Contractual Clauses (= Art. 46, paras. 2 and 3 of the GDPR). Standard Contractual Clauses (SCCs) are model templates provided by the European Commission and are intended to ensure that your data complies with European data protection standards even when it is transferred to and stored in third countries (such as the United States). Through the EU-US Data Privacy Framework and the Standard Contractual Clauses, Netlify commits to adhering to European data protection standards when processing your relevant data, even if the data is stored, processed, and managed in the US. These clauses are based on an implementing decision by the European Commission. You can find the decision and the corresponding Standard Contractual Clauses here, among other places: .Netlify maintains a data processing agreement in accordance with Art. 28 GDPR, which serves as the legal basis for our customer relationship with Netlify under data protection law. The content of this agreement refers to the EU Standard Contractual Clauses. You can find it here: <https://www.netlify.com/privacy/>

7. Registration on our website

The data subject has the option to register on the website of the data controller by providing personal data. The personal data transmitted to the data controller in this process is determined by the respective input form used for registration. The personal data entered by the data subject is collected and stored exclusively for internal use by the data controller and for its own purposes. The data controller may arrange for the transfer of such data to one or more processors, such as a parcel delivery service, which will also use the personal data exclusively for internal purposes attributable to the data controller.

Furthermore, when registering on the data controller's website, the IP address assigned by the data subject's Internet service provider (ISP), as well as the date and time of registration, are stored. This data is stored because it is the only way to prevent misuse of our services, and this data enables the investigation of criminal offenses if necessary. In this respect, the storage of this data is necessary to protect the data controller. This data is generally not disclosed to

third parties, unless there is a legal obligation to do so or the disclosure serves the purpose of criminal prosecution.

The registration of the data subject, involving the voluntary provision of personal data, enables the data controller to offer the data subject content or services that, by their very nature, can only be provided to registered users. Registered users are free to modify the personal data provided during registration at any time or to have it completely deleted from the data controller's database.

The data controller will provide any data subject, upon request, with information at any time regarding which personal data has been stored about the data subject. Furthermore, the data controller will correct or delete personal data at the request or upon notification by the data subject, provided that no legal retention obligations preclude this. A data protection officer named in this privacy policy and all employees of the data controller are available to the data subject as points of contact in this regard.

8. Subscription to Our Newsletter

On the Espresso Tutorials GmbH website, users are given the opportunity to subscribe to our company's newsletter. The personal data transmitted to the data controller when subscribing to the newsletter is determined by the input form used for this purpose.

Espresso Tutorials GmbH informs its customers and business partners at regular intervals via a newsletter about the company's offers. The data subject can generally only receive our company's newsletter if (1) the data subject has a valid email address and (2) the data subject registers to receive the newsletter. For legal reasons, a confirmation email is sent to the email address initially provided by a data subject for the newsletter via a double opt-in procedure. This confirmation email serves to verify whether the owner of the email address, as the data subject, has authorized the receipt of the newsletter.

When registering for the newsletter, we also store the IP address assigned by the Internet Service Provider (ISP) to the computer system used by the data subject at the time of registration, as well as the date and time of registration. The collection of this data is necessary to be able to trace any (potential) misuse of a data subject's email address at a later date and therefore serves to provide legal protection for the data controller.

The personal data collected in connection with a newsletter subscription is used exclusively for sending our newsletter. Furthermore, newsletter subscribers may be informed by email if this is necessary for the operation of the newsletter service or a related registration, as might

be the case with changes to the newsletter offering or alterations to the technical conditions. The personal data collected as part of the newsletter service is not disclosed to third parties. The data subject may cancel their subscription to our newsletter at any time. The consent to the storage of personal data that the data subject has granted us for the purpose of sending the newsletter may be revoked at any time. A link for revoking consent is included in every newsletter. Furthermore, it is possible to unsubscribe from the newsletter at any time directly on the website of the data controller or to notify the data controller of this in another manner.

9. Newsletter Tracking

The newsletters from Espresso Tutorials GmbH contain so-called web beacons. A web beacon is a miniature graphic embedded in emails sent in HTML format to enable log file recording and analysis. This allows for a statistical evaluation of the success or failure of online marketing campaigns. Using the embedded web beacon, Espresso Tutorials GmbH can determine whether and when an email was opened by a data subject and which links contained in the email were clicked by the data subject.

Such personal data collected via the tracking pixels contained in the newsletters is stored and analyzed by the data controller to optimize newsletter distribution and to tailor the content of future newsletters even better to the data subject's interests. This personal data is not disclosed to third parties. Data subjects are entitled at any time to revoke the separate declaration of consent provided via the double opt-in procedure. Following revocation, this personal data will be deleted by the data controller. Unsubscribing from the newsletter is automatically interpreted by Espresso Tutorials GmbH as a revocation.

10. Contact options via the website

In accordance with legal requirements, the Espresso Tutorials GmbH website contains information that enables users to quickly contact our company electronically and communicate directly with us, including a general email address. If a data subject contacts the data controller via email or a contact form, the personal data transmitted by the data subject is automatically stored. Such personal data, voluntarily provided by a data subject to the data controller, is stored for the purpose of processing the request or contacting the data subject. This personal data is not disclosed to third parties.

11. Routine Deletion and Blocking of Personal Data

The data controller processes and stores the data subject's personal data only for the period necessary to achieve the purpose of storage or to the extent provided for by the European legislator or another legislator in laws or regulations to which the data controller is subject.

If the purpose of storage no longer applies or if a retention period prescribed by the European legislator or another competent legislator expires, the personal data is routinely blocked or deleted in accordance with legal requirements.

12. Rights of the data subject

You have the following rights with respect to us:

a) right to access

You have the right to request confirmation from us as to whether we are processing personal data concerning you. You also have the right to access your personal data processed by us, pursuant to Art. 15 GDPR.

b) Right to rectification

You have the right to rectification as well as to have your data completed pursuant to Article 16 of the GDPR.

c) Right to erasure

You have the right to the immediate erasure of your personal data ("right to be forgotten") pursuant to Article 17 of the GDPR,

- if it is no longer necessary,
- if you have objected to the processing for reasons related to your particular situation and our legitimate interests do not override yours,
- if the data is being processed unlawfully,
- if erasure is necessary to comply with a legal obligation,
- if you have withdrawn the consent necessary for the processing of the data.

d) Right to Restriction

You have the right to restrict the processing of your personal data under Article 18 of the GDPR,

- if you contest the accuracy of your personal data while we verify the accuracy of your personal data.
- if the processing of your personal data is unlawful.
- if we no longer need your data, but you need it to assert, exercise, or defend legal claims.
- if you have objected to the processing of your data and it is still unclear whether our legitimate interest prevails.

e) Portability

You have the right to data portability pursuant to Art. 20 of the GDPR.

f) Withdrawal of Consent

If we process your personal data for specific purposes based on your consent, you have the right to withdraw your consent at any time with future effect.

g) Right to object under Article 21 of the GDPR

Right to object to processing based on legitimate interests

You have the right to object to the processing of your personal data if the processing is based on our legitimate interests and you have reasons arising from your particular situation.

h) Right to object to direct marketing

If your personal data is processed for the purpose of direct marketing, you have the right at any time, pursuant to Article 21(2) of the GDPR, to object to the processing of your personal data.

You may submit your objection at any time and in any form to the contact details provided.

i) How do I exercise my rights?

You can exercise all your rights, for example, by sending an email to the contact details provided above; however, you may also contact us by mail, phone, or in person.

j) Right to lodge a complaint

You also have the right to lodge a complaint with a supervisory authority, in particular with the State Data Protection Commissioner responsible for us:

State Data Protection Commissioner of Lower Saxony

Prinzenstraße 5

30159 Hanover

Tel.: 0511 1204500

Fax: 0511 1204599

Email: poststelle@lfd.niedersachsen.de

You are also free to file a complaint with the supervisory authority in your place of residence. A list of state data protection officers can be found here:

<https://www.bfdi.bund.de/DE/Service/Anschriften/Laender/Laender-node.html>

k) Automated decisions in individual cases, including profiling

Any data subject affected by the processing of personal data has the right, granted by the European legislator, not to be subject to a decision based solely on automated processing—including profiling—that produces legal effects concerning the data subject or similarly significantly affects the data subject, provided that the decision (1) is not necessary for the conclusion or performance of a contract between the data subject and the controller, or (2) is authorized by Union or Member State law to which the controller is subject, and that law provides for appropriate measures to safeguard the rights and freedoms and legitimate interests of the data subject, or (3) is based on the data subject's explicit consent. If the decision (1) is necessary for the conclusion or performance of a contract between the data subject and the controller, or (2) is made with the explicit consent of the data subject, Espresso Tutorials GmbH shall take appropriate measures to safeguard the rights and freedoms as well as the legitimate interests of the data subject, including at least the right to

obtain human intervention on the part of the controller, to present one's own point of view, and to contest the decision.

If the data subject wishes to exercise rights relating to automated decisions, they may contact our data protection officer or another employee of the controller at any time.

l) Right to Withdraw Consent

Every data subject affected by the processing of personal data has the right, granted by European legislation, to withdraw consent to the processing of personal data at any time. If the data subject wishes to exercise their right to withdraw consent, they may contact our Data Protection Officer or another employee of the data controller at any time.

13. HubSpot

Our website uses the services of HubSpot, a software-based marketing service provided by HubSpot Ireland Ltd. HubSpot is designed to generate initial contacts. These are visitors to Ixtensa websites, blogs, or landing pages. Through calls-to-action, personalized data is collected in the HubSpot CRM and subsequently used for marketing purposes.

a) Data recipient:

HubSpot Ireland Ltd., 2nd Floor, 30 North Wall Quay, Dublin 1, Ireland; Parent company: HubSpot, Inc., 25 First Street, 2nd Floor, Cambridge, MA 02141, USA; <https://www.hubspot.de/>

b) HubSpot Privacy Policy:

<https://legal.hubspot.com/de/datenschutz>

c) Legal basis and legitimate interests:

Data is transferred based on our overriding legitimate interest (Art. 6(1)(f) GDPR) in the security and stability of a professional customer management system.

d) Transfers to third countries:

To the extent that non-anonymized data is processed in the United States, we note that HubSpot Inc. is certified under the Privacy Shield Framework and thereby commits to complying with European data protection law (<https://www.privacyshield.gov/participant?id=a2zt0000000TN8pAAG&status=Active>).

e) Retention period:

Regarding the retention period at HubSpot, please refer to their privacy policy.

14. Privacy Policy Regarding the Use of Google AdWords

The data controller has integrated Google AdWords into this website. Google AdWords is an online advertising service that allows advertisers to place ads both in Google's search engine results and on the Google Display Network. Google AdWords enables an advertiser to specify certain keywords in advance, through which an ad is displayed in Google's search engine results only when the user retrieves a keyword-relevant search result using the search engine. In the Google Display Network, ads are distributed across thematically relevant websites using an automated algorithm and in accordance with the previously defined keywords. The operator of the Google AdWords services is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

The purpose of Google AdWords is to promote our website by displaying interest-based advertisements on third-party websites and in Google search results, as well as by displaying third-party advertisements on our website.

If a data subject arrives at our website via a Google ad, Google places a so-called conversion cookie on the data subject's computer system. What cookies are has already been explained above. A conversion cookie expires after thirty days and is not used to identify the data subject. Provided the cookie has not yet expired, the conversion cookie is used to track whether certain subpages—such as the shopping cart of an online store system—have been accessed on our website. The conversion cookie allows both us and Google to track whether a data subject who arrived at our website via an AdWords ad generated revenue—that is, completed or abandoned a purchase. The data and information collected through the use of the conversion cookie are used by Google to generate visitor statistics for our website. We, in turn, use these visitor statistics to determine the total number of users who were referred to us via AdWords ads—that is, to assess the success or failure of the respective AdWords ad and to optimize our AdWords ads for the future. Neither our company nor other Google AdWords advertisers receive information from Google that could be used to identify the data subject.

The conversion cookie is used to store personal information, such as the web pages visited by the data subject. Accordingly, with every visit to our website, personal data—including the IP address of the internet connection used by the data subject—is transmitted to Google in the United States of America. This personal data is stored by Google in the United States of

America. Google may, under certain circumstances, disclose this personal data collected via the technical process to third parties. As described above, the data subject may prevent the setting of cookies by our website at any time by adjusting the settings of the web browser used, thereby permanently objecting to the setting of cookies. Such a setting in the Internet browser used would also prevent Google from setting a conversion cookie on the data subject's information technology system. In addition, a cookie already set by Google AdWords can be deleted at any time via the Internet browser or other software programs. Furthermore, the data subject has the option to object to interest-based advertising by Google. To do so, the data subject must access the link www.google.de/settings/ads from each of the web browsers they use and make the desired settings there.

Further information and Google's applicable privacy policy can be found at <https://www.google.de/intl/de/policies/privacy/>.

15. Privacy Policy Regarding the Use of LinkedIn

The data controller has integrated components from LinkedIn Corporation into this website. LinkedIn is an internet-based social network that enables users to connect with existing business contacts and establish new business contacts. Over 400 million registered users use LinkedIn in more than 200 countries. This makes LinkedIn currently the largest platform for business contacts and one of the most visited websites in the world.

The operator of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible for data protection matters outside the United States.

Each time our website, which is equipped with a LinkedIn component (LinkedIn plug-in), is accessed, this component causes the browser used by the data subject to download a corresponding representation of the LinkedIn component. Further information on the LinkedIn plug-ins can be found at <https://developer.linkedin.com/plugins>. As part of this technical process, LinkedIn learns which specific subpage of our website is being visited by the data subject.

If the data subject is logged into LinkedIn at the same time, LinkedIn recognizes which specific subpage of our website the data subject is visiting each time the data subject accesses our website and throughout the entire duration of their visit to our website. This information is collected by the LinkedIn component and assigned by LinkedIn to the data subject's respective LinkedIn account. If the data subject clicks a LinkedIn button integrated into our website,

LinkedIn assigns this information to the data subject's personal LinkedIn user account and stores this personal data. LinkedIn always receives information via the LinkedIn component that the data subject has visited our website if the data subject is logged into LinkedIn at the same time as accessing our website; this occurs regardless of whether the data subject clicks on the LinkedIn component or not. If the data subject does not wish for this information to be transmitted to LinkedIn, they can prevent the transmission by logging out of their LinkedIn account before visiting our website. LinkedIn offers the option at <https://www.linkedin.com/psettings/guest-controls> to unsubscribe from email messages, SMS messages, and targeted ads, as well as to manage ad settings. LinkedIn also uses partners such as Quantcast, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua, and Lotame, which may set cookies. Such cookies can be rejected at <https://www.linkedin.com/legal/cookie-policy>. LinkedIn's current privacy policy is available at <https://www.linkedin.com/legal/privacy-policy>. LinkedIn's cookie policy is available at <https://www.linkedin.com/legal/cookie-policy>.

16. Privacy Policy Regarding the Use of YouTube

The data controller has integrated YouTube components into this website. YouTube is an online video portal that allows video publishers to upload video clips for free and enables other users to view, rate, and comment on them, also free of charge. YouTube allows the publication of all types of videos, which is why complete films and television programs, as well as music videos, trailers, or videos created by users themselves, are available via the internet portal.

The operator of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA. YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, USA.

Each time a user accesses one of the individual pages of this website operated by the data controller and on which a YouTube component (YouTube video) has been integrated, the web browser on the data subject's information technology system is automatically prompted by the respective YouTube component to download a display of the corresponding YouTube component from YouTube. Further information about YouTube can be found at <https://www.youtube.com/yt/about/de/>. As part of this technical process, YouTube and Google learn which specific subpage of our website is being visited by the data subject. If the data subject is logged into YouTube at the same time, YouTube recognizes which specific subpage of our website the data subject is visiting when a subpage containing a YouTube video is accessed. This information is collected by YouTube and Google and associated with

the data subject's respective YouTube account. YouTube and Google always receive information via the YouTube component that the data subject has visited our website whenever the data subject is logged into YouTube at the same time as accessing our website; this occurs regardless of whether the data subject clicks on a YouTube video or not. If the data subject does not wish for this information to be transmitted to YouTube and Google, they can prevent the transmission by logging out of their YouTube account before visiting our website. The privacy policy published by YouTube, available at <https://www.google.de/intl/de/policies/privacy/>, provides information about the collection, processing, and use of personal data by YouTube and Google.

17. Legal basis for processing

Art. 6(1)(a) of the GDPR serves as the legal basis for our company's processing operations in which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is a party—as is the case, for example, with processing operations required for the delivery of goods or the provision of other services or consideration—the processing is based on Article 6(1)(b) of the GDPR. The same applies to processing operations necessary for the implementation of pre-contractual measures, such as in cases of inquiries regarding our products or services. If our company is subject to a legal obligation that requires the processing of personal data, such as to fulfill tax obligations, the processing is based on Article 6(1)(c) of the GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or another natural person. This would be the case, for example, if a visitor were injured on our premises and their name, age, health insurance information, or other vital information subsequently had to be disclosed to a doctor, a hospital, or other third parties. In such cases, the processing would be based on Article 6(1)(d) of the GDPR. Finally, processing operations may be based on Article 6(1)(f) of the GDPR. This legal basis applies to processing operations not covered by any of the aforementioned legal bases if the processing is necessary to safeguard a legitimate interest of our company or a third party, provided that the interests, fundamental rights, and fundamental freedoms of the data subject do not take precedence. We are permitted to carry out such processing operations in particular because they have been specifically mentioned by the European legislator. In this regard, the legislator took the view that a legitimate interest could be assumed if the data subject is a customer of the controller (Recital 47, Sentence 2 of the GDPR).

18. Legitimate interests in processing pursued by the controller or a third party

If the processing of personal data is based on Article 6(1)(f) of the GDPR, our legitimate interest is the conduct of our business activities for the benefit of the well-being of all our employees and our shareholders.

19. Duration for which personal data is stored

The criterion for the duration of the storage of personal data is the respective statutory retention period. Upon expiration of the retention period, the relevant data is routinely deleted, provided it is no longer required for the performance of a contract or for entering into a contract.

20. Legal or contractual requirements for the provision of personal data

We would like to inform you that the provision of personal data is in some cases required by law (e.g., tax regulations) or may also arise from contractual provisions (e.g., information about the contracting party). In some cases, it may be necessary for a data subject to provide us with personal data in order to conclude a contract, which we must then process. For example, the data subject is obligated to provide us with personal data when our company enters into a contract with them. Failure to provide the personal data would result in the contract with the data subject not being able to be concluded. Before providing personal data, the data subject must contact our Data Protection Officer. Our data protection officer will inform the data subject on a case-by-case basis whether the provision of personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data to , and what consequences the failure to provide the personal data would have.

21. VG Wort

We use VG WORT's METIS access tracking to measure access to online texts that we make available to you through our website. We do this so that the likelihood of these texts being copied can be recorded. The likelihood of a text being copied forms the basis for the lawful distribution of royalties by VG WORT to the authors and publishers of these texts in accordance with the German Copyright Act (UrhG).

To this end, a "counting token" is embedded in the source code of the respective online text as part of the METIS access counting system. This counting token is a unique ID assigned to that specific text, enabling a visit to a text marked in this way to be counted as an access to that text. In addition, as part of the METIS access counting process, a client ID is generated

and a so-called "METIS session cookie" is set on the user's device when they access the marked text. This client ID and the session cookie make it possible to determine whether the text has already been accessed by this user within a browser session. This is intended to prevent unlawful multiple counts of this text when determining its likelihood of being copied. No personal data is processed either through the session cookie or at any other time as part of the METIS access counting process.

The METIS access counting is carried out for VG WORT by Kantar GmbH, Landsberger Straße 284, 80687 Munich.

Individual users are never identified. Your identity remains protected at all times. You will not receive any advertising through the system.

22. Order Processing via Paddle.com

The order process is handled by our online reseller and Merchant of Record, Paddle.com (Paddle.com Market Ltd, Judd House, 18-29 Mora Street, London EC1V 8BT). Paddle.com is responsible for all payment processing as well as handling order-related inquiries and returns.

Our collaboration with modern online service providers such as Paddle.com is based on legitimate interest pursuant to Art. 6(f) of the GDPR. This collaboration serves to streamline processes for and to ensure the swift and professional processing of orders.

As part of order processing, the data required for product delivery is transferred to Espresso Tutorials GmbH. Paddle.com processes your data in accordance with applicable data protection regulations and as an independent data controller. Further information on data processing by Paddle.com can be found in their privacy policy: <https://www.paddle.com/legal/privacy>.

23. Order Processing via Stripe

We use the payment service provider Stripe for individual payment transactions in order to offer our customers a modern, secure, and convenient payment method.

The provider is Stripe Payments Europe Ltd., 1 Grand Canal Street Lower, Grand Canal Dock, Dublin, D02 H210, Ireland.

When you initiate a payment via Stripe during the ordering process, Stripe receives the data necessary for payment processing. This includes, in particular, your name, email address, billing information, payment details, transaction data, IP address, and order details. Stripe

processes this data as an independent data controller for the purpose of executing the payment, preventing fraud, and fulfilling legal obligations.

The legal basis for the transfer of data to Stripe is Article 6(1)(b) of the GDPR, insofar as the payment serves the performance of a contract. To the extent that we use Stripe to offer modern and efficient payment processing, we additionally base the processing on our legitimate interest pursuant to Article 6(1)(f) of the GDPR. Legal retention and record-keeping obligations are based on Article 6(1)(c) of the GDPR.

Stripe may also transfer personal data to affiliated companies and service providers outside the European Union. According to Stripe, it uses appropriate safeguards for this purpose within the meaning of Art. 44 et seq. GDPR.

For more information on data processing by Stripe, please refer to Stripe's Privacy Policy:

<https://stripe.com/de/privacy>

24. Events & Conferences

a) Image, Audio, and Video Recordings at Events, Conferences, Webinars, and Online Offerings

At our events, conferences, webinars, live streams, recordings, playback formats, and video offerings, we will create, receive, store, process, transmit, and publish image, audio, and video recordings. This applies in particular to speakers, authors, moderators, employees, sponsors, technical staff, and—to the extent they are captured within the recording area—participants or other persons present.

The following data may be processed in particular: name, company, position, role within the event, contact information, likeness, voice, video and audio recordings, lecture and presentation content, screen shares, metadata of the recording, as well as technical usage and access data from the platforms used.

The processing is carried out for the following purposes:

Conducting, technically facilitating, and broadcasting the event; creating, storing, and post-processing recordings, in particular editing, audio and video optimization, and the integration of intros, outros, captions, or other editorial elements; Making the recordings available on our platforms, in particular et.training and infoday.io, in our online library, or on other contractually agreed platforms; internal documentation, quality assurance, error analysis, and legal defense;

promoting the event, our offerings, and the respective contributions, in particular through program announcements, speaker profiles, preview images, still images, short video clips, teasers, and announcements on our own communication channels.

The legal basis, depending on the type of processing, is Article 6(1)(b) of the GDPR, insofar as the processing is necessary for the performance or fulfillment of a contract with speakers, authors, moderators, sponsors, clients, or other contributors; Article 6(1)(f) of the GDPR, insofar as the processing is necessary for the technical execution, documentation, quality assurance, legal defense, contractual provision, or appropriate promotion of our events and content, and no overriding interests or fundamental rights of the data subjects stand in the way; as well as Article 6(1)(a) GDPR, insofar as we obtain consent for certain uses, in particular highlighted individual recordings, interviews, testimonials, or further promotional uses. Insofar as employees are affected, the relevant provisions of employee data protection apply in addition.

Our legitimate interest consists of conducting events in a technically reliable manner, providing contractually required content, creating and making recordings available, documenting our services, ensuring the quality of our offerings, asserting or defending claims, and appropriately promoting our events and comparable offerings.

Participants will, where possible, be informed of image, audio, or video recordings before or upon entering the recording area or before participating in an online event. In cases of purely incidental recording, such as when passing through a recording area or as part of the event proceedings, we generally base the processing on Article 6(1)(f) of the GDPR. To the extent that individual persons are the focus of the recording, are introduced by name, give an interview, actively participate in a recording with image and sound, or are to be featured for promotional purposes, we obtain separate consent or contractual authorization for this, unless another legal basis applies.

Recipients of the data may include internal departments of Espresso Tutorials GmbH, technical service providers, hosting, streaming, cloud, backup, platform, IT, and video editing service providers, event and cooperation partners, the organizers of the respective event, as well as users of the respective platform or, in the case of publicly accessible publication, the general public. As things stand, services for hosting, streaming, storage, backup, content delivery, video editing, and platform operation may be used, including Vimeo, Microsoft OneDrive or Microsoft cloud services, DigitalOcean, Netlify, and local processing systems of the employees entrusted with processing. The specific list of recipients may vary depending on the event and technical implementation.

To the extent that service providers process personal data on our behalf, this is done on the basis of a data processing agreement pursuant to Art. 28 GDPR.

The retention period depends on the respective purpose. Raw footage is generally stored only for as long as necessary for viewing, editing, post-production, quality assurance, and legal defense, but no longer than 6 months after the conclusion of the event. Promotional materials are stored as long as the respective promotional purpose exists or until underlying consent is revoked with future effect or a valid objection is raised.

To the extent that processing is based on consent, this consent may be revoked at any time with future effect.

The provision of image, audio, and video data is regularly required for speakers, moderators, authors, or other active participants, insofar as the respective participation, recording, transmission, or subsequent provision is the subject of the contract. Without this data, participation in the relevant event or video publication may not be possible or may be limited. For participants, the provision of such data is generally voluntary; depending on the event format, they may avoid recording areas, deactivate their camera and microphone, or choose not to participate in interactive video/audio formats.

b) Data Collection and Processing During the Registration/Admission Process

With your event/conference registration and consent, your contact information (name, company, and email) for this Info Day will be shared with our participating partners so that they can send you further information on the topic of this Info Day and inform you via email about similar products. You will also receive this information via the EspressoTutorials newsletter. You may unsubscribe at any time.

You have the right to revoke this consent at any time without providing a reason, effective for the future.

>>> Create a revocation and send it via email. <<<

The virtual trade fair <http://infoday.io> is organized by:

Espresso Tutorials GmbH
Bahnhofstrasse 2
37130 Gleichen
info@espresso-tutorials.com

Full use of the <http://infoday.io> platform and its subdomains, such as for the respective event, requires the registration and approval of the company or entrepreneur by our respective provider clients. During these processes, we collect company data as well as personal data of the contact person in order to make a binding decision regarding approval on and to ensure the best possible delivery of the internet services offered by us and our provider clients.

What personal data do we collect during the registration/approval process?

We currently collect the following personal data, among other things, as mandatory information from the contact person during the registration/approval process:

Title

Position/Function

Last name

First name

Contact information (phone number, email address)

If the user is a sole proprietor, business data collected by us, such as industry affiliation, business activities, company profile, etc., may also constitute personal data.

Furthermore, information regarding shareholders, ownership structures, members of the executive board, members of the supervisory board, etc., may constitute personal data.

Specifically, the user can find all mandatory and voluntary information required as part of the registration/approval process in the current registration form

How and for what purposes do we use the aforementioned personal data?

We use the stored data to ensure the provision of the services offered and to improve the website.

In addition, with your active consent, our customers may use your personal data for marketing purposes, such as sending emails containing important information or of a promotional nature (e.g., newsletters).

By registering, I agree that my data will be stored as a business contact and shared with the companies presenting at the webinar. I authorize the companies to contact me via email. They may also send me regular information about their services and notifications regarding future events. Your consent constitutes the consideration for the otherwise free event. Further details regarding data processing and options for revocation can be found in the privacy policies.

Data Collection and Processing During Use of the Platform

While using the platform, personal data is stored for system-related purposes, and information entered by the user is also collected. The specific information collected is determined individually by the respective provider client and is indicated on the respective registration form.

What personal data is collected during use of the platform?

We currently collect the following data:

- Browser type
- IP address – anonymized
- User's operating system
- Time the user is online
- Username, password
- Company presentations by the providers
- Providers' product and service offerings
- Other information, comments, etc., from providers

How and for what purposes do we use the above personal data?

We use the data collected by the system to generate general usage statistics. The use and analysis of this data serve to operate and improve our internet services. Additionally, we collect and archive the personal data collected by the system for security and marketing purposes. If applicable, we may ask you to participate in a satisfaction survey after an event to identify areas for improvement.

The provider's clients can see which users have attended the events they have set up. Registered and logged-in users consent to the transfer of this data to the provider's clients as part of the registration process.

With the exception of the username and password, the data entered by the user is used in accordance with the business model and business purpose to be forwarded to the respective provider client or to other authorized users (non-public area):

Company presentations, company master data, and product and service offerings may be visible to third parties in the public area of the platform during trade shows and events; the contact person's data is not visible in the public area if the administrator has specified this; offers are visible in the non-public area of the platform to authorized and invited users. The processing of the entered data is therefore intended solely for the exchange of information and

Kommentiert [JF1]: This should apply to the entire website, since these notes are missing from it...

contact details between individual provider customers and users. Provider customers and authorized users are contractually obligated to process the data transmitted by us exclusively for the intended purpose and in compliance with the law.

Furthermore, we do not disclose the aforementioned data collected and entered by the system to other external third parties, unless there is a legally mandated obligation to do so or the user has expressly given their additional consent.

Use of Data by the Provider Client

During the event, our respective provider client (usually the trade show organizer) has access to information regarding which users have visited the events they have set up, as well as to the data stored about the users. This includes all user data related to the trade show (e.g., registration data for exhibitors' webinars). Registered and logged-in users consent to the transfer of this data to the provider clients.

The provider clients will process and use the data only in accordance with the provisions of German and European data protection law. The regulations set forth in this statement apply accordingly.

Use of Data by Exhibitors

During the event, exhibitors will also be able to view which users have visited their booth, as well as the data stored about these users, provided the user has consented to the transfer of this data to the exhibitors.

Exhibitors will process and use the data only in accordance with the provisions of German and European data protection law. The provisions set forth in this statement apply accordingly.

As of: January 28, 2026