



## redfish GmbH Website Privacy Policy

Date: 01.06.2018

This Privacy Policy explains how we collect, store, use, disclose and otherwise process your information when you use our website redfish.media ("**website**"). Personal data means data that relates to an identified or identifiable natural person. This includes, for example, your name, your e-mail address and your IP address.

redfish takes the protection of your personal data seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this Privacy Policy. Please read our Privacy Policy carefully. In case you have any questions or concerns about this Privacy Policy or our practices, you can contact us via e-mail at [privacy@redfish.media](mailto:privacy@redfish.media).

### **Data Controller**

Controller means the natural or legal person which, alone or jointly with others, determines the purposes and means of the processing of personal data. Redfish ("**we**", "**us**" or "**our**") is the data controller of the data which is being processed on the website redfish.media. The controller for the data processing on this website is:

**redfish GmbH**  
**Sophienstr. 16, 10178 Berlin**  
**E-mail: [privacy@redfish.media](mailto:privacy@redfish.media)**

### **Processing of Personal Data and Purpose of Processing**

Depending on the function of the website, your personal data is being processed. This may be the case if you get in touch with us or participate on the website.

- **Contact form**

If you submit a request to us via the contact form, we will receive the following personal data:

- your name and
- your e-mail address.

We process this data for the purpose of answering your request (art. 6 (1) 1 (b) GDPR). This information is necessary in order to perform the contract between you and us.

The data will be deleted within 30 days after answering the request if it is no longer needed.

- **E-mail**

When you communicate with redfish by e-mail, we collect the following personal data:

- your e-mail address and
- any information you choose to provide, which may include personal data.

We process this data for the purpose of answering your request (art. 6 (1) 1 (b) GDPR). This information is necessary in order to perform the contract between you and us.

The data will be deleted within 30 days after answering the request if it is no longer needed.

- **Newsletter**

On our website you may sign up for our newsletter. In order to receive the newsletter you must provide your

- e-mail address.

Other data is not necessary. If you want to sign up for our newsletter on this website you will get a confirmation e-mail with a link. Only if you click on this link, your e-mail address will be added to our mailing list. We store your e-mail address in order to send you the newsletter based on your consent (art. 6 (1) 1 (a) GDPR). In case you withdraw your consent by clicking on the link in the newsletter e-mail or via our contact details set out above. We will then delete your e-mail address accordingly.

- **Blog**

We offer a blog on redfish.media which contains videos and reports on selected topics. The blog has a comment function where you may leave comments publicly. Your comment is being published under the provided name. In order to leave a comment you need to provide your

- Name,
- IP-address and
- e-mail address.

Other personal data may be provided voluntarily. As long as the comment is being displayed, we are processing the mandatory data as set out above. If you want to delete a comment, please let us know by contacting us.

Your IP-address is furthermore stored in case we are confronted with liability charges and need to take legal action due to the publication of illegal content. The storage takes place on the basis of our legitimate interest (art. 6 (1) 1 (f) GDPR).

Your e-mail address is needed in case we need to contact you, if third persons complain about your comment. This processing activity is based on our legitimate interest (art. 6 (1) 1 (f) GDPR).

We do not check comments before publishing. In case third persons complain about your comment we reserve the right to delete your comment.

- **Use of the website**

If you visit our website, there is certain information that we collect automatically as the result of your use. We use this data to develop our website and improve our online services (art. 6 (1) 1 (f) GDPR). Please see the next section on cookies for more information on this processing activity.

## **Cookies**

We use cookies, which help in many different ways to make your visit to our platform easier and more comfortable. We have a legitimate interest in enhancing the usability of our website, which is also in your interest (art. 6 (1) 1 (f) GDPR).

Cookies are alpha-numerical information files that your web browser automatically stores on the hard drive of your computer when you visit our Internet site. Cookies do not harm the hard drive on your computer.

The use of the cookies does not allow us to obtain new personal data about you as an online visitor. If you close the session, this cookie is being deleted, provided that you adjusted your browser settings accordingly. Please note, that the entire deactivation of cookies can lead to you not being able to use all of the functions of our platform.

## Tracking Tools

redfish.media uses Google Analytics, a web analytics service provided by Google, Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA ("Google"), to collect information about the use of this site.

Google Analytics uses so-called cookies. Cookies do not harm your computer and do not contain viruses. Cookies are small text files that are stored on your computer and saved by your browser. Cookies serve to make our offer more user-friendly, effective and secure. Google Analytics collects information such as how often our users visit this website, what content pages they visit when they do so, and events such as downloads and button clicks. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. Google will use this information in order to evaluate your use of the website, to compile reports on website activities and to provide other services relating to website and internet use to us.

The legal basis for the data processing is Article 6 (1) 1 (f) GDPR. We have a legitimate interest in analysing user behaviour in order to optimize both our web website and our advertising. The legal basis for transferring personal data to Google is Art. 28 GDPR in connection with the data processing agreement we concluded with Google.

To control cookies, you can modify your settings in most web browsers to accept or deny cookies or to request your permission each time a site attempts to set a cookie. You can also manually delete previously stored cookies at any time. Please note that if you choose to block cookies, doing so may impair the platform or prevent certain elements of it from functioning. You can prevent Google Analytics from recognizing you on return visits to this site by disabling their cookies on your browser through downloading and installing the following Browser-Plug-in: <https://tools.google.com/dlpage/gaoptout?hl=en>. You may find more information on the data processing by Google in their privacy policy <https://support.google.com/analytics/answer/6004245?hl=en>.

We have activated the IP-anonymisation within the Google Analytics service, and your IP address will be truncated within the area of Member States of the European Union or other parties to the Agreement on the European Economic Area. Only in exceptional cases the whole IP address will be first transferred to a Google server in the USA and truncated there. The IP-address your Browser conveys within the scope of Google Analytics will not be associated with any other data held by Google.

## Sharing your information

We use service providers, some of who may be located outside of the European Economic Area ("EEA"), to provide services to us or to our users on our behalf. These service providers have access to your information solely to perform these tasks on our behalf, and are contractually bound to implement appropriate organizational and technical security measures to protect against unauthorized disclosure of personal data, and only to process personal data in accordance with our instructions and to the extent necessary to provide their services to us. If you want to get more information about our service providers, please contact us and we will provide you with a list of service providers we engage.

## International Data Transfers

redfish does not transfer your personal data to countries outside of the European Economic Area ("EEA").

## Exercising Your Rights

You have the following rights regarding your personal data:

- **Data Access and Portability:** You may be entitled to request copies of your personal information held by us. You may also be entitled to request copies of personal information you have provided to us in machine-readable format.

- **Change or Correct Data:** You have the right to ask us to correct change, update or recetify your data.
- **Data Retention and Deletion:** We only retain data for as long as necessary to fulfil the purpose set out above. You have the right to ask us to delete all or some of the personal data we hold about you.
- **Restriction of Processing:** Under certain circumstances, you may have the right to limit the ways in which we use your personal information.
- **Withdrawing Consent:** Where you provide consent to the processing of your personal information by Redfish, you may withdraw your consent at any time. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal.

#### **RIGHT TO OBJECT:**

**If you object to such precessibng redfish will no longer process your personal information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defence of legal claims or obligations.**

#### **Lodging Complaints**

You have the right to lodge complaints about the data processing activities carried out by redfish before a competent data protection authority.

#### **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time in our sole discretion. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on the Platform and update the date above. Please be sure to periodically check this page to ensure that you are aware of any changes to this Privacy Policy.