



Invest in building your wealth with every purchase.

Privacy Policy for the Website

Introduction	3
1 Who is responsible for the data processing and how do I reach the data protection officer?	3
2 For which purposes and on which legal basis is data processed?	3
3 Provision of the website and log files	3
Legal basis for the data processing	4
Purpose of the data processing	4
Duration of storage	4
4 Data security	4
5 Cookies	4
Legal basis and purpose of the data processing	5
6 Email contact (and contact form)	6
Description and scope of the data processing	6
Legal basis for the data processing	6
Purpose of the data processing	6
Duration of storage	6
7 Sending emails via ActiveCampaign	6
Description and scope of the data processing	6
Legal basis for the data processing	7
Purpose of the data processing	7
Further information on the data processing	7
8 Google services	7
Tracking through Google Analytics	7
Google AdWords Conversion	8
Google Remarketing	9
Embedding of YouTube videos	9
9 Hotjar	10
10 Facebook services	10
Facebook Pixel	10
Facebook Custom Audiences	11
Facebook Lead Ads	11
11 Twitter Ads	11
12 Newsletter	12
13 Adjust	12
Legal basis for the data processing	13
Purpose of the data processing	13
Further information on the data processing	13
14 Which data protection rights can I assert as a data subject?	13
15 Children	14
16 Can I object to the processing of my personal data?	14
17 Do I have the option of lodging a complaint?	14
18 Can Pigtie change this document?	14

Note on this translation. This document is an English translation of our German “Datenschutzerklärung zur Website”, provided for your convenience. The authoritative version is the German one, which you can find at www.pigtie.de/datenschutz. In the event of any discrepancy, the German version prevails.

Introduction

The following privacy policy applies to the use of the website. For information about how we handle your data within the app, please refer to our privacy policy for the app or consult it directly in the app.

Below we inform you about the processing of your personal data by us (Pigtie) and about your rights under data protection law.

1 Who is responsible for the data processing and how do I reach the data protection officer?

The controllers responsible for the data processing are:

Johannes Lamprecht
Christian Maksymiw
Maximilian Klinke
Heßstraße 89
80797 Munich
+49 176 43624026
hello@pigtie.de

We have appointed a data protection officer. You can reach them using the contact details above or at johannes@pigtie.de.

2 For which purposes and on which legal basis is data processed?

We process your personal data in compliance with the provisions of the General Data Protection Regulation (GDPR), the German Federal Data Protection Act (BDSG-neu) and all other relevant laws, only to the extent that this is necessary to provide the information on this website and our services on this website.

3 Provision of the website and log files

Each time our website is accessed, our system — i.e. the web server — automatically collects information from the system of the calling computer or the user's end device.

The following data is collected by us in this context:

- IP address
- Date and time of the request
- Time zone difference from Greenwich Mean Time (GMT)
- Content of the request (specific page)
- Access status / HTTP status code

- Volume of data transferred in each case
- Website from which the request originates, i.e. the previous website from which the user reached our website
- Information about the browser type and the version used
- Operating system of the end device and its interface
- Language and version of the browser software
- The user's internet service provider

Legal basis for the data processing

The legal basis for the temporary storage of this data and of the log files is Art. 6(1)(f) GDPR, as we have a legitimate interest as the responsible website operator.

Purpose of the data processing

The temporary storage of the user's IP address by our web server is necessary in order to enable the website to be delivered to the user's computer; there is technically no other way. For this, the user's IP address must necessarily remain stored for the duration of the session.

The above data is stored in log files in order to ensure the functionality of our website. Only in this way can we genuinely guarantee the security of our information technology systems (for example in order to detect attacks). We continuously improve the website in order to make it appealing. Data is not evaluated for marketing purposes in this context.

Personal data may be passed on to our IT service providers for the provision of this website.

Duration of storage

The above data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. Where data is collected in order to provide the website, this is usually the case once the respective session has ended.

Where data is stored in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In that case, the user's IP address is deleted by us or rendered unrecognisable in such a way that it is no longer possible to attribute it to the calling user and the data contained no longer relates to an identifiable person.

4 Data security

We maintain up-to-date technical measures to ensure data security, in particular to protect your personal data against risks during data transmission and against access by third parties. These are adapted in line with the current state of the art.

5 Cookies

In addition, cookies are stored on your computer when you use the website. Cookies are small text files that are stored on your hard drive, assigned to the browser you are using, and through which certain information flows to the entity that sets the cookie (in this case us). Cookies cannot execute programs or transmit viruses to your computer. They serve to make the internet offering as a whole more user-friendly and effective.

As soon as our website is accessed by a user, that user is informed about the use of cookies for analysis purposes. In order to process the personal data used in this context, their consent is obtained.

This website uses cookies to the following extent: transient cookies (temporary use), persistent cookies (time-limited use), third-party cookies (from third-party providers), flash cookies (permanent use).

a) Transient cookies are deleted automatically when you close your browser. These include in particular session cookies. These store a so-called session ID, which allows various requests from your browser to be assigned to the shared session. This means your computer can be recognised when you return to the website. Session cookies are deleted when you log out or close your browser. Without the use of cookies, some functions of our website cannot be used. They require that the browser can still be recognised after changing pages.

b) Persistent cookies are deleted automatically after a specified period, which may differ depending on the cookie. You can delete cookies at any time in the security settings of your browser.

c) You can configure your browser settings according to your wishes and, for example, refuse the acceptance of third-party cookies or of all cookies. However, we would like to point out that you may then not be able to use all functions of this website.

d) The flash cookies used are not recorded by your browser but by your flash plug-in. These store the necessary data independently of the browser you use and have no automatic expiry date. If you do not want flash cookies to be processed, you must install a corresponding add-on, for example "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or Adobe Flash Killer Cookie for Google Chrome.

e) Analysis and marketing cookies. In order to improve the content and quality of our website, we use analysis cookies. These enable us to understand how our website is used. This allows us to continuously optimise our offering. In order to measure the efficiency of our marketing communication and not to bore you with the same advertisement every time, we use cookies which, among other things, determine how often you have seen an advertisement. This allows us to show you targeted advertising. We only do this if you consent to these cookies. You then permit us to process personal data (for example your IP address) for marketing purposes.

Cookie name	Cookie type	Purpose of the cookie
TypeKit	Third-party cookie	The use of Adobe Typekit web fonts is necessary in order to ensure a consistent typeface on our website.
Google Analytics	Analysis cookie	See point 8
Google Retargeting / Marketing	Analysis cookie	See point 8
Facebook	Analysis cookie	See point 10

This stored information is stored separately from any other data you may have provided to us.

In particular, the cookie data is not linked with your other data. You can delete the currently stored cookies at any time. Deletion is also possible automatically.

Legal basis and purpose of the data processing

The legal basis for the data processing is Art. 6(1)(f) GDPR (legitimate interest of us as controller). You can find the purpose in the description; we have a legitimate interest in an optimised presentation of our website. We want to implement a technically error-free provision of the website. The processing of personal data through the use of technically necessary cookies is therefore based on the legal basis of Art. 6(1)(f) GDPR. If you as a user have consented to the processing of your personal data through the use of cookies for analysis and marketing purposes, this consent forms the legal basis pursuant to Art. 6(1)(a) GDPR.

You can prevent the storage of cookies by adjusting your browser software settings accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website to their full extent.

[Click here](#) to object to the use of analysis and marketing cookies.

You can find further guidance on dealing with cookies at, among others: [youronlinechoices](#), [Network Advertising Initiative](#) and/or [Digital Advertising Alliance](#).

6 Email contact (and contact form)

Description and scope of the data processing

We can be contacted via our contact form and the email address provided on this website. In this case, the personal data transmitted with the enquiry by you as the user (as the sender of the email) is stored.

Legal basis for the data processing

The legal basis for the data processing is Art. 6(1)(f) GDPR (legitimate interest of us as controller).

If your enquiry is aimed at concluding a contract, the additional legal basis for the processing is Art. 6(1)(b) GDPR (performance of a contract). This refers above all to the option of providing your email address for newsletter purposes.

Purpose of the data processing

The processing of this personal data serves us solely for handling the contact request.

Duration of storage

The above data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. For personal data sent by email and/or via the contact form, this is the case once the respective conversation with you as the user has ended. We consider a conversation to have ended when it can be inferred from the circumstances that the matter in question has been conclusively clarified. We limit the processing of personal data to the minimum necessary for initiating or handling the business relationship with you as the user, or for performing the service you have requested.

7 Sending emails via ActiveCampaign

Description and scope of the data processing

To send emails to you as a user and/or customer, we use the internet service ActiveCampaign provided by Active Campaign, Inc., Dublin, IE, Charlemont Exchange, Charlemont Street, Dublin, D02VN88.

The sending of emails is organised and analysed by the service provider. This makes it possible to determine whether an email has been opened or not. For this purpose, ActiveCampaign uses so-called “web beacons” and “webhooks”. These connect to ActiveCampaign’s server in the USA. Among others, the following data is collected in this process:

- IP address
- Date of the last profile update
- Geolocation and time zone
- Language information of the browser

Legal basis for the data processing

The legal basis for the processing is Art. 6(1)(f) GDPR (legitimate interest of us as controller). An additional legal basis is Art. 6(1)(b) GDPR (performance of a contract).

Purpose of the data processing

The data processing takes place for the purpose of communicating with you as the user. It can be ensured that emails actually arrive and are not returned. This is necessary, for example, in order to ensure that transactional emails, such as registrations, are actually delivered. It also allows us to fulfil our contract, as we ensure that important emails actually reach you as the customer or user.

Further information on the data processing

ActiveCampaign Inc., which operates ActiveCampaign, is certified under the requirements of the Privacy Shield. For companies on the “Privacy Shield List”, it can be assumed that an “adequate level of data protection”, i.e. the necessary European standard, applies to the processing of personal data in these companies. You can find the Privacy Shield entry at <https://www.privacyshield.gov/participant?id=a2zt0000000GnH6AAK>. ActiveCampaign itself provides further information at <https://www.activecampaign.com/legal/privacy-policy>.

ActiveCampaign does not use this data itself or pass it on to third parties. We have concluded a data processing agreement (“DPA”) with ActiveCampaign.

8 Google services

Our website uses tracking and analysis services provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (“Google”). The data arising in this context may be transferred by Google to a server in the USA for evaluation and stored there. In the event that personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield.

You can find further information on this in Google's privacy policy.

Tracking through Google Analytics

This website uses Google Analytics, a web analytics service provided by Google Inc. (“Google”). Google Analytics uses so-called “cookies”, text files that are stored on your computer and that enable an analysis of your use of the website. The information generated by the cookie about your use of this website is generally transferred to a Google server in the USA and stored there. If IP anonymisation is activated on this website, however, your IP address will first be truncated 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 transferred to a Google server in the USA and truncated there. On behalf of the operator of this website, i.e. us, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide further services to the website operator, i.e. us, associated with website use and internet use.

The IP address transmitted by your browser in the context of Google Analytics is not merged with other data held by Google.

You can prevent the collection of the data generated by the cookie and relating to your use of the website (including your IP address) by Google, as well as the processing of this data by Google, by downloading and installing the browser plug-in available at the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>. However, we would like to point out that in this case you may not be able to use the functions of this website to their full extent.

This website uses Google Analytics with the “_anonymizelp()” extension. As a result, IP addresses are processed further in truncated form, which means that direct attribution to a person can be ruled out. Insofar as the data collected about you relates to an identifiable person, this is ruled out immediately and the personal data is therefore deleted without delay.

We use Google Analytics in order to be able to analyse and regularly improve the use of our website. Using the statistics obtained, we can improve our offering and make it more interesting for you as a user. For the exceptional cases in which personal data is transferred to the USA, Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>. The legal basis for the use of Google Analytics is Art. 6(1)(1)(f) GDPR.

The legal basis for the processing of users' personal data is Art. 6(1)(f) GDPR. Processing users' personal data enables us to analyse our users' browsing behaviour. By evaluating the data obtained, we are able to compile information about the use of the individual components of our website. This helps us to continuously improve our website and its user-friendliness. These purposes also constitute our legitimate interest in processing the data pursuant to Art. 6(1)(f) GDPR. By anonymising the IP address, sufficient account is taken of users' interest in the protection of their personal data.

The data is deleted as soon as it is no longer required for our recording purposes.

Information about the third-party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, fax: +353 (1) 436 1001. Terms of use: <http://www.google.com/analytics/terms/de.html>, overview of data protection: <http://www.google.com/intl/de/analytics/learn/privacy.html>, and the privacy policy: <http://www.google.de/intl/de/policies/privacy>.

This website also uses Google Analytics for a cross-device analysis of visitor flows, which is carried out via a user ID.

Google AdWords Conversion

We use the Google AdWords offering in order to draw attention to our attractive offers on external websites with the help of advertising material (so-called Google AdWords). In relation to the data of the advertising campaigns, we can determine how successful the individual advertising measures are. In doing so, we pursue the interest of showing you advertising that is of interest to you, making our website more interesting for you and achieving a fair calculation of advertising costs.

This advertising material is delivered by Google via so-called “ad servers”. For this purpose we use ad server cookies, through which certain parameters for measuring success, such as the display of advertisements or clicks by users, can be measured. If you reach our website via a Google advertisement, a cookie is stored on your PC by Google AdWords. These cookies generally expire after 30 days and are not intended to identify you personally. The analysis values generally stored with this cookie are the unique cookie ID, the number of ad impressions per placement (frequency), the last impression (relevant for post-view conversions) and opt-out information (a marker indicating that the user no longer wishes to be addressed).

These cookies enable Google to recognise your internet browser. If a user visits certain pages of an AdWords customer's website and the cookie stored on their computer has not yet expired, Google and the customer can recognise that the user clicked on the advertisement and was redirected to that page. A different cookie is assigned to each AdWords customer. Cookies can therefore not be tracked across the websites of AdWords customers. We ourselves do not collect or process any personal data in the advertising measures mentioned. We merely receive statistical evaluations from Google. On the basis of these evaluations, we can identify which of the advertising measures used are particularly effective. We do not receive any further data from the use of the advertising material; in particular, we cannot identify users on the basis of this information.

Due to the marketing tools used, your browser automatically establishes a direct connection with Google's server. We have no influence on the scope and further use of the data collected by Google through the use of this tool and therefore inform you in line with our level of knowledge: through the integration of AdWords Conversion, Google receives the information that you have accessed the relevant part of our website or clicked on an advertisement from us. If you are registered with a Google service, Google can assign the visit to your account. Even if you are not registered with Google or are not logged in, there is a possibility that the provider will find out and store your IP address.

You can prevent participation in this tracking procedure in various ways: a) by adjusting your browser software settings accordingly — in particular, suppressing third-party cookies means that you will not receive advertisements from third-party providers; b) by deactivating cookies for conversion tracking, by setting your browser so that cookies from the domain "www.googleadservices.com" are blocked, <https://www.google.de/settings/ads>, whereby these settings are deleted when you delete your cookies; c) by deactivating the interest-based advertisements of providers that are part of the self-regulation campaign "About Ads", via the link <http://www.aboutads.info/choices>, whereby this setting is deleted when you delete your cookies; d) by permanently deactivating it in your Firefox, Internet Explorer or Google Chrome browsers via the link <http://www.google.com/settings/ads/plugin>. We would like to point out that in this case you may not be able to use all functions of this offering to their full extent. The legal basis for the processing of your data is Art. 6(1)(1)(f) GDPR.

Information about the third-party provider: Google Inc., 1600 Amphitheatre Parkway, Mountain View, California 94043, USA; <https://www.google.de/intl/de/policies/privacy> and <https://services.google.com/fh/files/misc/site-licensing-privacy-policy.pdf>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Google Remarketing

In addition to AdWords Conversion, we use the Google Remarketing application. This is a procedure with which we would like to address you again. This application allows our advertisements to be displayed to you during your further internet use after you have visited our website. This takes place by means of cookies stored in your browser, through which your usage behaviour when visiting various websites is recorded and evaluated by Google. In this way, Google can determine your previous visit to our website. According to Google's own statements, the data collected in the context of remarketing is not merged by Google with your personal data that may be stored by Google. In particular, according to Google, pseudonymisation is used in remarketing.

The legal basis for the processing of your data is Art. 6(1)(1)(f) GDPR. You can obtain further information on remarketing by Google at <https://support.google.com/adwords/answer/2453998?hl=de> and on data protection at Google in general at <https://www.google.de/intl/de/policies/privacy>. Alternatively, you can visit the website of the Network Advertising Initiative (NAI) at <http://www.networkadvertising.org>. Google has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

Embedding of YouTube videos

We have embedded YouTube videos in our online offering that are stored at <http://www.YouTube.com> and can be played directly from our website. These are all embedded in "extended data protection mode", i.e. no data about you as a user is transferred to YouTube if you do not play the videos. The data referred to under 2 is only transferred once you play the videos. We have no influence on this data transfer.

By visiting the website, YouTube receives the information that you have accessed the relevant sub-page of our website. In addition, the data referred to under 3 of this policy is transmitted. This takes place regardless of whether this third-party provider provides a user account through which you are logged in, or whether no

user account exists. If you are logged in to Google, this data is assigned directly to your account. If you do not want the data to be assigned to your YouTube profile, you must log out before activating the button.

YouTube stores this data as usage profiles and uses it for the purposes of advertising, market research and/or the demand-oriented design of its website. Such an evaluation takes place in particular (even for users who are not logged in) in order to provide demand-oriented advertising and to inform other users of the social network about your activities on our website. You have a right to object to the creation of these user profiles, and to exercise this right you must contact YouTube.

The legal basis for the processing of users' personal data is Art. 6(1)(f) GDPR. Via plug-ins, we offer you the opportunity to interact with social networks and other users, so that we can improve our offering and make it more interesting for you as a user.

Information about the third-party provider: YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA: <https://policies.google.com/technologies/product-privacy?hl=de> and <https://www.google.de/intl/de/policies/privacy>. Google also processes your personal data in the USA and has submitted to the EU-US Privacy Shield, <https://www.privacyshield.gov/EU-US-Framework>.

9 Hotjar

We use Hotjar in order to better understand the needs of our users and to optimise the offering on this website. With the help of Hotjar's technology, we gain a better understanding of our users' experiences (for example how much time users spend on which pages, which links they click on, what they like and what they do not like, etc.), and this helps us to align our offering with our users' feedback. Hotjar works with cookies and other technologies in order to collect information about our users' behaviour and about their end devices (in particular the IP address of the device (recorded and stored only in anonymised form), screen size, device type (unique device identifiers), information about the browser used, location (country only), and the preferred language for displaying our website). Hotjar stores this information in a pseudonymised user profile. The information is used neither by Hotjar nor by us to identify individual users, nor is it merged with further data about individual users. You can find further information in Hotjar's privacy policy.

10 Facebook services

Facebook Pixel

For marketing purposes, our websites use so-called conversion and retargeting tags (also "Facebook Pixel") of the social network Facebook, a service provided by Facebook Inc., 1601 Willow Road, Menlo Park, California 94025, USA ("Facebook"). We use Facebook Pixel in order to analyse the general use of our websites and to understand the effectiveness of Facebook advertising ("conversion"). In addition, we use Facebook Pixel in order to deliver individualised advertising messages to you based on your interest in our products ("retargeting").

For this purpose, Facebook processes data that the service collects via cookies and similar technologies on our websites. The data arising in this context may be transferred by Facebook to a server in the USA for evaluation and stored there. In the event that personal data is transferred to the USA, Facebook has submitted to the EU-US Privacy Shield.

If you are a member of Facebook and have permitted Facebook to do so via the privacy settings of your account, Facebook can also link the information collected about your visit to us with your member account and use it for the targeted placement of Facebook ads.

You can view and change the privacy settings of your Facebook profile at any time. If you deactivate data processing by Facebook, Facebook will only display general Facebook ads that are not selected on the basis of the information collected about you.

Facebook Custom Audiences

The website also uses the remarketing function “Custom Audiences” of Facebook Inc. (“Facebook”). This allows interest-based advertisements (“Facebook ads”) to be displayed to users of the website when they visit the social network Facebook or other websites that also use this procedure. In doing so, we pursue the interest of showing you advertising that is of interest to you, in order to make our website more interesting for you.

Due to the marketing tools used, your browser automatically establishes a direct connection with Facebook’s server. We have no influence on the scope and further use of the data collected by Facebook through the use of this tool and therefore inform you in line with our level of knowledge: through the integration of Facebook Custom Audiences, Facebook receives the information that you have accessed the relevant page of our website, or clicked on an advertisement from us. If you are registered with a Facebook service, Facebook can assign the visit to your account. Even if you are not registered with Facebook or are not logged in, there is a possibility that the provider will find out and store your IP address and further identifying characteristics.

Deactivation of the “Facebook Custom Audiences” function is possible here and, for logged-in users, at <https://www.facebook.com/settings/?tab=ads>.

The legal basis for the processing of your data is Art. 6(1)(1)(f) GDPR.

Information about the third-party provider: Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php> further information on data collection: <https://www.facebook.com/about/privacy>.

Facebook Lead Ads

Description and scope of the data processing

We use the functions of the “Facebook Lead Ads” service via our Facebook presence. This function is offered by Facebook, Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, United States (“Facebook”). We use the Facebook Lead Ads function in order to collect and process data of interested parties — so-called leads — via a contact form offered on Facebook’s websites. We use this data exclusively for our own marketing purposes and do not transmit it to third parties.

Legal basis for the data processing

The data processing is based on consent pursuant to Art. 6(1)(a) GDPR.

Purpose of the data processing

The use of the data is tied to the purposes pursued with the respective lead ad campaign. These purposes are set out specifically within the lead ad before we receive the data provided.

Further information on the data processing

You can find further information in Facebook’s data policy at <https://de-de.facebook.com/privacy/explanation>.

You have the right to freely withdraw your consent vis-à-vis us at any time. To do so, you can simply contact hello@pigtie.de.

11 Twitter Ads

We use services of the microblogging service Twitter. Twitter is operated by Twitter Inc., 795 Folsom St., Suite 600, San Francisco, CA 94107, USA. Twitter enables us to use target-group-based advertising, re-targeting and conversion tracking for online advertising.

In this context, advertising is delivered for particular target groups on the basis of a selection of general criteria, such as demographic characteristics, regions or interests. In addition, Twitter enables us to deliver targeted advertisements on the basis of your previous page views.

For example, advertisements from us may be displayed to you if you have shown an interest in our service (re-targeting). The data processed in this context does not contain any specific information about you for us, nor any data that we have exchanged in the context of a contractual relationship or that you entered when making an enquiry on our site, and it does not allow you to be identified.

Only general and technical information about the pages accessed is evaluated. This pseudonymous information is also not combined with any other information about you.

You can prevent this data processing by preventing the storage of cookies in your web browser through a corresponding setting; however, we would like to point out that in this case you may not be able to use all functions of our website to their full extent.

Twitter also complies with the do-not-track setting of your browser. You can find further information here. As a Twitter user, you can also prevent this data processing by deactivating the checkbox “Tailor ads based on information shared by ad partners” next to the heading “Sponsored content” in the security and privacy settings.

You can view the data processing agreement that applies at Twitter here: <https://gdpr.twitter.com/en/dpa.html>.

12 Newsletter

You have the option of subscribing to our newsletters, in which we regularly inform you about new developments regarding our products and campaigns.

Provided that you confirm your email address, we store your email address, the time of registration and the IP address used for registration for as long as it takes until you unsubscribe from the newsletters. The storage serves solely the purpose of being able to send you the newsletters and to prove your registration. You can unsubscribe from the newsletter at any time. A corresponding unsubscribe link is contained in every newsletter. A notification to the contact details given above or in the newsletter (for example by email or letter) is of course also sufficient for this. The legal basis for the processing is your consent pursuant to Art. 6(1)(a) GDPR.

In our newsletters we use standard market technologies with which interactions with the newsletters can be measured (for example opening of the email, links clicked). We use this data in pseudonymous form for general statistical evaluations as well as for optimising and further developing our content and customer communication.

This is done with the help of small graphics that are embedded in the newsletters (so-called pixels). The data is collected exclusively in pseudonymised form and is also not linked with your other personal data. The legal basis for this is our aforementioned legitimate interest pursuant to Art. 6(1)(1)(f) GDPR.

Through our newsletter we want to share content that is as relevant as possible for our customers and to better understand what readers are actually interested in. If you do not want your usage behaviour to be analysed, you can unsubscribe from the newsletters or deactivate graphics by default in your email program.

13 Adjust

When the app is used, we deploy the analysis technology “adjust.io” of Adjust GmbH, Saarbrücker Str. 38a, 10405 Berlin. On our behalf, adjust.io collects and uses the IP address and — unless deactivated by the user

in the system settings of their device — temporary device identification numbers. This data is pseudonymised immediately after it is collected and before it is processed further.

It is therefore not possible to draw direct conclusions about you as a person. The information collected through this use is used solely to analyse the function and use of the app, for example by creating aggregated evaluations and graphics on the number of visits and the number of pages accessed per user.

Legal basis for the data processing

The legal basis for the data processing is Art. 6(1)(f) GDPR (legitimate interest). We have a legitimate interest in the provision of effective advertising measures.

Purpose of the data processing

We use this information for our own market research and to optimise our own advertising measures.

Further information on the data processing

You can find further information about the purpose and scope of the data collection and the further processing and use of the data in Adjust's privacy policy at <https://www.adjust.com/privacy-policy/>. The collection and storage of data by Adjust can be deactivated at any time with effect for the future at <https://www.adjust.com/opt-out>. We have concluded a data processing agreement with adjust GmbH.

14 Which data protection rights can I assert as a data subject?

Unless professional regulations preclude this, you have the right:

- pursuant to Art. 7(3) GDPR, to withdraw at any time consent you have once given to us. The consequence of this is that we may no longer continue the data processing that was based on this consent in the future;
- pursuant to Art. 15 GDPR, to request information at any time about your personal data processed by us. In particular, you can request information about the processing purposes, the category of personal data and its origin, the categories of recipients to whom your data has been or will be disclosed, as well as the purpose and the planned storage period, the existence of a right to rectification, erasure, restriction of processing or objection, the existence of a right to lodge a complaint, the origin of your data if it was not collected by us, and the existence of automated decision-making including profiling and, where applicable, meaningful information about its details;
- pursuant to Art. 16 GDPR, to request without undue delay the rectification of incorrect personal data or the completion of your personal data stored by us;
- pursuant to Art. 17 GDPR, to request the erasure of your personal data stored by us, unless the processing is necessary for exercising the right to freedom of expression and information, for compliance with a legal obligation, for reasons of public interest or for the establishment, exercise or defence of legal claims;
- pursuant to Art. 18 GDPR, to request the restriction of the processing of your personal data, insofar as the accuracy of the data is contested by you, the processing is unlawful but you object to its erasure and we no longer need the data, but you need it for the establishment, exercise or defence of legal claims, or you have objected to the processing pursuant to Art. 21 GDPR;
- pursuant to Art. 20 GDPR, to receive your personal data that you have provided to us in a structured, commonly used and machine-readable format, or to request its transmission to another controller; and
- pursuant to Art. 77 GDPR, to lodge a complaint with a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence or place of work for this purpose.

Please address all requests for information, access requests or objections to the data processing by email to hello@pigtie.de or to the address given in our legal notice.

15 Children

We do not collect any personal information from minors. In the event of unintentional collection, we will delete it without undue delay.

16 Can I object to the processing of my personal data?

You have the right to object to the processing of your personal data for direct marketing purposes without giving reasons. If we process your data to safeguard legitimate interests, you can object to this processing on grounds relating to your particular situation. We will then no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the establishment, exercise or defence of legal claims.

In order to provide the website to users and to ensure the operation of the website, the collection of data and its storage in log files is absolutely necessary. For this reason, there is no possibility for the user to object.

Where log files are stored, they are deleted after 30 days at the latest. No further processing takes place.

17 Do I have the option of lodging a complaint?

If you take the view that the processing of your personal data by us is unlawful or, where applicable, infringes data protection law for other reasons, you can lodge a complaint with the supervisory authority responsible for us:

Bavarian State Commissioner for Data Protection
Prof. Dr. Thomas Petri
Postfach 22 12 19
80502 Munich
<https://www.datenschutz-bayern.de/>

18 Can Pigtie change this document?

Yes, our privacy policy may change from time to time. If there are new data processing techniques, we will adapt the privacy policy accordingly. If these changes are also important for you, we will draw your attention to them or inform you about the changes in a conspicuous general manner. You can always find the most recent version of our privacy policy at www.pigtie.de and in the app. You can also view earlier versions on our website.