

Information on the possibilities to object to the data processing

- Opt out -

Here you will find out in detail how to object to the processing of your personal data with regard to cookies (web tracking, etc.) and/or how to independently delete the personal data collected in this connection (in particular the IP address). For the rest, please note our information on your rights in the Privacy Policy and in our Data Protection Facts.

Deleting cookies and Do Not Track setting

You can either delete individual cookies or remove all cookies from your browser settings. You should be able to find information about the administration of your cookies under "Help" or "Preferences" in your browser. In addition, information and instructions on how to delete these cookies or block their storage in advance is available from the following links, depending on the provider of your browser:

Mozilla Firefox: <https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>

Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Google Chrome: <https://support.google.com/accounts/answer/61416?hl=en>

Opera: <https://www.opera.com/help>

Safari: https://support.apple.com/kb/PH17191?locale=en_US&viewlocale=en_US

You can also individually administer the cookies of many companies and features used in advertising. Use the appropriate user tools created as part of self-regulatory programs in many countries, such as: the US page [aboutads.info choices](http://aboutads.info/choices) or the EU page [Your Online Choices](http://YourOnlineChoices.eu).

Most browsers also offer a so-called "Do Not Track" feature that lets you specify that you do not want to be "tracked" by websites. With this feature enabled, your browser will tell ad networks, websites, and applications that you do not want to be tracked for behavioral advertising and the like. For information and instructions on how to use this feature, see the following links, depending on the provider of your browser:

Mozilla Firefox: <https://www.mozilla.org/de/firefox/dnt/>

Internet Explorer: <https://support.microsoft.com/de-de/help/17288/windows-internet-explorer-11-use-do-not-track>

Google Chrome: <https://support.google.com/chrome/answer/2790761?co=GENIE.Platform%3DDesktop&hl=en>

Opera: <http://help.opera.com/Windows/12.10/de/notrack.html>

Safari: https://support.apple.com/kb/PH21416?locale=en_US

Further possibilities to object to the processing of your personal data (in particular the IP address) are listed in the „Opt out“ information below.

Information on cookies

When you visit our website, the following "cookies" are stored in the cache of your browser.

Name	Provider	Purpose	Expiry Date
wpml_referer_url	Own Cookie	This cookie stores a language value for the website and the last requested URL on the front end.	1 Day
_icl_current_language	Own Cookie	This cookie is linked to the multilingual WordPress plugin from WPML. He saves a language value for the website	10 Minutes
km_lv	Kissmetrics	These cookies enable the monitoring and analysis of the behavior of users on the website. We install these cookies to obtain statistics on the use of the content and to compile navigation profiles of users to identify the most attractive content and return rate, thereby improving our services and content.	5 Years
MCPopupClosed	MailChimp	This cookie is used in connection with the sending of our newsletter.	1 Year
_icl_current_language	Own Cookie	This cookie is used by the privacy policy. He ensures that the user is not asked again for the consent of cookies.	24 Hours
optimizelySegments	Optimizely	This cookie stores the audience and dimensions of the user (eg browser, campaign, device, etc.).	10 Years
optimizelyBuckets	Optimizely	This cookie stores the variant of the website that was displayed to a user as part of an A / B test, to ensure that the user is offered a consistent experience of the advertising page.	10 Years
OptimizelyPendingLogEvents	Optimizely	This cookie serves as a temporary buffer until the server call can be sent to Optimizely.	10 Minutes
_ga	Google	This cookie collects anonymized information about how users use this site for analysis purposes.	2 Years
_gid	Google	Set to monitor the performance of our Web site and connected systems for faster troubleshooting.	24 Hours
_gat_UA - 29550265 - 1	Google	This cookie restricts data collection when too many requests arrive on a page. In this way, even under heavy load, the speed of the website is kept high.	10 Minutes

Kvcd	Kissmetrics	These cookies enable users to monitor and analyze the behavior of users on the site, to obtain statistics on the use of the content, and to compile user navigation profiles to identify the most attractive content and return rate.	At the end of the session
_hjIncludedInSample	Hotjar	This session cookie is set to let HotJar know if the visitor is being included in the sample used to create funnels.	At the end of the session
km_vs	Kissmetrics	These cookies allow the monitoring and analysis of the behavior of users on the site. We install these cookies to obtain statistics about the use of the content and to compile navigation profiles of the users in order to identify the most attractive content and their return rate in order to improve our services and content.	10 Minutes
_pinterest_referrer	Pinterest	These cookies are mainly used for social networking services and enable the use of social networking features. These cookies help to improve the experience on the website.	12 Months
__utmz	Google	Google Analytics cookies: We use these cookies to collect information about how visitors use our website, including information about which website the user came to our website and how many times the visitor visited our website.	6 Months

Opt Out Webtracking

Listed below are options to prevent the use of the tracking technologies and data processing by our website.

Application and explanation	Provider	Privacy Policy	Opt Out
<p><u>Google Analytics</u></p> <p>Google Analytics is an online service used to analyze the traffic on websites. Google uses cookies on our behalf to evaluate the use of our website and to compile reports on the website activities for us. However, we use Google Analytics with the so-called "AnonymizeIP" extension to truncate your IP address when you visit our website, which means that no personal reference is possible.</p>	<p>Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Pursuant to the EU Standard Contractual Clauses, we entered into a data processing agreement with Google. Further information on the application and data protection can be found under the following links:</p> <p>https://policies.google.com/?hl=en</p> <p>https://support.google.com/analytics/answer/6004245?hl=en</p> <p>Privacy Shield Certification</p>	<p>Please download and install the browser plugin available here or click here: Disable Google Analytics</p>

Application and explanation	Provider	Privacy Policy	Opt Out
<p>Hotjar</p> <p>Hotjar is used to anonymously record interactions of randomly selected, individual users of our website. This results in a log tracking, for example, mouse movements and clicks, for the purpose of determining options to improve our services. Hotjar is also used to evaluate for statistical purposes information on the operating system, browser, inbound and outbound links, geographical origin, as well as resolution and type of end device used to access our website.</p>	<p>Hotjar Ltd.</p> <p>Level 2, St. Level 2, St. Julians Business Centre, 3, Elia Zammit Street, St Julians STJ 1000, Malta</p>	<p>Further information on the application and data protection can be found under the following links:</p> <p>https://www.hotjar.com/privacy</p>	<p>https://www.hotjar.com/legal/compliance/opt-out</p>

Application and explanation	Provider	Privacy Policy	Opt Out
<p>Kissmetrics</p> <p>Kissmetrics is a customer analytics platform that uses cookies to collect and store website visitors' data in order to analyze visitor behavior and evaluate it on our behalf to improve and tailor our services.</p>	<p>Space Pencil, Inc.</p> <p>847 Sansome Street, San Francisco, CA 94111, USA</p>	<p>Further information on application and data protection can be found under the following link: https://www.kissmetrics.com/user-privacy</p> <p>Privacy Shield Certification</p>	<p>https://www.kissmetrics.com/user-privacy</p>

Application and explanation	Provider	Privacy Policy	Opt Out
<p>Optimizely</p> <p>Optimizely is a tracking provider that allows us to tailor our site to the users' needs and desires by using cookies to evaluate their behavior. We use Optimizely with a so-called "IP anonymization" truncates your IP address when you visit our website. Optimizely uses this information on our behalf to evaluate your use of the website and to compile reports on website activity.</p>	<p>Optimizely Inc , . 631 Howard Street, Suite 100, San Francisco, CA 94105, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://www.optimizely.com/privacy</p> <p>Privacy Shield Certification</p>	<p>https://www.optimizely.com/privacy/?langSwitchTo=english</p>

Application and explanation	Provider	Privacy Policy	Opt Out
<p>CrazyEgg</p> <p>CrazyEgg is a tracking tool for evaluating user behavior on our website. This includes creating a log (the so-called heatmap) of mouse movements and clicks on our website, for the purpose of improving features and displays in order to optimize the use of our website for you.</p>	<p>Crazy Egg, Inc., 16220 E. Ridgeview Lane, La Mirada, CA 90638, USA</p>	<p>Further information on the application and data protection can be found under the following links:</p> <p>http://www.crazyegg.com/privacy</p>	<p>https://www.crazyegg.com/opt-out</p>

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Google Tag Manager</u></p> <p>With the Google Tag Manager, website tags can be managed via a user interface using so-called tags. These are small code elements that serve, among other things, to measure traffic and visitor behavior. Google Tag Manager only implements tags. As a result, no cookies are used and consequently no personal data is collected. However, the Google Tag Manager triggers other tags, which in turn may capture data.</p>	<p>Google Inc.,</p> <p>1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://policies.google.com/?hl=en</p> <p>https://support.google.com/analytics/answer/6004245?hl=en</p> <p>Privacy Shield Certification</p>	-

Opt Out Advertising

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>DoubleClick by Google</u></p> <p>DoubleClick is an advertising tool designed to promote and display interest-based ads for visitors to our website and third-party websites. Your browser will be assigned a pseudonymous identification number (ID) to check which ads were displayed in your browser and which ads were viewed. Use of the Double-Click Cookies allows Google to serve ads based on previous visits to our or other websites.</p>	<p>Google Inc.,</p> <p>1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://policies.google.com/?hl=en</p> <p>https://policies.google.com/technologies/ads?hl=en</p> <p>https://policies.google.com/technologies?hl=en</p> <p>Privacy Shield Certification</p>	<p>DoubleClick Opt-Out link or download and install the browser plugin available here</p>

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>DoubleClick Ad Exchange</u></p> <p>DoubleClick Ad Exchange is a Web advertising service from Google, which also uses so-called "Web bacons" (small invisible graphic images) in addition to cookies for collecting information about user and search behavior. They allow simple actions, such as visitor traffic on the website, to be recorded, collected, and evaluated.</p>	<p>Google Inc.,</p> <p>1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://policies.google.com/?hl=en</p> <p>https://policies.google.com/technologies/ads?hl=en</p> <p>https://policies.google.com/technologies?hl=en</p> <p>Privacy Shield Certification</p>	<p>https://www.google.com/ads/preferences/?hl=de</p>

Application and explanation	Provider	Privacy Policy	Opt-Out
<p>Google Remarketing Tags</p> <p>Google Remarketing Tags are used to target visitors of our website with advertising by serving interest-based ads when they visit other websites in Google's Display Network. There, they will be shown ads that to a high degree comply with previously accessed products and information areas.</p>	<p>Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://policies.google.com/?hl=en</p> <p>http://policies.google.com/technologies/ads?hl=en</p> <p>https://policies.google.com/technologies?hl=en</p> <p>Privacy Shield Certification</p>	<p>https://support.google.com/ads/answer/7395996</p>

Application and explanation	Provider	Privacy Policy	Opt-Out
<p>Google Conversion Tracking</p> <p>Google Conversion Tracking uses cookies as soon as you visit our website through a Google AdWords ad. As long as the cookie has not expired yet, Google and its advertising client can tell that the user was redirected by clicking on the ad. The information gathered using the Google's conversion cookies is used to generate statistics for advertisers.</p>	<p>Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://policies.google.com/?hl=en</p> <p>https://policies.google.com/technologies/ads?hl=en</p> <p>http://www.google.com/sitestats/de.html</p> <p>Privacy Shield Certification</p>	<p>https://www.google.com/settings/ads/plugin</p>

Opt out social widgets

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Facebook Connect</u></p> <p>We offer the possibility to register for our services via your Facebook account. In this case, Facebook will ask for your consent to share certain information from your Facebook account with us. This may include the first name, last name, and e-mail address to verify your identity and gender, as well as your general location, a link to your Facebook profile, your time zone, date of birth, profile picture, like details, and your friend lists.</p>	<p>Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://www.facebook.com/about/privacy</p> <p>Privacy Shield Certification</p>	-

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Website Custom Audiences</u></p> <p>When calling our website, a so-called "counting pixel" is implemented by Facebook. This pixel connects directly to the Facebook servers and informs Facebook that you have visited our website. Facebook assigns this information to your personal Facebook user account. The purpose of this application is to be able to present interest-based ads on Facebook to visitors of our website.</p>	<p>Facebook, 1601 South California Avenue, Palo Alto, C A 94304, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://www.facebook.com/about/privacy</p> <p>Privacy Shield Certification</p>	<p>https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen#</p> <p>or click here:</p> <p><u>Disable Custom Audience</u></p>

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Userlike</u></p> <p>Userlike is a chat software providing the possibility of having personal live chats in real time with us. Cookies use your IP address to first determine which country you are from. Userlike also handles your inquiries and communication with us.</p>	<p>Userlike UG Probsteigasse 44-4650670 Köln</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://www.userlike.com/en/terms#privacy-policy</p>	-

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Qualaroo</u></p> <p>Qualaroo is a survey tool used for determining website visitor satisfaction. Qualaroo also uses cookies to identify the users of this service and it processes the information you provide for the survey (e.g. your e-mail address).</p>	<p>Qualaroo, Inc., 1901 Newport Blvd, 175 Costa Mesa, CA 92627, USA</p>	<p>Further information on application and data protection can be found under the following link:</p> <p>https://qualaroo.com/privacypolicy</p> <p>Privacy Shield Certification</p>	-

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>Rapidmail</u></p> <p>Rapidmail is a newsletter tool that we use to send our e - mail marketing campaigns. The platform stores the e-mail addresses of our newsletter subscribers and uses them for sending, but also to evaluate the click behavior of the subscribers. The IP address is also processed in this context in order to determine the country of origin of the recipients.</p>	<p>rapidmail GmbH Augustinerplatz 2 79098 Freiburg Deutschland</p>	<p>Further information on the application and data protection can be found under the following link:</p> <p>https://www.rapidmail.com/data-security</p>	-

Application and explanation	Provider	Privacy Policy	Opt-Out
<p><u>WhatsApp Business</u></p> <p>WhatsApp Business is an app that can be downloaded for Android devices and iPhones. It was developed especially for owners of small businesses. WhatsApp Business eases customer communications by automating, organizing, and quickly responding to messages.</p>	<p>WhatsApp Ireland Limited 4 Grand Canal Square Grand Canal Harbour Dublin 2 Ireland</p>	<p>Further information on the application and data protection can be found under the following link:</p> <p>https://www.whatsapp.com/privacy?lang=en</p>	-

Name and contact data / place of jurisdiction

Niessing Manufaktur GmbH & Co. KG, Butenwall 117, 48691 Vreden, represented by the managing director Sandro Erl, e-mail address: service@niessing.com

Your rights

In accordance with applicable data protection legislation, you have the right of access to your personal data, the right to rectification, the right to erasure, the right of restriction of processing and the right to object to processing of your data, the right to data portability, and the right to revoke this consent at any time. In addition, you have the right to lodge a complaint with the data protection supervisory authorities.