

# DATA PROTECTION

## **Name and address of the controller:**

The controller within the meaning of the EU General Data Protection Regulation and other data protection regulations is:

brandPreneurs & brandFluencers

Owner: Dr. Irène Kilubi

Agnesstraße 51

80798 Munich

Germany

**E-Mail:** [team@brandpreneurs.de](mailto:team@brandpreneurs.de)

**Website:** <http://www.irenekilubi.de/>

## **We respect your data!**

Thank you for your interest in our website. The trust of all visitors and customers, the security of your data and the protection of your privacy are of central importance to us. Your personal data will therefore be treated by us in accordance with the applicable statutory data protection regulations and this data protection declaration. Personal data is information that can be used to find out your identity, such as your real name, address or telephone number. If you view and use our site without registering or otherwise providing us with explicit information, we process the data that is transmitted to us with each request from your browser (see below "Log Data"). If you expressly provide us with personal data (e.g. via our contact form), this is done exclusively for the purpose of the inquiry or the respective order. We would like to point out that data transmission on the Internet can never be fully protected against access by third parties. In the following, we would like to explain in more detail which data we process, when and for what purpose. It explains how our services work and how the protection of your personal data is guaranteed.

## **Legal basis for the processing of personal data If we obtain the consent of the data subject for the processing of personal data, Art. 6 para. 1 lit. a GDPR serves as the**

legal basis. Art. 6 para. 1 lit. b GDPR serves as the legal basis for the processing of personal data necessary for the performance of a contract to which the data subject is a party. This also applies to processing operations

that are necessary to carry out pre-contractual measures. If the processing of personal data is necessary to fulfil a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis. In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 para. 1 lit. d GDPR serves as the legal basis. If the processing is to safeguard a legitimate interest of our Company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the first-mentioned interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for data processing.

### **Data deletion and storage duration**

The personal data of the data subject will be deleted as soon as the purpose of storage ceases to apply. Storage may also take place if this has been provided for by European or national laws or other regulations to which the person responsible is subject. The data will also be blocked or deleted if a storage period prescribed by the aforementioned regulations expires, unless there is a need for further storage of the data for the conclusion or fulfilment of a contract.

### **Your rights You have a right to**

free information about the data stored by us about your person and, if necessary, a right to correction, restriction of processing or deletion of this data. You also have the right to data portability. Finally, you also have the right to complain to the data protection supervisory authority about the processing of your personal data by us. We would also like to point out that you can object to the future processing of your personal data in accordance with the legal requirements pursuant to Article 21 GDPR at any time. The objection may be made in particular against processing for direct marketing purposes.

### **Provision of information If you have any questions regarding the collection, processing or use of your personal data, for information, for the correction, blocking or deletion of data as**

well as for the revocation of any consent granted or for objection to a specific use of data, please contact us using the following e-mail address: [info@irenekilubi.de](mailto:info@irenekilubi.de)

**Protocol data**The automatic collection and storage of log data by the provider of Internet services (provider) takes place because the processing of this data is technically necessary to display our website to you and to

ensure stability and security. The log data includes the following information: Date and time of the respective request Internet address (URL) that was requested URL that the visitor visited immediately before Browser and language used Operating system used and its interface IP address and host name of the visitor Access status / http status code Amount of data transferred in each case The transmission of this data to us takes place automatically and cannot be assigned to your person with reasonable effort. The legal basis for the processing of this data is our legitimate interest in accordance with Art. 6 (1) sentence 1 lit. f GDPR, because this data processing is necessary for the operation and display of the website. The data will be deleted as soon as they are no longer necessary to achieve the purpose for which they were collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, there is no possibility of objection on the part of the user.

**Cookies** In order to make visiting our website attractive and to enable the use of certain functions, we use so-called cookies. These are small text files that are stored on your device and that store certain information for exchange with our system. The legal basis for the processing of this data is Art. 6 paragraph 1 sentence 1 lit. f GDPR. Some of the cookies we use are deleted after the end of the browser session, i.e. after closing the browser (transient cookies). These include, in particular, session cookies. These store a unique identifier (session ID). This session ID allows various requests from your browser to be assigned to a common session. This allows your device to be recognized when you return to our website during a session. Session cookies are also deleted when you log out. Other cookies remain on your device for a specified period of time and enable us to use your browser or browser. Recognize your device on your next visit (persistent cookies). If you log into your user account on our website and select the option "Stay logged in", we use persistent cookies to recognize your device on your next visit after closing the browser. You don't have to log in again." Please note that certain cookies are already set as soon as you enter our website. You can set your browser so that you are informed about the setting of cookies and decide individually about their acceptance or can exclude the acceptance of cookies for certain cases, in particular third-party cookies (third-party cookies) or in general. If cookies are not accepted, the functionality of our website may be limited for you.

## **Configuration of cookie settings in the browser**

You have the option of preventing cookies from being stored on your computer by means of appropriate browser settings. Each browser differs in the way it manages cookie settings. This is described in the help menu of each browser, which explains how to change your cookie settings. These can be found for the respective browsers under the following links: Internet Explorer™: <http://windows.microsoft.com/de-DE/windows-vista/Block-or-allow-cookies>

Safari™: <http://apple-safari.giga.de/tipps/cookies-in-safari-aktivieren-blockieren-loeschen-so-geht-s/> and [https://support.apple.com/kb/PH21411?locale=de\\_DE](https://support.apple.com/kb/PH21411?locale=de_DE)

Chrome™:

<http://support.google.com/chrome/bin/answer.py?hl=de&hlrm=en&answer=95647>

Firefox™ <https://support.mozilla.org/de/kb/cookies-erlauben-und-ablehnen>

Opera™: <http://help.opera.com/Windows/10.20/de/cookies.html>

## **Encryption by SSL**

For security reasons, our website uses SSL encryption (Secure Sockets Layer). This protects transmitted data and cannot be read by third parties. You can recognize a successful encryption by the fact that the protocol name in the status bar of the browser changes from "http://" to "https://" and that a closed lock symbol is visible there.

## **Webhosting via all Febas** We use the services of

**Febas** - Inh. Roman Baumgärtner Ostlandstraße 5, D-49565 Bramsche for web hosting for our websites and have concluded a contract for order processing in accordance with Art. 28 GDPR with all-inkl.com. Further information can be found in all-inkl.com's privacy policy at <https://all-inkl.com/datenschutz/>. The legal basis is our legitimate interest in operating and maintaining the operational security of these websites in accordance with Art. 6 para. 1 sentence 1 lit. f GDPR.

## **Contact form**

You can contact us electronically via the contact form provided by us. Our contact form indicates which data is mandatory and which can be entered voluntarily. All data entered will be stored by us and used exclusively for the purpose of answering your inquiries. In addition, your IP address as well as the date and time of registration are stored. Your personal data will be

deleted as soon as storage is no longer necessary for this purpose or we will restrict the processing if there are statutory retention obligations. The legal basis for the processing of the data is the implementation of a pre-contractual measure by your request in accordance with Art. 6 para. 1 lit. b GDPR.

**Comments** If you leave a comment on our website, the following data will be stored in connection with it:

The chosen username  
Date and time of the comment  
Your email address  
We need your e-mail address in order to be able to contact you if third parties object to your comments as unlawful. The legal basis is Art. 6 (1) (b) and (f) GDPR.

### **Sending our e-mail newsletter via "GetResponse"**

We use the information provided in this section to explain how the registration, dispatch, evaluation and content of our e-mail newsletter are structured. If you would like to subscribe to our e-mail newsletter and read it regularly, then your registration with a valid e-mail address and thus your consent to the processing of your personal data by us is required. Please note the declaration of consent on the form for registering for the newsletter. Before sending the newsletter, you must expressly confirm to us as part of the so-called double opt-in procedure that we should activate the e-mail newsletter service for you. We do this to avoid that foreign e-mail addresses are used for registrations. For this purpose, you will receive a confirmation and authorization e-mail from us, in which we ask you to click on the link contained in this e-mail and thus confirm that you would like to receive our newsletter. If you do not confirm this, your personal data will be stored for an indefinite period of time, unless you expressly wish to delete it. In connection with the registration, in addition to the e-mail address, the time of registration, the time of confirmation, the IP address and the consent text are stored and we use the e-mail address exclusively for the delivery of the newsletter unless you have expressly consented to another use. Small, "invisible" files (beacons) sent with the newsletter can be used to carry out various evaluations to improve our offers. The IP address, browser as well as the time of retrieval and opening of the newsletter and the click behaviour on links contained in the newsletter are recorded and statistically evaluated. The newsletter is sent on the basis of the consent of the recipients in accordance with Art. 6 para. 1 lit. a, Art. 7 GDPR in conjunction with § 7 para. 2 no. 3 UWG. The analysis of the opening and click rates is

carried out on the basis of our legitimate interest in accordance with Art. 6 para. 1 lit. f GDPR. It is in our interest to create the most suitable offers for our users and to achieve this by analyzing and continuously optimizing user behavior. Mailing service providers: The newsletter is sent using GetResponse, GetResponse Sp. z o.o. (Polish Limited Liability Company), Arkonska 6/A3, 80-387 Gdansk, Poland (hereinafter referred to as "Shipping Service Provider"). The data protection regulations of the shipping service provider can be viewed under <https://www.getresponse.de/email-marketing/legal/datenschutz.html>. The shipping service provider is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with the European level of data protection, the associated information can be retrieved at: (<https://www.privacyshield.gov/participant?id=a2zt0000000GnH6AAK>) We have concluded a data processing agreement with the provider in accordance with a contract for order processing in accordance with Art. 28 GDPR. You can cancel the receipt by revoking your consent. You can unsubscribe from the newsletter at any time. Please use the link provided in the newsletter.

### **Facebook pixel and Facebook Custom Audiences Facebook**

conversion tracking, the so-called "Facebook pixel" of the social network Facebook, is used on our website for the purpose of analyzing and optimizing our website. Provider of these services is Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA. If you are located in the EU, the provider of the services is Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland (hereinafter "Facebook"). By using the Facebook pixel, Facebook is able to identify and determine visitors to our website as a potential target group for the presentation of advertisements (so-called "Facebook ads"). So we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our website or who have certain characteristics (interests determined on the basis of visited websites, etc.). We transmit this information to Facebook and thus form so-called "Custom Audiences". By using the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of visitors and are not perceived as a nuisance. By using the Facebook pixel, we can understand the effectiveness of Facebook ads statistically and for market research purposes. We analyze whether visitors are redirected to our website after clicking on a Facebook ad, i.e. whether a so-called "conversion" takes

place. There is general information on the processing of data by Facebook <https://www.facebook.com/policy.php> here. Further information and details about the Facebook pixel can be found here:

<https://www.facebook.com/business/help/651294705016616>. Facebook is certified under the Privacy Shield and thus offers a guarantee to comply with the European level of data protection (<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC&status=Active>). You can object to the collection by the Facebook pixel and use of your data to display Facebook ads. To set which types of advertisements are displayed to you within Facebook, you can visit the page set up by Facebook and follow the instructions on the settings for usage-based advertising: <https://www.facebook.com/settings?tab=ads>. The settings are platform-independent, i.e. they are applied to all devices, such as desktop computers or mobile devices. We use the PixelMate plugin from lawlikes and SoulSites. This blocks all external resources (third-party functions) until the user agrees to the tracking and use of cookies. The legal basis for this processing of the data is Art. 6 para. 1 lit. a GDPR.

## **YouTube**

Our website uses YouTube features. When you visit our site, a connection to the YouTube servers is established only after clicking on a video. This transmits to the YouTube server which of our pages you have visited. If you are logged into your YouTube account, you give YouTube the opportunity to associate your user behavior directly with your personal YouTube profile. By logging out of your YouTube account, you can avoid this. The data collected by YouTube is transmitted to the USA, which according to the GDPR is considered a third country with an insecure level of data protection. We have no knowledge of further processing and the duration of storage. The legal basis for the processing of the data is Art. 6 para. 1 lit. a GDPR. Further information on YouTube's treatment of user data can be found in YouTube's privacy policy at:

<https://www.google.de/intl/de/policies/privacy>

operator of the service is YouTube LLC, 901 Cherry Ave., San Bruno, CA 94066, USA; a company belonging to Google.

## **Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies", which are text files placed on

your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, your IP address will be shortened beforehand 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 transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports and statistics on website activity and to provide other services related to website activity and internet usage to the website operator. The IP address transmitted by your browser as part of Google Analytics will not be merged with other Google data. You can prevent the storage of cookies by setting your browser software accordingly; however, we would like to point out that in this case you may not be able to use all functions of this website in full. You can also prevent the collection of the data generated by the cookie and related to your use of the website (including your IP address) to Google and the processing of this data by Google by downloading and installing the browser plug-in available under the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

This website uses Google Analytics with the extension "\_anonymizeIp()". As a result, IP addresses are further processed in abbreviated form, according to Google, a personal reference should be almost excluded. Insofar as the data collected about you has a personal reference, this should therefore be excluded immediately and the personal data deleted immediately.

We use Google Analytics to analyze and regularly improve the use of our website. The statistics obtained allow us to improve our offer and make it more interesting for you as a user. Google is certified under the Privacy Shield Agreement and thus offers a guarantee to comply with European data protection law

(<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active>).

Further information about Google can be found here: 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>, as well as the

privacy policy: <http://www.google.de/intl/de/policies/privacy>.



We use the PixelMate plugin from lawlikes. This blocks all external resources (third-party functions) until the user agrees to the tracking and use of cookies. The legal basis for this processing of the data is Art. 6 para. 1 lit. a GDPR.

### **Google Web Fonts**

This website is called web fonts provided by Google. This is done in order to be able to display fonts consistently. When you access a page, your browser loads the required web fonts into your browser memory. For this purpose, your browser must connect to Google's servers in the USA. This gives Google the information that our website was accessed via your IP address. The use of Google Web Fonts is in the interest of a uniform and appealing presentation of our website. This constitutes a legitimate interest within the meaning of Art. 6 para. 1 lit. f GDPR. If your browser does not support Google Web Fonts, a standard font will be used by your computer. Further information about Google Web Fonts can be found under <https://developers.google.com/fonts/faq> and in Google's privacy policy: <https://www.google.com/policies/privacy/>.

### **System and information security**

We secure our website and our other systems by technical and organizational measures against loss, destruction, access, modification or dissemination of the stored data by unauthorized persons. Despite controls, however, complete protection against all dangers is not possible. The connection to the Internet and the resulting technical possibilities alone cannot guarantee that content and the flow of information will not be viewed and recorded by third parties.

### **Objection to unauthorized advertising by e-mail**

As part of the imprint obligation according to § 5 TMG, we have published general contact details and an e-mail address on our website. We hereby object to the use of this contact data for the unsolicited sending of information materials, advertising or spam e-mails that we have not explicitly requested.

Status of the privacy policy: November 1<sup>st</sup>, 2022