



What Exactly Are Cookies?

In order to collect the information as described in this notice, we may use cookies, web beacons and similar technologies on our website.

A cookie is a small piece of information which is sent to your browser and stored on your computer's hard drive, mobile phone or other device.

You can set your browser to notify you when you receive a cookie. This enables you to decide if you want to accept it or not. However, some of the services and features offered through our website may not function properly if your cookies are disabled.

Cookies can be first party or third party cookies.

- First party cookies – cookies that the website you are visiting places on your computer.
- Third party cookies – cookies placed on your computer through the website but by third parties, such as, Google.

The Cookies Placed On Our Website

We use the following cookies on our website. We may combine information from these types of cookies and technologies with information about you from any other source.

Strictly necessary cookies. These cookies are essential in order to enable you to move around our website and use its features. Without these cookies, services you have asked for cannot be provided. They are deleted when you close the browser. These are first party cookies.

Performance cookies. These cookies collect information in an anonymous form about how visitors use our website and apps. They allow us to recognise and count the number of visitors, see how visitors move around the site when they are using it and identify the regions that they are visiting from. These are first party cookies.

Functionality cookies. These cookies allow our website and apps to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. The information these cookies collect will be anonymised and they cannot track your browsing activity on other websites. These are first party cookies.

Analytics. We may use third party analytics services such as Google Analytics and other providers. These service providers help us analyse how users use our website and to identify user patterns. The information generated by the cookie about your use of the website will be transmitted to and stored by third party analytics service providers on servers outside EEA. The information collected for this purpose will be disclosed to or collected directly by these service providers. On our behalf third party analytics service providers will use this information for the purpose of evaluating your use of the website, compiling reports on website activity and providing other services relating to website activity and internet activity in connection with the use of the website. These service providers may retain and use anonymised, aggregated

data collected from users of our Website in connection with their own businesses, including in order to improve their products and services. For information on how to prevent these cookies please click [here](#). In addition, authentication and tracking logs will be used to compile user statistics.

Targeting or advertising cookies. These cookies allow us and our advertisers to deliver information more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of advertising campaigns. They remember that you have visited our website, the length of your visit, the ads you viewed and may help us in compiling your “utilisation profile”. These are persistent cookies which will be kept on your device until their expiration or earlier manual deletion. The information used for targeting adverts is not personal, in that it does not identify you – the user – in the real world. Data about your browsing activity is collected and analysed anonymously.

As a result, you may see certain third party ads on other websites based on your visits to our website because we participate in advertising networks administered by third-party vendors, such as Google Adwords, Bing Ads, Yandex, Yahoo, Dataxu, Facebook, and other similar service providers. In addition, these ad networks allow us to target our ads to our users considering demographic, users’ inferred interests and browsing context. These networks track your online activities over time by collecting information through automated means, including through the use of cookies, web server logs and web beacons. The networks use this information to show you ads that are tailored to your individual interests, to track your browser activity across multiple websites, and to build a profile of your web browsing. The information our ad network vendors collect includes information about your visits to websites that participate in the vendors’ advertising networks, such as the pages or advertisements you view and the actions you take on the websites. This data collection takes place both on our website and on third-party websites that participate in the ad networks. This process also helps us track the effectiveness of our marketing efforts. Further, we may use features of third party analytics service providers for display advertisers. That includes obtaining specific visitor cookie data, such as the source, medium and keywords used to visit our website. To learn more about how to opt out of ad network interest-based advertising access the opt-out tools of the DAA [here](#) or Your Online Choices [here](#).

Social Media cookies. These cookies together with social media plug-ins allow you to use functionalities of social media networks such as Facebook, Google’s +1 button, Twitter, Instagram, Pinterest and others on our website. These are persistent cookies which will be kept on your device until their expiration or earlier manual deletion. If you use these functionalities, the plug-in and its content are loaded directly from the social media provider’s servers and included in the website by your browser. If you log into your respective social media account at the time you interact with the social media plug-ins on our website, the social media provider will connect this information with your social media user profile. We cannot influence which personal data the social media provider will collect about you. Please see their privacy notices for further information:

- www.facebook.com/policy.php.
- www.google.com/intl/de/+/policy/+1button.html.
- <https://twitter.com/privacy>.
- <https://help.instagram.com/155833707900388>.
- <https://policy.pinterest.com/en/cookies>
- any other social media provider’s privacy policy as applicable from time to time.

Cookie Consent and Opting Out

We assume that you are happy for us to place cookies on your device. Most Internet browsers automatically accept cookies. However, if you, or another user of your device, wish to withdraw your consent at any time, you have the ability to accept or decline cookies by modifying your browser setting. If you choose to decline cookies, you may not be able to fully experience the interactive features of our website, our platforms and our services.

When you arrive on our website a pop-up message will appear asking for your consent to place advertising cookies on your device. In order to provide your consent, please click 'I understand'. Once your consent has been provided, this message will not appear again when you revisit. If you, or another user of your device, wish to withdraw your consent at any time, you can do so by altering your browser settings. If you do not withdraw your consent we will assume that you are happy to receive cookies from our website.

For more information about which cookies may be placed on your device and how to opt-out, please access the tools of the DAA [here](#) or Your Online Choices [here](#).

In some instances, when you opt-out, a new cookie (Opt-Out-Cookie) is placed in your web browser. This tells the third party provider to cease data collection from your browser and prevents advertisements from being delivered to you.

For more information about cookies please visit www.allaboutcookies.org.