

## **PRIVACY NOTICE**

Our website uses counting pixel technology provided by WiredMinds GmbH (www.wiredminds.de) to analyze visitor behavior. In connection with this, the IP address of the visitor is processed. The processing occurs only for the purpose of collecting company based information such as company name, for example. IP addresses of natural persons are excluded from any further processing by means of a whitelist. An IP address is not stored in LeadLab under any circumstances.

While processing data, it is our outmost interest to protect the rights of natural persons. Our interest in processing data is based on Article 6(1)(f) GDPR. At no time is it possible to draw conclusions from the collected data on an identifiable person.

WiredMinds GmbH uses this information to create anonymized usage profiles of the visit behavior on our website. Data obtained during this process is not used to personally identify visitors of our website.

## **OPT OUT LINK**

(A functionally necessary cookie will be set to permanently ensure no tracking by WiredMinds LeadLab occurs on this website)