

Overview of the tracking technologies of our website

Provider	Tracking technology	Category	Data Processor	Data	Processing purposes / legal bases	Disclosure to third parties	Transfer outside the EEA	Processing time	Link to privacy policy	Additional revocation	Data Protection Officer
Audienz	Real-time conversion reporting	Marketing	audienz AG Falkenstrasse 11 Postfach CH-8021 Zürich (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent	No	No	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://audienz.ch/wp-content/uploads/2020/03/AGB_audienz_2020.pdf		Philip Heene (philip.heene@audienz.ch)
AWIN	Real-time conversion reporting	Marketing	AWIN AG Eichhornstraße 3 10785 Berlin Germany (jointly responsible)	User ID Purchase amount Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.awin.com/us/legal/privacy-policy		Global-privacy@awin.com
Bing Ads	Real-time conversion reporting	Marketing	Microsoft Ireland Operations Limited One Microsoft Place, South County Business Park Leopardstown, Dublin 18, D18 P521 (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://privacy.microsoft.com/en-us/PrivacyStatement	https://account.microsoft.com/privacy/ad-settings/signedout?ru=https%3F%2Faccount.microsoft.com%2Fprivacy%2Fad-settings	
Google Ads	Real-time conversion reporting	Marketing	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Formation of target groups (1+2) / Your consent	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://policies.google.com/technologies/partner-sites	https://safety.google/privacy/privacy-controls/	https://support.google.com/policies/contact/general_privacy_form
Facebook	Real-time conversion reporting	Marketing	Facebook Ireland Limited Grand Canal Quay 4 D02 X525 Dublin Ireland (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Formation of target groups (1+2) / Your consent	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.facebook.com/privacy/explanation	https://www.facebook.com/ads/preferences/	https://www.facebook.com/help/contact/540977946302970
Metaflake	Real-time conversion reporting	Marketing	Metaflake (Inhaber Henning Wichers) Waldstr. 9 53773 Hennef (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	No	No	180 days	https://www.singleboersen-vergleich.de/impressum.htm	/	/
Big Bamboo	Real-time conversion reporting	Marketing	Big Bamboo GmbH Adams-Lehmann-Straße 56 80797 München (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	No	No	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.bigbamboo.io/datenschutz	/	/
Profity	Real-time conversion reporting	Marketing	adfocus GmbH Blegistrasse 9 6340 Baar Schweiz (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	No	No	Data deletion can be requested any time.	https://www.profitly.ch/about/privacy		Philippe.mueller@adfocus.ch
Sovendus	Real-time conversion reporting	Marketing	Sovendus GmbH Moltkestr.11, 76133 Karlsruhe (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	No	No	X years/months/days	https://www.sovendus.com/de/datenschutz/#c14064	/	datenschutz@sovendus.de
Taboola	Real-time conversion reporting	Marketing	Taboola, Inc. Madison Square West 16 10010 New York; 1115 Broadway, 7th Floor, New York, New York 10010, United States of America (jointly responsible)	Purchase amount Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent		Yes	User information is stored for no longer than 13 months from the user's last interaction with the service.	https://www.taboola.com/policies/privacy-policy	https://www.taboola.com/policies/privacy-policy#user-choices-and-optout	dpo@taboola.com
Verizon (Oath)	Real-time conversion reporting	Marketing	Verizon Media EMEA Limited 5-7 Point Square North Wall Quay Dublin 1 Ireland (jointly responsible)	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent	No	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.verizonmedia.com/policies/ie/de/verizonmedia/privacy/index.html	/	/
Apple Login	Software module	Necessary	Apple Inc. One Apple Park Way, Cupertino, California, USA, 95014 (jointly responsible)	Account data (e.g. Apple ID and associated account details), device information (e.g. device ID), contact data (such as name, e-mail address), usage data	Authentication of the user / Our legitimate interest	Yes	Yes		https://www.apple.com/legal/privacy/en-ww/		
CloudFlare	Reverse-Proxy	Necessary	Cloudflare Inc. 101 Townsend St, San Francisco, CA 94107, USA (jointly responsible)	Log data, e.g. IP address, system configuration	Ensuring the performance and security of the website / Our legitimate interest	Yes	Yes	1 Month	https://www.cloudflare.com/privacypolicy/		
Facebook Login	JavaScript module	Necessary	Facebook Ireland Limited Grand Canal Quay 4 D02 X525 Dublin Ireland (jointly responsible)	Data about the device, usage from the website, web pages visited and advertisements seen.	Authentication of the user / Our legitimate interest	Yes	Yes	3 years	https://www.facebook.com/about/privacy		
MaxMind	Database query	Necessary	MaxMind, Inc. Waltham, MA, 14 Spring St., Suite 3, Waltham, Massachusetts 02451 USA (jointly responsible)	IP address	Providing location data / Our legitimate interest	No	No	As long as this is necessary for the provision of our online offer (basic membership / premium membership) and the associated services or we have a legitimate interest in the continued storage.	https://www.maxmind.com/en/privacy-policy		
ParshipMeet Group	Cookie	Necessary	PE Digital GmbH Speersort 10 20095 Hamburg Germany	Identifiers and campaign information provided by the data processor	Marketing campaign measurement (1+2) / Your consent Marketing campaign optimization (1+2) / Your consent Billing (3) / Our legitimate interest	Big Bamboo GmbH (jointly responsible) Compado GmbH (jointly responsible) Digital Reviews GmbH (jointly responsible) Google Ireland Ltd (jointly responsible) Trends SARL (jointly responsible) Metaflake (Inhaber Henning Wichers) (jointly responsible) Performance Werk GmbH (jointly responsible)	Yes	2 years	https://www.parship.ch/privacypolicy/		Dr. Stefanie Wegener, datenschutz@parship.de

*Data collected in general

Date and time of retrieval
Information about the device used (e.g. model number) and the operating system
IP address (Internet Protocol address) of the accessing device
Device ID
Transferred amount of data and type of transferred resource

Explanation of the columns

Tracking technology	What tracking technology is used?
Category	Which category is the tracking technology assigned to? Necessary, Functional or Marketing
Data Processor	Who processes your data? In what role (whether they are processors, (solely) responsible or jointly responsible with us)?
Data	What (personal) data of yours is processed by us or through the use of the respective tracking technology?
Processing purposes / legal bases	<p>For what purposes is your data processed (collection, storage, use, transfer to others or deletion)?</p> <p>(1) for our purpose (2) for the provider's own purpose (3) for the common purpose</p> <p>According to which legal basis are your data processed?</p> <ul style="list-style-type: none">- Your consent according to Art. 6 para. 1 p. 1 lit. a GDPR- Legitimate interest according to Art. 6 para. 1 p. 1 lit. f GDPR- Fulfillment of a legal obligation according to Art. 6 para. 1 p. 1 lit. c GDPR
Disclosure to third parties	If personal data is disclosed by us or by the provider of the tracking technologies to third parties or processed by third parties, we provide this information below. If the third party is responsible for the processing, it is mentioned below.
Transfer outside the EEA	Intention to transfer data to a third country (a country that is not part of the EU or the European Economic Area).
Processing time	How long will your data be processed (from collection to deletion)?
Link to privacy policy	Link to the privacy notices and, if applicable, cookie notices of the data processors. Click on the link to read the respective notices.
Additional revocation	A revocation is possible through us at any time (with the exception of the "necessary" tracking technologies). If available, we present the additional option to opt-out of the processing of your data with a joint controller.
Data Protection Officer	You can contact our data protection officer at any time. If the data processor is jointly responsible with us, you may also contact its data protection officer(s). If available, we provide the contact details below.