

Overview of the tracking technologies of our website

Provider	Tracking technology	Category	Contract partner	Classification	Data*	Processing purposes / legal bases	Disclosure to third parties	Transfer outside the EEA	Processing time	Link to privacy policy	Data Protection Officer
Apple Login	Software module	Necessary	Apple Inc. One Apple Park Way, Cupertino, California, USA, 95014	Joint controller	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	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.apple.com/legal/privacy/en-ww/	
Audienz	Real-time conversion reporting	Marketing	audienz AG Falkenstrasse 11 Postfach CH-8021 Zürich	Joint controller	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	Joint controller	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)	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
Bananasoft Media Limited	Real-time conversion reporting	Marketing	Bananasoft Media Limited Athinon No. 8, office 703, Tessera Fanaria, 6023 Larnaca Cyprus	Joint controller	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.	/	
Bing Ads	Real-time conversion reporting	Marketing	Microsoft Ireland Operations Limited One Microsoft Place, South County Business Park Leopardstown, Dublin 18, D18 P521	Joint controller	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	/
CloudFlare	Reverse-Proxy	Necessary	Cloudflare Inc. 101 Townsend St, San Francisco, CA 94107, USA	Joint controller	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/privacy-policy/	
Compado	Real-time conversion reporting	Marketing	Compado GmbH Uhlandstraße 171/172 10719 Berlin	Joint controller	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/impresum.htm	/
Facebook	Real-time conversion reporting	Marketing	Meta Platforms Ireland Ltd. 4 Grand Canal Square Grand Canal Harbour Dublin 2 Ireland	Joint controller	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/help/contact/540977946302970
Facebook Login	JavaScript module	Necessary	Meta Platforms Ireland Ltd. 4 Grand Canal Square Grand Canal Harbour Dublin 2 Ireland	Joint controller	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	https://www.facebook.com/help/contact/540977946302970
Google Ads	Real-time conversion reporting	Marketing	Google Ireland Ltd Gordon House, Barrow Street, Dublin 4 Ireland	Joint controller	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://support.google.com/policies/contact/general_privacy_form
Instana	JavaScript module	Necessary	IBM Corporation c/o Instana 71 S Wacker Drive, 7th Floor Chicago, IL 60606, USA	Joint controller	Device IDs, asset IDs, usage-based IDs, static IP addresses, credentials for online access and authentication, online and network connection data	Ensuring the performance and security of the website / Our legitimate interest	No	Yes	The retention period is 21 days after the subscription expires, plus the remaining overwrite cycle of the backups (maximum 7 days). This does not apply to data in the audit logs, insofar as we are subject to statutorily longer retention periods in this regard.	https://www.instana.com/privacy-policy/	dataprotection@instana.com
Iovation	Software module	Necessary	Trans Union LLC 555 West Adams Chicago, Illinois 60661	Joint controller	IP address, Date and time, Referrer URL, Browser information	Fraud detection / Technically absolutely necessary	Yes	Yes	The data will be deleted as soon as they are no longer needed for the processing purposes.	https://www.transunion.com/privacy/transunion	
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) Metafake (Inhaber Henning Wichers) (jointly responsible) Performance Werk GmbH (jointly responsible)	Yes	2 years	https://www.parship.ch/privacypolicy/	Dr. Stefanie Wegener, datenschutz@parship.de
Profity	Real-time conversion reporting	Marketing	adfocus GmbH Blegistrasse 9 6340 Baar Schweiz	Joint controller	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 Hermann-Velt-Strasse 6, 76135 Karlsruhe, Germany	Joint controller	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
Verizon (Oath)	Real-time conversion reporting	Marketing	Verizon Media EMEA Limited 5-7 Point Square North Wall Quay Dublin 1 Ireland	Joint controller	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/en-16/verizonmedia/privacy/index.html	/

*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> <p>- 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 - Fulfilment of a legal obligation according to Art. 6 para. 1 p. 1 lit. c GDPR</p>
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.