

## Privacy policy

Last updated: 1<sup>st</sup> August 2022

Thank you for using retraced! Retraced GmbH ("retraced", "we" or "us") is committed to your privacy. This Privacy Policy ("Policy"), governs our collection, storage, sharing, and use of your data. This Policy is based on the terms used by the European legislator for the adoption of the General Data Protection Regulation (GDPR). The Policy should be legible and understandable for the general public.

This Policy applies to information we collect when you use our website, our dashboard, our API, our hosted consumer communication for product stories, our webshop overlay consumer communication embedded into webshops and our mobile apps (collectively, the "Services") or when you otherwise interact with us.

### § 1 Definitions

(1) What is personal data? Personal data means any information concerning the personal or material circumstances of an identified or identifiable individual (the data subject). These include for example your name, address, telephone number, date of birth or e-mail address. Information which we cannot link to your person (or only after an unreasonable amount of research because the personal data has been masked) is not regarded as personal data.

(2) What is data processing? Processing is any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

(3) What is restrictions of data processing? Restriction of processing is the marking of stored personal data with the aim of limiting their processing in the future.

(4) What is profiling? Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

(5) What is pseudonymisation? Pseudonymisation is the processing of personal data in such a manner that the personal data can no longer be attributed to a

specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.

(6) What is the controller for the processing? Controller or controller responsible for the processing is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law.

(7) What is the processor? Processor is a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.

(8) What is the recipient? Recipient is a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing.

(9) What is the third party? Third party is a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

(10) What is the consent? Consent of the data subject is any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

### § 2 Name and Address of the controller

Controller for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the European Union and other provisions related to data protection is:

retraced GmbH, Kölner Straße 336a, 40227 Düsseldorf, Deutschland

contact@retraced.com

### § 3 Collection of information

(1) Your submit information to us. We collect information you provide directly to us. For example, we collect information when you

create an account, use the Services, submit or access the website or otherwise communicate with us. The types of information we may collect include your name, email address, phone number, company name and any other information you choose to provide.

(2) Automatic collection. As soon as you use any of our Services, we collect and store certain information automatically. This information includes Internet protocol addresses (IP), the type and version of browser you are using, your operating system and platform, including the uniform resource locator (URL).

(3) Note on images. If you upload images to the Services, you should avoid uploading images with embedded location data (EXIF GPS) included. Authorized visitors can download and extract any location data from those images.

### § 4 What does retraced use your personal data for

(1) Retraced uses your personal data exclusively to enable your use of the Services. Your personal data is not used for the purpose of advertising unless you have expressly permitted us to do so.

(2) When subscribing to the newsletter, you grant us the permission to inform you about the most current news, services, events and special offers in your area of interest at irregular intervals. You can unsubscribe at any time via a link in the bottom of the newsletter.

(3) When signing up to the retraced platform, you grant us the permission to store and process your submitted information to be able to relate all data you submit into the platform to you and enable you to log into the platform again.

### § 5 Cookies

(1) Many Internet sites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited Internet sites and servers to differentiate the individual browser of the data subject from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified using the unique cookie ID.

Through the use of cookies, we can provide you more user-friendly Services that would not be possible without the cookie setting.

By means of a cookie, the information and offers on our website can be optimized with the user in mind. Cookies allow us, as previously mentioned, to recognize our website users. The purpose of this recognition is to make it easier for users to utilize our

website. The website user that uses cookies, e.g. does not have to enter access data each time the website is accessed, because this is taken over by the website, and the cookie is thus stored on the user's computer system.

The data subject may, at any time, prevent the setting of cookies through our website by means of a corresponding setting of the Internet browser used, and may thus permanently deny the setting of cookies. Furthermore, already set cookies may be deleted at any time via an Internet browser or other software programs. This is possible in all popular Internet browsers. If the data subject deactivates the setting of cookies in the Internet browser used, not all functions of our website may be entirely usable.

(2) Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

(3) These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

#### § 6 Registration on our website

The data subject has the possibility to register on the website of the controller with the indication of personal data. Which personal data are transmitted to the controller is determined by the respective input mask used for the registration. The personal data entered by the data subject are collected and stored exclusively for internal use by the controller, and for his own purposes. The controller may request transfer to one or more processors (e.g. an automated platform and email marketing service) that also uses personal data (e.g. email address) for an internal purpose which is attributable to the controller.

By registering on the website of the controller, the IP address—assigned by the Internet service provider (ISP) and used by the data subject—date, and time of the registration are also stored. The storage of this data takes place against the background that this is the only way to prevent the misuse of our services, and, if necessary, to make it possible to investigate committed offenses. Insofar, the storage of this data is necessary to secure the controller. This data is not passed on to third parties unless there is a statutory obligation to pass on the data, or if the transfer serves the aim of criminal prosecution.

The registration of the data subject, with the voluntary indication of personal data, is intended to enable the controller to offer the data subject contents or services that may only be offered to registered users due to the nature of the matter in question. Registered persons are free to change the personal data specified during the registration at any time,

or to have them completely deleted from the data stock of the controller.

(1) The data controller shall, at any time, provide information upon request to each data subject as to what personal data are stored about the data subject. In addition, the data controller shall correct or erase personal data at the request or indication of the data subject, insofar as there are no statutory storage obligations. The entirety of the controller's employees are available to the data subject in this respect as contact persons.

#### § 7 Subscription to our newsletters

On the website of the retraced GmbH, users are given the opportunity to subscribe to our enterprise's newsletter. The input mask used for this purpose determines what personal data are transmitted, as well as when the newsletter is ordered from the controller.

The retraced GmbH informs its customers and business partners regularly by means of a newsletter about enterprise offers. The enterprise's newsletter may only be received by the data subject if (1) the data subject has a valid e-mail address and (2) the data subject registers for the newsletter shipping. A confirmation email will be sent to the e-mail address registered by a data subject for the first time for newsletter shipping, for legal reasons, in the double opt-in procedure. This confirmation email is used to prove whether the owner of the e-mail address as the data subject is authorized to receive the newsletter.

During the registration for the newsletter, we also store the IP address of the computer system assigned by the Internet service provider (ISP) and used by the data subject at the time of the registration, as well as the date and time of the registration. The collection of this data is necessary in order to understand the (possible) misuse of the e-mail address of a data subject at a later date, and it therefore serves the aim of the legal protection of the controller.

The personal data collected as part of a registration for the newsletter will only be used to send our newsletter. In addition, subscribers to the newsletter may be informed by email, as long as this is necessary for the operation of the newsletter service or a registration in question, as this could be the case in the event of modifications to the newsletter offer, or in the event of a change in technical circumstances. There will be no transfer of personal data collected by the newsletter service to third parties. The subscription to our newsletter may be terminated by the data subject at any time. The consent to the storage of personal data, which the data subject has given for shipping the newsletter, may be revoked at any time. For the purpose of revocation of consent, a corresponding link is found in each newsletter. It is also possible to unsubscribe from the newsletter at any time directly on the

website of the controller, or to communicate this to the controller in a different way.

We use MailChimp in order to facilitate the data collection, and sending of our newsletters.

**\*\*For EEA Residents:\*\***

For the purposes of EU data protection legislation, The Rocket Science Group LLC d/b/a Mailchimp is the controller of your Personal Information. Our Data Protection Officer can be contacted at [dpo@mailchimp.com](mailto:dpo@mailchimp.com).

**\*\*For Non-EEA Residents:\*\***

The Rocket Science Group LLC d/b/a Mailchimp

Attn. Privacy Officer

[privacy@mailchimp.com](mailto:privacy@mailchimp.com)

675 Ponce de Leon Ave NE, Suite 5000

Atlanta, GA 30308 USA

The applicable data protection provisions of MailChimp may be accessed under

[<https://mailchimp.com/legal/privacy/>](<https://mailchimp.com/legal/privacy/>)

#### Hubspot

- Book your demo
  - Sometimes embedded into landing page
- Sign up training session ("Book your spot"). Microsoft bookings. Name, email, company name
- Newsletter
  - One sign up, general newsletter
  - CS newsletter (send out to "Clients" tagged)
  - (opens, clicks are tracked)
- Contact us
  - Normal
  - Partnership
  - Press

#### Website

- Comment functionality on website Name, email, comment

Link to third parties: Youtube video e.g.

No chat on website yet

MouseFlow

GA

Zoom

Notion

Loom

bloggers may post articles or write down thoughts in so-called blog posts. Blog Posts may usually be commented by third parties.

If a data subject leaves a comment on the blog published on this website, the comments made by the data subject are also stored and published, as well as information on the date of the commentary and on the user's (pseudonym) chosen by the data subject. In addition, the IP address assigned by the Internet service provider (ISP) to the data subject is also logged. This storage of the IP address takes place for security reasons, and in case the data subject violates the rights of third parties, or posts illegal content through a given comment. The storage of these personal data is, therefore, in the own interest of the data controller, so that he can exculpate in the event of an infringement. This collected personal data will not be passed to third parties, unless such a transfer is required by law or serves the aim of the defense of the data controller..

#### **§ 11 Comments function in the blog on the website**

The data controller shall process and store the personal data of the data subject only for the period necessary to achieve the purpose of storage, or as far as this is granted by the European legislator or other legislators in laws or regulations to which the controller is subject to.

If the storage purpose is not applicable, or if a storage period prescribed by the European legislator or another competent legislator expires, the personal data are routinely blocked or erased in accordance with legal requirements.

#### **§ 12 Comments function in the blog/news section on the website**

(1) Rights of Confirmation. Each data subject shall have the right granted by the European legislator to obtain from the controller the confirmation as to whether or not personal data concerning him or her are being processed. If a data subject wishes to avail himself of this right of confirmation, he or she may, at any time, contact any employee of the controller.

(2) Right of access. Each data subject shall have the right granted by the European legislator to obtain from the controller free information about his or her personal data stored at any time and a copy of this information. Furthermore, the European directives and regulations grant the data subject access to the following information:

- (a) the purposes of the processing;
- (b) the categories of personal data concerned;
- (c) the recipients or categories of recipients to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;

(d) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;

(e) the existence of the right to request from the controller rectification or erasure of personal data, or restriction of processing of personal data concerning the data subject, or to object to such processing;

(f) the existence of the right to lodge a complaint with a supervisory authority;

(g) where the personal data are not collected from the data subject, any available information as to their source;

(h) the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject.

(3) Furthermore, the data subject shall have a right to obtain information as to whether personal data are transferred to a third country or to an international organisation. Where this is the case, the data subject shall have the right to be informed of the appropriate safeguards relating to the transfer.

(4) If a data subject wishes to avail himself of this right of access, he or she may, at any time, contact any employee of the controller.

(5) Right to rectification. Each data subject shall have the right granted by the European legislator to obtain from the controller without undue delay the rectification of inaccurate personal data concerning him or her. Taking into account the purposes of the processing, the data subject shall have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

(6) If a data subject wishes to exercise this right to rectification, he or she may, at any time, contact any employee of the controller.

(7) Right to erasure (Right to be forgotten). Each data subject shall have the right granted by the European legislator to obtain from the controller the erasure of personal data concerning him or her without undue delay, and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies, as long as the processing is not necessary:

The personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed.

- (a) The data subject withdraws consent to which the processing is based according to point (a) of Article 6(1) of the GDPR, or point (a) of Article 9(2) of the GDPR, and where there is no other legal ground for the processing.

#### **§ 8 Newsletter Tracking**

The newsletter of the retraced GmbH contains so-called tracking pixels. A tracking pixel is a miniature graphic embedded in such emails, which are sent in HTML format to enable log file recording and analysis. This allows a statistical analysis of the success or failure of online marketing campaigns. Based on the embedded tracking pixel, the retraced GmbH may see if and when an email was opened by a data subject, and which links in the email were called up by data subjects.

Such personal data collected in the tracking pixels contained in the newsletters are stored and analyzed by the controller in order to optimize the shipping of the newsletter, as well as to adapt the content of future newsletters even better to the interests of the data subject. These personal data will not be passed on to third parties. Data subjects are at any time entitled to revoke the respective separate declaration of consent issued by means of the double-opt-in procedure. After a revocation, these personal data will be deleted by the controller. The retraced GmbH automatically regards a withdrawal from the receipt of the newsletter as a revocation.

#### **§ 9 Contact possibility via the website**

The website of the retraced GmbH contains information that enables a quick electronic contact to our enterprise, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject contacts the controller by e-mail or via a contact form, the personal data transmitted by the data subject are automatically stored. Such personal data transmitted on a voluntary basis by a data subject to the data controller are stored for the purpose of processing or contacting the data subject. There is no transfer of this personal data to third parties.

#### **§ 10 Comments function in the blog/news section on the website**

The retraced GmbH offers users the possibility to leave individual comments on articles and individual blog contributions in the news section, which is on the website of the controller. A blog is a web-based, publicly-accessible portal, through which one or more people called bloggers or web-

(b) The data subject objects to the processing pursuant to Article 21(1) of the GDPR and there are no overriding legitimate grounds for the processing, or the data subject objects to the processing pursuant to Article 21(2) of the GDPR.

(c) The personal data have been unlawfully processed.

(d) The personal data must be erased for compliance with a legal obligation in Union or Member State law to which the controller is subject.

(e) The personal data have been collected in relation to the offer of information society services referred to in Article 8(1) of the GDPR.

If one of the aforementioned reasons applies, and a data subject wishes to request the erasure of personal data stored by the retraced GmbH, he or she may, at any time, contact any employee of the controller. An employee of retraced GmbH shall promptly ensure that the erasure request is complied with immediately.

Where the controller has made personal data public and is obliged pursuant to Article 17(1) to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform other controllers processing the personal data that the data subject has requested erasure by such controllers of any links to, or copy or replication of, those personal data, as far as processing is not required. An employees of the retraced GmbH will arrange the necessary measures in individual cases.

(8) Right of restriction of processing. Each data subject shall have the right granted by the European legislator to obtain from the controller restriction of processing where one of the following applies:

(a) The accuracy of the personal data is contested by the data subject, for a period enabling the controller to verify the accuracy of the personal data.

(b) The processing is unlawful and the data subject opposes the erasure of the personal data and requests instead the restriction of their use instead.

(c) The controller no longer needs the personal data for the purposes of the processing, but they are required by the data subject for the establishment, exercise or defence of legal claims.

(d) The data subject has objected to processing pursuant to Article 21(1) of the GDPR pending the verification whether the legitimate grounds of the controller override those of the data subject.

If one of the aforementioned conditions is met, and a data subject wishes to request the

restriction of the processing of personal data stored by the retraced GmbH, he or she may at any time contact any employee of the controller. The employee of the retraced GmbH will arrange the restriction of the processing.

(9) Right to data portability. Each data subject shall have the right granted by the European legislator, to receive the personal data concerning him or her, which was provided to a controller, in a structured, commonly used and machine-readable format. He or she shall have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, as long as the processing is based on consent pursuant to point (a) of Article 6(1) of the GDPR or point (a) of Article 9(2) of the GDPR, or on a contract pursuant to point (b) of Article 6(1) of the GDPR, and the processing is carried out by automated means, as long as the processing is not necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Furthermore, in exercising his or her right to data portability pursuant to Article 20(1) of the GDPR, the data subject shall have the right to have personal data transmitted directly from one controller to another, where technically feasible and when doing so does not adversely affect the rights and freedoms of others.

In order to assert the right to data portability, the data subject may at any time contact any employee of the retraced GmbH.

(10) Right to object. Each data subject shall have the right granted by the European legislator to object, on grounds relating to his or her particular situation, at any time, to processing of personal data concerning him or her, which is based on point (e) or (f) of Article 6(1) of the GDPR. This also applies to profiling based on these provisions.

The retraced GmbH shall no longer process the personal data in the event of the objection, unless we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or for the establishment, exercise or defence of legal claims.

If the retraced GmbH processes personal data for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing. This applies to profiling to the extent that it is related to such direct marketing. If the data subject objects to the retraced GmbH to the processing for direct marketing purposes, the retraced GmbH will no longer process the personal data for these purposes.

In addition, the data subject has the right, on grounds relating to his or her particular situation, to object to processing of personal data concerning him or her by the retraced GmbH for scientific or historical research

purposes, or for statistical purposes pursuant to Article 89(1) of the GDPR, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

In order to exercise the right to object, the data subject may contact any employee of the retraced GmbH. In addition, the data subject is free in the context of the use of information society services, and notwithstanding Directive 2002/58/EC, to use his or her right to object by automated means using technical specifications.

(11) Automated individual decision-making, including profiling. Each data subject shall have the right granted by the European legislator not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her, or similarly significantly affects him or her, as long as the decision (1) is not necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) is not authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, or (3) is not based on the data subject's explicit consent.

If the decision (1) is necessary for entering into, or the performance of, a contract between the data subject and a data controller, or (2) it is based on the data subject's explicit consent, the retraced GmbH shall implement suitable measures to safeguard the data subject's rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and contest the decision.

If the data subject wishes to exercise the rights concerning automated individual decision-making, he or she may, at any time, contact any employee of the retraced GmbH.

(12) Right to withdraw data protection consent. Each data subject shall have the right granted by the European legislator to withdraw his or her consent to processing of his or her personal data at any time.

If the data subject wishes to exercise the right to withdraw the consent, he or she may, at any time, contact any employee of the retraced GmbH.

### **§ 13 Data protection provisions about the application and use of Facebook**

(1) On this website, the controller has integrated components of the enterprise Facebook. Facebook is a social network.

A social network is a place for social meetings on the Internet, an online community, which usually allows users to communicate with each other and interact in a virtual space. A social network may serve as a platform for the exchange of opinions and experiences, or

enable the Internet community to provide personal or business-related information. Facebook allows social network users to include the creation of private profiles, upload photos, and network through friend requests.

The operating company of Facebook is Facebook, Inc., 1 Hacker Way, Menlo Park, CA 94025, United States. If a person lives outside of the United States or Canada, the controller is the Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland.

With each call-up to one of the individual pages of this Internet website, which is operated by the controller and into which a Facebook component (Facebook plug-ins) was integrated, the web browser on the information technology system of the data subject is automatically prompted to download display of the corresponding Facebook component from Facebook through the Facebook component. An overview of all the Facebook Plug-ins may be accessed under <https://developers.facebook.com/docs/plugins/>. During the course of this technical procedure, Facebook is made aware of what specific sub-site of our website was visited by the data subject.

If the data subject is logged in at the same time on Facebook, Facebook detects with every call-up to our website by the data subject—and for the entire duration of their stay on our Internet site—which specific sub-site of our Internet page was visited by the data subject. This information is collected through the Facebook component and associated with the respective Facebook account of the data subject. If the data subject clicks on one of the Facebook buttons integrated into our website, e.g. the “Like” button, or if the data subject submits a comment, then Facebook matches this information with the personal Facebook user account of the data subject and stores the personal data.

Facebook always receives, through the Facebook component, information about a visit to our website by the data subject, whenever the data subject is logged in at the same time on Facebook during the time of the call-up to our website. This occurs regardless of whether the data subject clicks on the Facebook component or not. If such a transmission of information to Facebook is not desirable for the data subject, then he or she may prevent this by logging off from their Facebook account before a call-up to our website is made.

The data protection guideline published by Facebook, which is available at <https://facebook.com/about/privacy/>, provides information about the collection, processing and use of personal data by Facebook. In addition, it is explained there what setting options Facebook offers to protect the privacy of the data subject. In addition, different configuration options are made available to

allow the elimination of data transmission to Facebook. These applications may be used by the data subject to eliminate a data transmission to Facebook.

#### **§ 14 Data protection provisions about the application and use of Google Analytics (with anonymization function)**

On this website, the controller has integrated the component of Google Analytics (with the anonymizer function). Google Analytics is a web analytics service. Web analytics is the collection, gathering, and analysis of data about the behavior of visitors to websites. A web analysis service collects, inter alia, data about the website from which a person has come (the so-called referrer), which sub-pages were visited, or how often and for what duration a sub-page was viewed. Web analytics are mainly used for the optimization of a website and in order to carry out a cost-benefit analysis of Internet advertising.

The operator of the Google Analytics component is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, United States.

For the web analytics through Google Analytics the controller uses the application “\_gat.\_anonymizeIp”. By means of this application the IP address of the Internet connection of the data subject is abridged by Google and anonymised when accessing our websites from a Member State of the European Union or another Contracting State to the Agreement on the European Economic Area.

The purpose of the Google Analytics component is to analyze the traffic on our website. Google uses the collected data and information, inter alia, to evaluate the use of our website and to provide online reports, which show the activities on our websites, and to provide other services concerning the use of our Internet site for us.

Google Analytics places a cookie on the information technology system of the data subject. The definition of cookies is explained above. With the setting of the cookie, Google is enabled to analyze the use of our website. With each call-up to one of the individual pages of this Internet site, which is operated by the controller and into which a Google Analytics component was integrated, the Internet browser on the information technology system of the data subject will automatically submit data through the Google Analytics component for the purpose of online advertising and the settlement of commissions to Google. During the course of this technical procedure, the enterprise Google gains knowledge of personal information, such as the IP address of the data subject, which serves Google, inter alia, to understand the origin of visitors and clicks, and subsequently create commission settlements.

The cookie is used to store personal information, such as the access time, the

location from which the access was made, and the frequency of visits of our website by the data subject. With each visit to our Internet site, such personal data, including the IP address of the Internet access used by the data subject, will be transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The data subject may, as stated above, prevent the setting of cookies through our website at any time by means of a corresponding adjustment of the web browser used and thus permanently deny the setting of cookies. Such an adjustment to the Internet browser used would also prevent Google Analytics from setting a cookie on the information technology system of the data subject. In addition, cookies already in use by Google Analytics may be deleted at any time via a web browser or other software programs.

In addition, the data subject has the possibility of objecting to a collection of data that are generated by Google Analytics, which is related to the use of this website, as well as the processing of this data by Google and the chance to preclude any such. For this purpose, the data subject must download a browser add-on under the link <https://tools.google.com/dlpage/gaoptout> and install it. This browser add-on tells Google Analytics through a JavaScript, that any data and information about the visits of Internet pages may not be transmitted to Google Analytics. The installation of the browser add-ons is considered an objection by Google. If the information technology system of the data subject is later deleted, formatted, or newly installed, then the data subject must reinstall the browser add-ons to disable Google Analytics. If the browser add-on was uninstalled by the data subject or any other person who is attributable to their sphere of competence, or is disabled, it is possible to execute the reinstallation or reactivation of the browser add-ons.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/> and under <https://www.google.com/analytics/terms/us.html>. Google Analytics is further explained under the following Link <https://www.google.com/analytics/>.

#### **§ 15 Data protection provisions about the application and use of Google-AdWords**

On this website, the controller has integrated Google AdWords. Google AdWords is a service for Internet advertising that allows the advertiser to place ads in Google search engine results and the Google advertising network. Google AdWords allows an advertiser to pre-define specific keywords

with the help of which an ad on Google's search results only then displayed, when the user utilizes the search engine to retrieve a keyword-relevant search result. In the Google Advertising Network, the ads are distributed on relevant web pages using an automatic algorithm, taking into account the previously defined keywords.

The operating company of Google AdWords is Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, UNITED STATES.

The purpose of Google AdWords is the promotion of our website by the inclusion of relevant advertising on the websites of third parties and in the search engine results of the search engine Google and an insertion of third-party advertising on our website.

If a data subject reaches our website via a Google ad, a conversion cookie is filed on the information technology system of the data subject through Google. The definition of cookies is explained above. A conversion cookie loses its validity after 30 days and is not used to identify the data subject. If the cookie has not expired, the conversion cookie is used to check whether certain sub-pages, e.g. the shopping cart from an online shop system, were called up on our website. Through the conversion cookie, both Google and the controller can understand whether a person who reached an AdWords ad on our website generated sales, that is, executed or canceled a sale of goods.

The data and information collected through the use of the conversion cookie is used by Google to create visit statistics for our website. These visit statistics are used in order to determine the total number of users who have been served through AdWords ads to ascertain the success or failure of each AdWords ad and to optimize our AdWords ads in the future. Neither our company nor other Google AdWords advertisers receive information from Google that could identify the data subject.

The conversion cookie stores personal information, e.g. the Internet pages visited by the data subject. Each time we visit our Internet pages, personal data, including the IP address of the Internet access used by the data subject, is transmitted to Google in the United States of America. These personal data are stored by Google in the United States of America. Google may pass these personal data collected through the technical procedure to third parties.

The data subject may, at any time, prevent the setting of cookies by our website, as stated above, by means of a corresponding setting of the Internet browser used and thus permanently deny the setting of cookies. Such a setting of the Internet browser used would also prevent Google from placing a conversion cookie on the information technology system of the data subject. In addition, a cookie set by Google AdWords

may be deleted at any time via the Internet browser or other software programs.

The data subject has a possibility of objecting to the interest-based advertisement of Google. Therefore, the data subject must access from each of the browsers in use the link [www.google.de/settings/ads](http://www.google.de/settings/ads) and set the desired settings.

Further information and the applicable data protection provisions of Google may be retrieved under <https://www.google.com/intl/en/policies/privacy/>.

#### **§ 16 Data protection provisions about the application and use of Instagram**

On this website, the controller has integrated components of the service Instagram. Instagram is a service that may be qualified as an audiovisual platform, which allows users to share photos and videos, as well as disseminate such data in other social networks.

The operating company of the services offered by Instagram is Instagram LLC, 1 Hacker Way, Building 14 First Floor, Menlo Park, CA, UNITED STATES.

With each call-up to one of the individual pages of this Internet site, which is operated by the controller and on which an Instagram component (Insta button) was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to the download of a display of the corresponding Instagram component of Instagram. During the course of this technical procedure, Instagram becomes aware of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in at the same time on Instagram, Instagram detects with every call-up to our website by the data subject—and for the entire duration of their stay on our Internet site—which specific sub-page of our Internet page was visited by the data subject. This information is collected through the Instagram component and is associated with the respective Instagram account of the data subject. If the data subject clicks on one of the Instagram buttons integrated on our website, then Instagram matches this information with the personal Instagram user account of the data subject and stores the personal data.

Instagram receives information via the Instagram component that the data subject has visited our website provided that the data subject is logged in at Instagram at the time of the call to our website. This occurs regardless of whether the person clicks on the Instagram button or not. If such a transmission of information to Instagram is not desirable for the data subject, then he or she can prevent this by logging off from their Instagram account before a call-up to our website is made.

Further information and the applicable data protection provisions of Instagram may be retrieved under <https://help.instagram.com/155833707900388> and <https://www.instagram.com/about/legal/privacy/>.

#### **§ 17 Data protection provisions about the application and use of YouTube**

On this website, the controller has integrated components of YouTube. YouTube is an Internet video portal that enables video publishers to set video clips and other users free of charge, which also provides free viewing, review and commenting on them. YouTube allows you to publish all kinds of videos, so you can access both full movies and TV broadcasts, as well as music videos, trailers, and videos made by users via the Internet portal.

The operating company of YouTube is YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, UNITED STATES. The YouTube, LLC is a subsidiary of Google Inc., 1600 Amphitheatre Pkwy, Mountain View, CA 94043-1351, UNITED STATES.

With each call-up to one of the individual pages of this Internet site, which is operated by the controller and on which a YouTube component (YouTube video) was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding YouTube component. Further information about YouTube may be obtained under <https://www.youtube.com/yt/about/en/>.

During the course of this technical procedure, YouTube and Google gain knowledge of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in on YouTube, YouTube recognizes with each call-up to a sub-page that contains a YouTube video, which specific sub-page of our Internet site was visited by the data subject. This information is collected by YouTube and Google and assigned to the respective YouTube account of the data subject.

YouTube and Google will receive information through the YouTube component that the data subject has visited our website, if the data subject at the time of the call to our website is logged in on YouTube; this occurs regardless of whether the person clicks on a YouTube video or not. If such a transmission of this information to YouTube and Google is not desirable for the data subject, the delivery may be prevented if the data subject logs off from their own YouTube account before a call-up to our website is made.

YouTube's data protection provisions, available at <https://www.google.com/intl/en/policies/privacy/>, provide information about the collection, processing and use of personal data by YouTube and Google.

## **§ 18 Data protection provisions about the application and use of LinkedIn**

The controller has integrated components of the LinkedIn Corporation on this website. LinkedIn is a web-based social network that enables users with existing business contacts to connect and to make new business contacts. Over 400 million registered people in more than 200 countries use LinkedIn. Thus, LinkedIn is currently the largest platform for business contacts and one of the most visited websites in the world.

The operating company of LinkedIn is LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, UNITED STATES. For privacy matters outside of the UNITED STATES LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland, is responsible.

With each call-up to one of the individual pages of this Internet site, which is operated by the controller and on which a LinkedIn component (LinkedIn plug-in) was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to the download of a display of the corresponding LinkedIn component of LinkedIn. Further information about the LinkedIn plug-in may be accessed under <https://developer.linkedin.com/plugins>. During the course of this technical procedure, LinkedIn gains knowledge of what specific sub-page of our website was visited by the data subject.

If the data subject is logged in at the same time on LinkedIn, LinkedIn detects with every call-up to our website by the data subject—and for the entire duration of their stay on our Internet site—which specific sub-page of our Internet page was visited by the data subject. This information is collected through the LinkedIn component and associated with the respective LinkedIn account of the data subject. If the data subject clicks on one of the LinkedIn buttons integrated on our website, then LinkedIn assigns this information to the personal LinkedIn user account of the data subject and stores the personal data.

LinkedIn receives information via the LinkedIn component that the data subject has visited our website, provided that the data subject is logged in at LinkedIn at the time of the call-up to our website. This occurs regardless of whether the person clicks on the LinkedIn button or not. If such a transmission of information to LinkedIn is not desirable for the data subject, then he or she may prevent this by logging off from their LinkedIn account before a call-up to our website is made.

LinkedIn provides under <https://www.linkedin.com/psettings/guest-controls> the possibility to unsubscribe from e-mail messages, SMS messages and targeted ads, as well as the ability to manage ad settings. LinkedIn also uses affiliates such as Eire, Google Analytics, BlueKai, DoubleClick, Nielsen, Comscore, Eloqua, and Lotame. The

setting of such cookies may be denied under <https://www.linkedin.com/legal/cookie-policy>. The applicable privacy policy for LinkedIn is available under <https://www.linkedin.com/legal/privacy-policy>. The LinkedIn Cookie Policy is available under <https://www.linkedin.com/legal/cookie-policy>.

## **§ 19 Data protection provisions about the application and use of Twitter**

On this website, the controller has integrated components of Twitter. Twitter is a multilingual, publicly-accessible microblogging service on which users may publish and spread so-called 'tweets,' e.g. short messages, which are limited to 140 characters. These short messages are available for everyone, including those who are not logged on to Twitter. The tweets are also displayed to so-called followers of the respective user. Followers are other Twitter users who follow a user's tweets. Furthermore, Twitter allows you to address a wide audience via hashtags, links or retweets.

The operating company of Twitter is Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, UNITED STATES.

With each call-up to one of the individual pages of this Internet site, which is operated by the controller and on which a Twitter component (Twitter button) was integrated, the Internet browser on the information technology system of the data subject is automatically prompted to download a display of the corresponding Twitter component of Twitter. Further information about the Twitter buttons is available under <https://about.twitter.com/de/resources/buttons>. During the course of this technical procedure, Twitter gains knowledge of what specific sub-page of our website was visited by the data subject. The purpose of the integration of the Twitter component is a retransmission of the contents of this website to allow our users to introduce this web page to the digital world and increase our visitor numbers.

If the data subject is logged in at the same time on Twitter, Twitter detects with every call-up to our website by the data subject and for the entire duration of their stay on our Internet site which specific sub-page of our Internet page was visited by the data subject. This information is collected through the Twitter component and associated with the respective Twitter account of the data subject. If the data subject clicks on one of the Twitter buttons integrated on our website, then Twitter assigns this information to the personal Twitter user account of the data subject and stores the personal data.

Twitter receives information via the Twitter component that the data subject has visited our website, provided that the data subject is logged in on Twitter at the time of the call-up to our website. This occurs regardless of whether the person clicks on the Twitter

component or not. If such a transmission of information to Twitter is not desirable for the data subject, then he or she may prevent this by logging off from their Twitter account before a call-up to our website is made.

The applicable data protection provisions of Twitter may be accessed under <https://twitter.com/privacy?lang=en>.

## **§ 20 Use of Intercom Services**

We use third-party analytics services to help understand your usage of our services. In particular, we provide a limited amount of your information (such as sign-up date and some personal information like your email address) to Intercom, Inc. ("Intercom") and utilize Intercom to collect data for analytics purposes when you visit our website or use our product. As a data processor acting on our behalf, Intercom analyzes your use of our website and/or product and tracks our relationship by way of cookies and similar technologies so that we can improve our service to you. For more information on Intercom's use of cookies, please visit <https://www.intercom.com/terms-and-policies#cookie-policy>.

We may also use Intercom as a medium for communications, either through email, or through messages within our product(s). The Intercom Messenger Apps and Apps in Inbox products may also provide you with access to other third party applications such as Stripe. You should consult these third parties' privacy notices for further information on their use of your personal data. As part of our service agreements, Intercom collects publicly available contact and social information related to you, such as your email address, gender, company, job title, photos, website URLs, social network handles and physical addresses, to enhance your user experience. For more information on the privacy practices of Intercom, please visit <https://www.intercom.com/terms-and-policies#privacy>.

Intercom's services are governed by Intercom's terms of use which can be found at <https://www.intercom.com/terms-and-policies#terms>.

If you would like to opt out of having this information collected by or submitted to Intercom, please contact us.

## **§ 21 This website uses Mouseflow**

A website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, pages visited and content, time on site, browser, operating system, device type (desktop/tablet/phone), screen resolution, visitor type (first time/returning), referrer, anonymized IP address, location (city/country), language, and similar meta data. Mouseflow does not collect any

information on pages where it is not installed, nor does it track or collect information outside your web browser. If you'd like to opt-out, you can do so at <http://mouseflow.com/opt-out/>. If you'd like to obtain a copy of your data, make a correction, or have it erased, please contact us first or, as a secondary option, contact Mouseflow at [privacy@mouseflow.com](mailto:privacy@mouseflow.com).

For more information, see Mouseflow's Privacy Policy at <http://mouseflow.com/privacy/>.

For more information on Mouseflow and GDPR, visit <http://mouseflow.com/gdpr/>.

For more information on Mouseflow and CCPA visit <http://mouseflow.com/ccpa/>.

## § 22 Legal basis for the processing

Art. 6(1) lit. a GDPR serves as the legal basis for processing operations for which we obtain consent for a specific processing purpose. If the processing of personal data is necessary for the performance of a contract to which the data subject is party, as is the case, for example, when processing operations are necessary for the supply of goods or to provide any other service, the processing is based on Article 6(1) lit. b GDPR. The same applies to such processing operations which are necessary for carrying out pre-contractual measures, for example in the case of inquiries concerning our products or services. Is our company subject to a legal obligation by which processing of personal data is required, such as for the fulfillment of tax obligations, the processing is based on Art. 6(1) lit. c GDPR. In rare cases, the processing of personal data may be necessary to protect the vital interests of the data subject or of another natural person. This would be the case, for example, if a visitor were injured in our company and his name, age, health insurance data or other vital information would have to be passed on to a doctor, hospital or other third party. Then the processing would be based on Art. 6(1) lit. d GDPR. Finally, processing operations could be based on Article 6(1) lit. f GDPR. This legal basis is used for processing operations which are not covered by any of the abovementioned legal grounds, if processing is necessary for the purposes of the legitimate interests pursued by our company or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data. Such processing operations are particularly permissible because they have been specifically mentioned by the European legislator. He considered that a legitimate interest could be assumed if the data subject is a client of the controller (Recital 47 Sentence 2 GDPR).

## § 23 The legitimate interests pursued by the controller or by a third party

Where the processing of personal data is based on Article 6(1) lit. f GDPR our legitimate interest is to carry out our business in favor of

the well-being of all our employees and the shareholders.

## § 24 Period for which the personal data will be stored

The criteria used to determine the period of storage of personal data is the respective statutory retention period. After expiration of that period, the corresponding data is routinely deleted, as long as it is no longer necessary for the fulfillment of the contract or the initiation of a contract

If you leave a comment, the comment and its metadata may be retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website and/or our apps, we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website and app administrators can also see and edit that information.

## § 25 Provision of personal data as statutory or contractual requirement; Requirement necessary to enter into a contract; Obligation of the data subject to provide the personal data; possible consequences of failure to provide such data

We clarify that the provision of personal data is partly required by law (e.g. tax regulations) or can also result from contractual provisions (e.g. information on the contractual partner). Sometimes it may be necessary to conclude a contract that the data subject provides us with personal data, which must subsequently be processed by us. The data subject is, for example, obliged to provide us with personal data when our company signs a contract with him or her. The non-provision of the personal data would have the consequence that the contract with the data subject could not be concluded. Before personal data is provided by the data subject, the data subject must contact any employee. The employee clarifies to the data subject whether the provision of the personal data is required by law or contract or is necessary for the conclusion of the contract, whether there is an obligation to provide the personal data and the consequences of non-provision of the personal data.

## § 26 Existence of automated decision-making

As a responsible company, we do not use automatic decision-making or profiling.

## § 27 What rights you have over your data

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged

to keep for administrative, legal, or security purposes.

## § 28 Where we send your data

Visitor comments may be checked through an automated spam detection service.

## § 29 What data breach procedures we have in place

We take necessary and appropriate measures to ensure that all personal data is kept secure including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way, for the duration of your use of our Services. We limit access to your personal data to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We protect customer data with the following site features:

We are entirely using SSL/HTTPS throughout all our sites. This encrypts our user communications with the servers so personal identifiable information is never captured by third parties without authorization.

Databases are sanitized (actual user personal details are removed) before deploying to development or testing environment.

In case of a data breach, System administrators will immediately go through affected users and will lock access and attempt to reset passwords if needed after informing the user. Additionally, we will notify you and any applicable regulator of a suspected data security breach where We are legally required to do so.

## § 30 Children's Privacy

These Services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

## § 31 Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, you are advised to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are effective immediately after they are posted on this page.

## § 32 Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us at [contact@retraced.co](mailto:contact@retraced.co).





## Business app privacy policy

retraced GmbH built the retraced Business app as a Free app. This SERVICE is provided by retraced GmbH at no cost and is intended for use as is.

This page is used to inform visitors regarding our policies with the collection, use, and disclosure of Personal Information if anyone decided to use our Service.

If you choose to use our Service, then you agree to the collection and use of information in relation to this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

The terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, which is accessible at retraced Business unless otherwise defined in this Privacy Policy.

### § 1 Information Collection and Use

For a better experience, while using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to geolocation. The information that we request will be retained by us and used as described in this privacy policy.

The app does use third party services that may collect information used to identify you.

Link to privacy policy of third party service providers used by the app: Google Play Services

### § 2 Log Data

We want to inform you that whenever you use our Service, in a case of an error in the app we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol ("IP") address, device name, operating system version, the configuration of the app when utilizing our Service, the time and date of your use of the Service, and other statistics.

### § 3 Cookies

Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.

This Service does not use these "cookies" explicitly. However, the app may use third party code and libraries that use "cookies" to collect information and improve their services. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

### § 4 Service Providers

We may employ third-party companies and individuals due to the following reasons:

- (a) To facilitate our Service;
- (b) To provide the Service on our behalf;
- (c) To perform Service-related services; or
- (d) To assist us in analyzing how our Service is used.

We want to inform users of this Service that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

### § 5 Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

We take necessary and appropriate measures to ensure that all personal data is kept secure including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way, for the duration of your use of our Services. For the retrace App and retraced Business App, we leverage the cutting-edge authentication and safety measures employed by Auth0 (<https://auth0.com>). Auth0 are GDPR compliant and are known, cryptographically, as a premium provider for sensible user information storage. Please find more information about their privacy policy here: <https://auth0.com/privacy>

### § 6 Links to Other Sites

This Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

### § 7 Children's Privacy

These Services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

### § 8 Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, you are advised to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are

effective immediately after they are posted on this page.

### § 9 Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us at [contact@retraced.com](mailto:contact@retraced.com).

## Consumer app privacy policy

retraced GmbH built the retraced app as a Free app. This SERVICE is provided by retraced GmbH at no cost and is intended for use as is.

This page is used to inform visitors regarding our policies with the collection, use, and disclosure of Personal Information if anyone decided to use our Service.

If you choose to use our Service, then you agree to the collection and use of information in relation to this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

The terms used in this Privacy Policy have the same meanings as in our Terms and Conditions, which is accessible at retraced Business unless otherwise defined in this Privacy Policy.

### § 1 Information Collection and Use

For a better experience, while using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to geolocation. The information that we request will be retained by us and used as described in this privacy policy.

The app does use third party services that may collect information used to identify you.

Link to privacy policy of third party service providers used by the app: Google Play Services

### § 2 Log Data

We want to inform you that whenever you use our Service, in a case of an error in the app we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol ("IP") address, device name, operating system version, the configuration of the app when utilizing our Service, the time and date of your use of the Service, and other statistics.

### § 3 Cookies

Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.

This Service does not use these "cookies" explicitly. However, the app may use third party code and libraries that use "cookies" to collect information and improve their services. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

### § 4 Service Providers

We may employ third-party companies and individuals due to the following reasons:

- (a) To facilitate our Service;
- (b) To provide the Service on our behalf;
- (c) To perform Service-related services; or
- (d) To assist us in analyzing how our Service is used.

We want to inform users of this Service that these third parties have access to your Personal Information. The reason is to perform the tasks assigned to them on our behalf. However, they are obligated not to disclose or use the information for any other purpose.

### § 5 Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

We take necessary and appropriate measures to ensure that all personal data is kept secure including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way, for the duration of your use of our Services. For the retrace App and retraced App, we leverage the cutting-edge authentication and safety measures employed by Auth0 (<https://auth0.com>). Auth0 are GDPR compliant and are known, cryptographically, as a premium provider for sensible user information storage. Please find more information about their privacy policy here: <https://auth0.com/privacy>

### § 6 Links to Other Sites

This Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

### § 7 Children's Privacy

These Services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

### § 8 Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, you are advised to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are

effective immediately after they are posted on this page.

### § 9 Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us at [contact@retraced.com](mailto:contact@retraced.com).



## § 10 Definitions

(1) Controller. Pursuant to Article 4 (7) of the GDPR, the controller is the body which alone or jointly with other controllers determines the purposes and means of the processing of personal data.

(2) Processor. Pursuant to Article 4 (8) of the GDPR, a processor is a natural or legal person, authority, institution or other body that processes personal data on behalf of the controller.

(3) Personal data. Pursuant to Article 4 (1) of the GDPR, personal data means any information relating to an identified or identifiable natural person (hereinafter "data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

(4) Special protection. Personal data requiring special protection are personal data pursuant to Article 9 of the GDPR revealing racial or ethnic origin, political opinions, religious or philosophical beliefs or trade union membership of data subjects, personal data pursuant to Article 10 of the GDPR concerning criminal convictions and offences or related security measures, and genetic data pursuant to Article 4(13) of the GDPR. 10 GDPR on criminal convictions and offences or related security measures as well as genetic data pursuant to Art. 4 (13) GDPR, biometric data pursuant to Art. 4 (14) GDPR, health data pursuant to Art. 4 (15) GDPR and data on the sex life or sexual orientation of a natural person.

(5) Processing. According to Article 4 (2) of the GDPR, **processing** is any operation or set of operations which is performed upon personal data, whether or not by automatic means, such as collection, recording, organisation, filing, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

(6) Supervisory authority. Pursuant to Article 4 (21) of the GDPR, the supervisory authority is an independent state body established by a member state pursuant to Article 51 of the GDPR.

(7) Sub-processor. A sub-processor is any other processor used by a processor pursuant to Article 28 (2) and (4) of the GDPR.

## § 11 Subject

(1) Data collection. Retraced shall provide services for the Client in the area of collecting and evaluating data from retraced's value chain on the basis of the Master-Service-Agreement for the retraced platform, of even date (hereinafter, the "Master Service Agreement"). In doing so, retraced obtains access to personal data and processes these exclusively on behalf of and according to the instructions of the Client. The scope and purpose of the data processing by the Client result from the Master Service Agreement (and the appendices thereto). The Client shall be responsible for assessing the permissibility of the data processing.

(2) All obligations. The parties conclude the present Agreement to concretise the mutual rights and obligations under data protection law. In case of doubt, the provisions of this Agreement shall take precedence over the provisions of the Master Service Agreement.

(3) Master service agreement. The provisions of this Agreement shall apply to all activities which are connected with the Master Service Agreement and during which retraced and its employees or persons commissioned by retraced come into contact with personal data originating from the Client or collected for the Client.

## § 12 Right to issue instructions

(1) On instruction. Retraced may only collect, process or use data within the framework of the Master Service Agreement and in accordance with the Client's instructions; this applies in particular with regard to the transfer of personal data to a third country or to an international organisation. If retraced is required to carry out further processing by the law of the European Union or the Member States to which it is subject, it shall notify the Client of these legal requirements prior to the processing.

(2) Initial instructions. The Client's instructions shall initially be determined by this Agreement and may thereafter be amended, supplemented or replaced by the

Client in writing or in text form by individual instructions (individual instructions). The Client is entitled to issue corresponding instructions at any time. This includes instructions with regard to the correction, deletion and blocking of data.

(3) Scope. All instructions issued shall be documented by both the Client and retraced. Instructions that go beyond the contractually agreed service shall be treated as a request for a change in service.

(4) Conflict. If retraced is of the opinion that an instruction of the Client violates data protection provisions, it shall notify the Client thereof without delay. Retraced shall be entitled to suspend the implementation of the relevant instruction until it is confirmed or amended by the Client. Retraced may refuse to carry out an instruction that is obviously unlawful.

## § 13 Type of data processed, group of data subjects

(1) List of data. In the course of the performance of the Master Service Agreement, retraced shall have access to the personal data specified in

### For the Client

Name:

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Position:

---

Place, date:

---

Signature:

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Details of the processing. These data comprise the special categories of personal data listed and identified as such in

**For the Client**

Name:

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Position:

---

Place, date:

---

Signature:

---

**For retraced**

Name:

---

Position:

---

Place, date:

---

Signature:

---

(3) Annex

1

Details of the processing.

(4) Affected persons. The group of persons affected by the data processing is shown in

**For the Client**

Name:

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Position:

---

Place, date:

---

Signature:

---

**For retraced**

Name:

---

Position:

---

Place, date:

---

Signature:

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(5) Annex 1  
Details of the processing.

**§ 14 Protective measures of retraced**

(1) Non-disclosure. Retraced is obliged to observe the statutory provisions on data protection and not to disclose information obtained from the Client's domain to third parties or expose it to their access. Documents and data shall be secured against access by unauthorised persons, taking into account the state of the art.

(2) Controls. Retraced shall organise the internal organisation in his area of responsibility in such a way that it meets the special requirements of data protection. Retraced shall take all necessary technical and organisational measures to adequately protect the Client's data in accordance with Art. 32 of the Data Protection Regulation, in particular at least the measures listed in Annex 2

**Security measures.**

(3) Adjustments. Retraced reserves the right to change the security measures taken, while ensuring that the contractually agreed level of protection is not undercut.

(4) Compliance. The persons employed in data processing by retraced are prohibited from collecting, processing or using personal data without prior authorisation. Retraced shall oblige all persons entrusted with the processing and fulfilment of this Agreement (hereinafter referred to as employees) accordingly (obligation to confidentiality, Art. 28 (3) lit. b DS-GVO) and ensure compliance with this obligation with due diligence. These obligations must be formulated in such a way that they remain in force even after the termination of this Agreement or the employment relationship between the employee and retraced.

(5) Contact. At retraced, the contact person for data protection can be reached at the following e-mail address: contact@retraced.com.

**§ 15 Information obligations of retraced**

(1) Incident reporting. In the event of disruptions, suspected data protection violations or breaches of contractual obligations of retraced, suspected security-related incidents or other irregularities in the processing of personal data by retraced, persons employed by retraced within the scope of this Agreement or by third parties, retraced shall inform the Client immediately in writing. The same shall apply to audits of retraced by the data protection supervisory authority. The notification of a personal data breach shall contain at least the following information:

(a) a description of the nature of the personal data breach, including, to the extent possible, the categories and the number of data subjects concerned, the

categories concerned and the number of personal data records concerned;

(b) a description of the measures taken or proposed by retraced to address the breach and, where appropriate, measures to mitigate its possible adverse effects.

(2) Access directory. Retraced and, where applicable, its representative shall keep a register of all categories of processing activities carried out on behalf of the contracting authority, which shall contain all the information pursuant to Article 30 (2) of the GDPR. The directory shall be made available to the Client upon request.

**§ 16 Control rights of the Client**

(1) Information right. The Client shall satisfy itself of the technical and organisational measures of retraced prior to the commencement of data processing and thereafter at regular intervals at its own discretion. For this purpose, the Client may, for example, obtain information from retraced, have existing test certificates from experts, certifications or internal audits presented to the principle or personally inspect retraced's technical and organisational measures after timely coordination during normal business hours or have them inspected by a competent third party, provided that this third party is not in a competitive relationship with retraced. The Client shall only carry out inspections to the extent necessary and shall not disproportionately disrupt retraced's operating procedures in the process.

(2) Response. Retraced undertakes to provide the Client, upon the latter's oral or written request and within a reasonable period of time, with all information and evidence required to carry out an inspection of retraced's technical and organisational measures.

**§ 17 Requests and rights of data subjects**

(1) Obligations. Retraced shall support the Client as far as possible with suitable technical and organisational measures in the fulfilment of retraced's obligations pursuant to Articles 12-22 and 32-36 of the GDPR.

(2) Client confirmation. If a data subject asserts rights directly against retraced, such as the right to information, correction or deletion of his/her data, retraced shall not react independently, but shall immediately refer the data subject to the Client and await the Client's instructions.

**§ 18 Liability**

(1) Client liability. In the internal relationship with retraced, the Client alone shall be liable to the data subject for compensation for damage suffered by a data subject due to inadmissible or incorrect data processing or use in accordance with the data protection laws within the scope of the commissioned processing.

(2) Indemnification. The parties shall each release themselves from liability if one party proves that it is not responsible in any respect for the circumstance that caused the damage to a data subject.

**§ 19 Extraordinary right of termination**

The Client may terminate the Master Service Agreement in whole or in part without notice if retraced fails to comply with its obligations under this Agreement, violates provisions of the GDPR with intent or gross negligence or is unable or unwilling to carry out an instruction of the Client. In the case of simple - i.e. neither intentional nor grossly negligent - violations, the Client shall set retraced a reasonable deadline within which retraced can remedy the violation.

**§ 20 Termination of the Master Service Agreement**

(1) Erasure of data. After termination of the Master Service Agreement or at any time upon the Client's request, retraced shall return to the Client all documents, data and data carriers provided to it or - at the Client's request, unless there is an obligation to store the personal data under Union law or the law of the Federal Republic of Germany - completely anonymise and delete them as far as possible. This also applies to any data backups at retraced's premises.

(2) Validity. Retraced shall be obliged to treat the data of which it becomes aware in connection with the Master Service Agreement as confidential even after the end of the Master Service Agreement. This Agreement shall remain valid beyond the end of the Master Service Agreement for as long as retraced has personal data at its disposal which has been forwarded to it by the Client or which it has collected for the Client.

**§ 21 Final provisions**

(1) Amendments. Amendments or additions to the Agreement must be made in writing and signed by both parties. This also applies to the changes to the written form requirement contained in this clause.

(2) Transfer of rights. The Client is not entitled to assign rights under this Agreement. The exception to this is the assignment to affiliated companies (§§ 15 ff. AktG).

(3) Governing law. This Agreement and all disputes arising out of or in connection with it, including its formation, shall be governed exclusively by the laws of the Federal Republic of Germany, excluding the UN Convention on Contracts for the International Sale of Goods of 11 April 1980 [CISG].

(4) Jurisdiction. Exclusive jurisdiction for this Agreement is Düsseldorf, Germany.

(5) Invalidation. Should any of the above provisions be or become invalid, the validity of the remaining provisions of this Agreement shall remain unaffected. In such a case, the parties shall replace the invalid provision with a provision that comes as



close as possible to the legal and economic purpose of the provision to be replaced.

**For the Client**

Name:

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Position:

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Place, date:

---

Signature:

---

**For retraced**

Name:

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Position:

---

Place, date:

---

Signature:

---

## Annex 1 Details of the processing

Description of the data/data categories, the purpose of the data processing and the data subjects/groups of data subjects. The subject and duration of the order as well as the scope and type of data collection, processing or use result from the Master Service Agreement. In particular, the following data are part of the data processing.

Type of personal data	Purpose of the data processing	Affected
Information required to access the retraced platform: First name Last name E-mail address Mobile phone number associated company	Managing access to the retraced platform and retraced business app	All participants with a user account in the retraced platform, in particular: Employees of retraced Participants in the value chain Employees of subcontractors of retraced
Additional information after successful login to the retraced platform Geo data including time and place	Possible geographical and temporal access restriction around account	Employees of retraced Participants in the value chain Employees of subcontractors of retraced
Data that can be recorded in the retraced platform through the web interface: First name Last name E-mail address Mobile phone number associated companies	Invitation for further participants to participate in the retraced platform	Employees of companies that are on the retraced platform: employees of retraced independent third parties such as auditors participants in the value chain Employees of subcontractors of the Client Employees of the principle
Documents that may contain personal data (pictures, names, signatures, etc.)	Data collection for sustainability management on the retraced platform	Any person, such as: employees of retraced independent third parties such as auditors participants in the value chain Employees of subcontractors of retraced
Master data of the Client: Company name / Branches Address Contact person with first and last name and gender E-mail Mobile phone number	Correspondence with retraced necessary for the performance of the contract	Contact person Participant in the value chain Commissioning person of the Client

## **Annex 2**

### **Security measures**

#### **§ 22 Accessibility control**

The data shall be stored and processed in a professionally operated data centre. Access control is only permitted to authorised persons of the data centre operator.

#### **§ 23 Admission control**

The following measures prevent unauthorised persons from gaining access to data processing systems with which personal data are processed or used: User names & passwords, virus protection, firewalls, monitoring, regular security updates of the systems

#### **§ 24 Access control**

The system has an access rights and access roles functionality with which the access to the data of users can be set individually on the part of retraced as well as on the part of the Client.

#### **§ 25 Transfer control**

- (1) The Client / server data transfer of the retraced system is carried out exclusively via a 256-bit encrypted SSL connection.
- (2) A direct transfer to third parties is only possible by authorised users of the Client as well as authorised employees of retraced.
- (3) Support is provided exclusively by employees of retraced.

#### **§ 26 Input control**

System log files for user activities and administrators are recorded.

#### **§ 27 Order control**

- (1) The data collected by the Client's users via the retraced Web App or the retraced Mobile Apps are transmitted encrypted to the servers of retraced.
- (2) Only the authorised users of the Client as well as administrators and authorised support staff of retraced subsequently have access to this data.
- (3) Retraced has concluded corresponding data protection contracts with the data centres or there are corresponding order processing agreements in the form of certificates.

#### **§ 28 Availability control**

- (1) The data is primarily stored at the server location in Germany. The main processing takes place on Oracle servers in Germany.
- (2) They are mirrored once a day at the server location in Germany.
- (3) The server locations are professional data centres that have fire protection, burglary protection, power backup UPS, gas extinguishing systems and other measures in the area of business IT

#### **§ 29 Disconnection control**

- (1) The retraced system is multi-Client capable.
- (2) On request, data of a Client or a project can be extracted

### Annex 3 Sub-processor

#### ORACLE Deutschland B.V. & Co. KG

Address	Beneluxlaan 4B, 3527 HT Utrecht, the Netherlands	
Subject of processing	All user data contained on the retraced platform.	
Duration of subcontracting	unlimited	
Purpose of processing	Provision of the hardware resource for the operation of the retraced platform Storage of all data and documents relevant to the platform, which may also include personal data.	
Nature of the personal data	e-mail-address mobile number given name last name Under certain circumstances, documents with personal data	
Type of processing	<input checked="" type="checkbox"/> Elevate, record <input type="checkbox"/> Organisation, Ordering <input checked="" type="checkbox"/> Storage <input type="checkbox"/> Adaptation, change <input type="checkbox"/> Read out, query <input checked="" type="checkbox"/> usage <input type="checkbox"/> Disclosure (by transmission, dissemination or other form of making available): <input type="checkbox"/> Alignment: <input type="checkbox"/> connection: <input type="checkbox"/> limitation <input type="checkbox"/> Delete, destroy <input type="checkbox"/> other	The infrastructure is the only primary input mask for the Client's personal data.  Storage of accounting information as long as required by the tax office.  Analysis of the data and use in the platform of retraced.
Category of persons affected	<input type="checkbox"/> Employees of the principle <input type="checkbox"/> Clients of the Client and their employees <input type="checkbox"/> Future customers of the Client and their employees <input type="checkbox"/> Suppliers of the Client and their employees <input type="checkbox"/> Users of retraced's website <input type="checkbox"/> Users of retraced's app <input type="checkbox"/> Retraced employees <input checked="" type="checkbox"/> Others: All users of retraced products	
Place of processing	<input checked="" type="checkbox"/> EU / EWR: Dublin, Amsterdam <input checked="" type="checkbox"/> Third country: Switzerland	

#### HubSpot Germany GmbH

Address	Postbahnhof 17, 10243 Berlin, Germany	
Subject of processing	<b>Data management in the retraced Customer Relationship Management system.</b>	
Purpose of processing	General communication between Client and Contractor of this DPA	
Duration of subprocessing	unlimited	
Nature of the personal data	e-mail-address given name last name Job function Main contact person within retraced LinkedIn Profile Last date for a contact General notes Phone calls Meetings Tasks for retraced for a contact Attachments for a specific person Support requests from this person Links to business opportunities Links to company profiles	

Type of processing	<input checked="" type="checkbox"/> Elevate, record <input checked="" type="checkbox"/> Organisation, Ordering <input checked="" type="checkbox"/> storage <input checked="" type="checkbox"/> Adaptation, change <input checked="" type="checkbox"/> Read out, query <input checked="" type="checkbox"/> usage <input type="checkbox"/> Disclosure (by transmission, dissemination or other form of making available): <input checked="" type="checkbox"/> alignment: <input checked="" type="checkbox"/> connection <input type="checkbox"/> limitation: <input checked="" type="checkbox"/> Delete, destroy <input type="checkbox"/> other:	Entry of contact persons of the Client Assignment of the contact persons to the Client. If necessary, also later assignment if the contact person already existed before the contract with the Client was concluded. Data is stored on the Hubspot server. Adaptation of current information of the Client's contact persons Quick procurement for easier communication Use of personal data for targeting relevant content for around the use of retraced such as platform updates. If available, information is also obtained from other sources, such as e-mails, in order to create data reconciliation and always have the most up-to-date information. The Client's personal data is directly linked to the Client's company profile for easy clustering. Personal data can be completely removed upon request
Category of persons affected	<input checked="" type="checkbox"/> Employed by the principle <input checked="" type="checkbox"/> Clients of the Client and their employees <input checked="" type="checkbox"/> Future Clients of the Client and their employees <input type="checkbox"/> Suppliers of the Client and their employees <input checked="" type="checkbox"/> Users of retraced's website <input type="checkbox"/> Users of retraced's app <input checked="" type="checkbox"/> Retraced employees <input type="checkbox"/> Other	
Place of processing	<input checked="" type="checkbox"/> EU / EWR <input type="checkbox"/> Third country:	

**Twilio Inc.**

Address	Rosenheimer Straße 143C, 81671 Munich, Germany	
Subject of processing	SMS and e-mail communication via the retraced platform.	
Purpose of processing	Sending SMS and email via the retraced platform to other platform participants Debugging of SMS and email delivery problems	
Duration of subprocessing	unlimited	
Nature of the personal data	Phone number Given name Last name	
Type of processing	<input type="checkbox"/> Elevate, record <input type="checkbox"/> Organisation, Order <input checked="" type="checkbox"/> storage <input type="checkbox"/> Adaptation, change <input checked="" type="checkbox"/> Read out, query <input type="checkbox"/> usage <input type="checkbox"/> Disclosure (by transmission, dissemination or other form of making available): <input type="checkbox"/> alignment: <input type="checkbox"/> connection <input type="checkbox"/> limitation <input checked="" type="checkbox"/> Delete, destroy: <input type="checkbox"/> other	Storage of all sent SMS. 7 days storage of all emails. In case of delivery problems of SMS and email from the retraced platform to users Automatic deletion of e-mail data after 7 days
Categories of persons affected	<input checked="" type="checkbox"/> Employed by the Client <input checked="" type="checkbox"/> Clients of the Client and their employees <input checked="" type="checkbox"/> Future Clients of the Client and their employees <input checked="" type="checkbox"/> Suppliers of the Client and their employees <input type="checkbox"/> Users of retraced's website <input type="checkbox"/> Users of retraced's app	

Place of processing	<input checked="" type="checkbox"/> Retraced employees
	<input type="checkbox"/> others
	<input checked="" type="checkbox"/> EU / EWR: Ireland
	<input type="checkbox"/> Third country