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**Privacy Statement**

All personal data that is collected when you visit this web site is processed in accordance with German data protection regulations. The following is detailed information on what data is collected while you visit this site and how we use it.

**1. Collection and processing of data while visiting this web site**

You can use our web site without disclosing any personal information.

We do, however, use "Google Analytics" on our web site. This is an advertising analysis service offered by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "cookies". These are text files that are saved on your computer and that make it possible to analyze the use of the web site. The information generated by these cookies on your use of our web site, including your IP-address, are transmitted to a server owned by Google in the USA and are saved there. Google uses this information for the evaluation of the use of our web site, for generating reports on web site activity for web site owners as well as for the provision of additional services related to web site use and internet use. Google transmits this information to third parties, provided this is a legal requirement or if said third parties further process the data on behalf of Google. At no time will Google connect your IP-address with other data.

You can prevent the installation of cookies by choosing the appropriate browser settings on your computer. This may negatively influence the functionality of our web site. We also note at this time that Google provides an add-on which you can use to inform Google not to send any information about your visit to our site to Google Analytics (details at <http://www.google.com/intl/de/analytics/privacyoverview.html>).

By using this web site you agree to the processing of the data collected during your visit by Google in the way previously described and for the purpose mentioned above.

Additional personal data will only be collected and processed if you supply it to us, for instance as part of a request, an

order, or a registration for one of our offers (newsletter, RSS-feed, etc.).

## **2. Use of Facebook Plugins**

This Brand Trust web site contains social plugins of the social network Facebook. These plugins are provided by Facebook Inc., 1601 California Ave., Palo Alto, CA 94304, USA to establish connections to their web site. The plugins are commonly marked with the Facebook logo icon or the "Like" icon.

When you visit a page on our web site that contains such an icon, your browser establishes a direct connection with the Facebook servers, whereby the content of the plugin is transmitted to your browser, which then embeds it into the web page you are viewing. This embedding of the plugin sends the information to Facebook that you have just viewed this page. If you are logged into your Facebook account at the time of your visit to our web page containing the Facebook logo, Facebook can then match your visit to our web site to your Facebook account. When you interact with the plugins, for instance by clicking the "Like" button or submitting a comment, this information is sent to your personal Facebook account and saved there.

You can disable this transmission of data to Facebook by logging out of your Facebook account before visiting our web site. You will find more information on the collection and use of data by Facebook in their Privacy Statement at <http://de-de.facebook.com/policy.php>.

## **3. Use of Twitter Plugins**

This Brand Trust web site contains social plugins of the social network Twitter. These plugins are provided by Twitter Inc., 795 Folsom St. Suite 600, San Francisco, CA 94107, USA to establish connections to their web site. The plugins are commonly marked with the Twitter logo icon. When you visit a page on our web site that contains such an icon, your browser establishes a direct connection with the Twitter servers, whereby the content of the plugin is transmitted to your browser, which then embeds it into the web page you are viewing. This embedding of the plugin sends the information to Twitter that you have just viewed this page. If you are logged into your Twitter account at the time of your visit to our web page containing the Twitter logo, Twitter can then match your visit to our web site to your Twitter account. When you interact with the plugins, for instance by clicking the "Twitter" button, this information is sent to your personal Twitter account and saved there. If you become a "follower" of Brand Trust, you can receive information from us via the Twitter service.

You will find more information on the collection and use of data by Twitter in their Privacy statement at <http://twitter.com/privacy>.

## **4. Right to Information**

In accordance with the Federal Data Protection Act, you have the right to be informed at any time and at no cost of your personal data saved at Brand Trust. You also have the right to have this data blocked, corrected or removed. If you would like to be informed of your personal data or would like this data blocked, corrected or removed, or if you have further questions on our privacy policies, please contact:

Brand Trust GmbH  
Findelgasse 10  
90402 Nuremberg  
Germany

## **5. Inclusion and Timeliness of the Privacy Statement**

By using our web site, you agree to the use of data as described above. Due to enhancement of the web site or the implementation of new technologies, it may become necessary to change the privacy statement. Brand Trust reserves the right to make such changes at any time with immediate effect.

This privacy statement is current as of April 2011.