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All trademarks mentioned or shown on this web site are the property of the respective brand owner.

Privacy statement

Brand Trust processes any personal data collected during your visit of our web site according to the German data protection regulations. In the following, we

inform you about what data is collected when you visit our web site and how we use that data:

1. Collection and processing of data during web site visit

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

However, we do use "Google Analytics" on our web site. This is a web analysis service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses so-called "Cookies". Cookies are text files that are stored on your computer and allow for the analysis of your use of the web site. The information about your use of our web site that is created by these cookies, which also includes your IP address, is transferred to a Google server in the USA and stored there. Google will use this information to analyze your use of our web site for the purpose of compiling reports on web site activities for web site operators, as well as for providing further services in connection with web site use and internet use.

Google may transfer this information to third parties if it is legally required or if third parties process this data on Google's behalf. Google will under no circumstances connect your IP address with other Google data.

You can prevent the installation of cookies by choosing the corresponding browser settings. This may, however, impair the use of certain functions of our web site. We point out that Google provides an add-on that informs Google that no information about your web site visit is to be transmitted to Google Analytics (more information at <http://www.google.com/intl/de/analytics/privacyoverview.html>).

By using this web site, you declare your consent to Google's processing the data collected about you in the way described above and for the purpose described above.

Brand Trust will only collect other personal data if you provide it to us voluntarily, e.g. as part of an inquiry, an order, or registration for one of our offers (newsletter, RSS-Feed, etc.).

2. Use of Facebook Plugins

The web site of Brand Trust contains social plugins ("plugins") of the social network Facebook. These plugins are provided by Facebook Inc., 1601 California Ave., Palo Alto, CA 94304, USA, in order to establish a connection to

their site. The plugins are generally marked with the Facebook logos or the “Like” logo.

When you visit a page of our web site that contains such a logo, your browser establishes a direct connection with the Facebook servers. The content of the plugin is transmitted to your browser, and your browser embeds it in the displayed web site. The embedding of the plugin transmits the information to Facebook that you accessed the respective page. If at the time of your visit to our internet page with the Facebook logo you are logged into Facebook, then Facebook can associate the visit of our web site with your Facebook account. If you interact with the plugins, e.g. click the “Like” button or leave a comment, this is sent to your personal Facebook account and stored there. The privacy statement of Facebook at <http://de-de.facebook.com/policy.php> provides more information about the collection and use of data by Facebook.

3. Use of Facebook Pixel

Within the BrandTrust web site, the so-called Facebook-Pixel of the social network Facebook is used. Facebook is operated by Facebook Inc., 1 Hacker Way, Menlo Park, CA 94025, USA, or, for users within the EU, by Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. With this program, BrandTrust can follow the actions of users after they have seen or clicked our Facebook ads. This allows us to determine the effectiveness of Facebook ads for statistical and market research purposes. The data collected this way are anonymous for BrandTrust, i.e. BrandTrust does not see any personal data of individual users. The data are, however, saved and processed by Facebook, of which we inform you to the best of our knowledge. Facebook can connect these data with your Facebook account and use them for their own advertising purposes according to Facebook’s privacy statement <https://www.facebook.com/about/privacy/>. A cookie may be saved on your computer for this purpose. You can object to this use of your data by clicking here: <https://www.facebook.com/settings/?tab=ads>.

4. Use of Twitter Plugins

The Brand Trust web site also contains social plugins (“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 a connection to their site. These plugins are generally marked with the Twitter logos.

When you visit a page of our web site that contains such a logo, your browser establishes a direct connection with the Twitter servers. The content of the plugin is transmitted to your browser, and your browser embeds it in the displayed web site. The embedding of the plugin transmits the information to Twitter that you accessed the respective page. If at the time of your visit to our internet page with the Twitter logo you are logged into Twitter, then Twitter can associate the visit of our web site with your Twitter account. When you interact with the plugins, e.g. click the "Twitter" button, this is sent to your personal Twitter account and stored there. If you become a "follower" of Brand Trust, we can send you information via the Twitter service.

The privacy statement of Twitter at <http://twitter.com/privacy> provides more information on the collection and use of data by Twitter.

5. Use of LinkedIn Plugins

On our web site, you will find plugins by the social network LinkedIn operated by LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. You can recognize the LinkedIn plugins by the logo or the "Recommend Button". Please note that the plugin establishes a connection between your internet browser and the LinkedIn server when you visit our web site. LinkedIn is thus informed that our internet site was visited with your IP address. When you click the LinkedIn "Recommend Button" while you are logged on to your LinkedIn account, you have the possibility to link content from our web site to your LinkedIn profile page. This allows LinkedIn to connect your visit to the BrandTrust web site with you or your user account. Further information on data collection and your legal options as well as settings options is available from LinkedIn: http://www.linkedin.com/static?key=privacy_policy&trk=hb_ft_priv.

6. Use of LinkedIn Conversion Tracking

The BrandTrust web site uses the analysis and conversion tracking technology of the LinkedIn platform. This technology by LinkedIn is designed to show you more relevant ads based on your interests. Also, LinkedIn provides BrandTrust with aggregated and anonymous reports of ad activities and information about how you interact with the BrandTrust web site. Further information on LinkedIn's privacy policy is available here: <https://www.linkedin.com/legal/privacy-policy#choices-oblig>. You can object to the analysis of your user activities by LinkedIn and the provision of interest-based recommendations ("Opt-Out") by

following this link: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>.

7. Right to information

According to the German Bundesdatenschutzgesetz (Data Protection Act), you have the right to be informed about the data stored about you by Brand Trust at any time free of charge. You also have the right to have your data blocked, corrected, or deleted.

If you would like information about your personal data or would like to request their blocking, correction, or deletion, or if you have further questions on our privacy policy, please contact:

Brand Trust GmbH
Pfannenschmiedsgasse 1
90402 Nuremberg

8. Inclusion and currentness of the privacy statement

By using our web site, you agree to the use of your data as described above. Due to the continued development 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 implement such changes at any time with immediate effect.

This privacy statement was last updated in April 2018.