

# Data protection

## Data protection at a glance General information

The following information provides a simple overview of what happens to your personal data when you visit our website. Personal data are all data with which you can be personally identified. Detailed information on the subject of data protection can be found in our data protection declaration below this text.

## Data collection on our website

Who is responsible for data collection on this website?

The data processing on this website is carried out by the website operator. You can find their contact details in the imprint of this website.

## How do we collect your data?

On the one hand, your data is collected when you provide it to us. This can e.g. be data that you enter in a contact form.

Other data are automatically recorded by our IT systems when you visit the website. This is mainly technical data (e.g. Internet browser, operating system or time of the page was viewed). This data is collected automatically as soon as you enter our website.

## What do we use your data for?

Some of the data is collected in order to ensure that the website is error-free. Other data can be used to analyze your user behavior.

## What are your rights with regard to your data?

You have the right to receive information about the origin, recipient and purpose of your stored personal data free of charge at any time. You also have the right to request the correction, blocking or deletion of this data. You can contact us at any time at the address given in the legal notice if you have any further questions about data protection. You also have the right to lodge a complaint with the competent supervisory authority.

## General information and mandatory information on data protection

### Data protection

The operators of this website take the protection of your personal data very seriously. We treat your personal data confidentially and in accordance with the statutory data protection regulations and this data protection declaration.

When you use this website, various personal data are collected. Personal data are data with which you can be personally identified. This data protection declaration

explains which data we collect and what we use it for. It also explains how and for what purpose this is done.

We would like to point out that data transmission over the Internet (e.g. when communicating by email) can have security gaps. A complete protection of the data against access by third parties is not possible.

### **Note on the responsible body**

The responsible body for data processing on this website is:

Shows & Artists GmbH  
Creative Solutions  
Stöckmatt  
CH-6374 Buochs

Tel. : +41 41 541 79 30  
Fax : +41 41 541 79 33

[info@shows-artists.com](mailto:info@shows-artists.com)  
[www.shows-artists.com](http://www.shows-artists.com)

The responsible body is the natural or legal person who, alone or together with others, decides on the purposes and means of processing personal data (e.g. names, email addresses, etc.).

### **Revocation of your consent to data processing**

Many data processing operations are only possible with your express consent. You can revoke your consent at any time. An informal e-mail to us is sufficient. The legality of the up to the revocation

Data processing remains unaffected by the revocation.

### **Right of appeal to the competent supervisory authority**

In the event of violations of data protection law, the person concerned has the right to lodge a complaint with the competent supervisory authority. The responsible supervisory authority for data protection issues is the state data protection officer of the federal state in which our company is based. A list of data protection officers and their contact details can be found at the following link:

[https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften\\_links-node.html](https://www.bfdi.bund.de/DE/Infothek/Anschriften/Links/anschriften_links-node.html) .

### **Information, blocking, deletion**

Within the framework of the applicable statutory provisions, you have the right to free information about your stored personal data, their origin and recipient and the purpose of the data processing and, if necessary, a right to correct, block or delete this data. You can contact us at any time at the address given in the legal notice if you have any further questions on the subject of personal data.

## **Data protection officer**

Dipl. Ing. (Univ) Stephan Metzger  
Datenschutzbeauftragter

Rohde & Schwarz GmbH & Co. KG  
Mühldorfstraße 15  
81671 München (DE)

Tel.: 49-89-4129-0  
dataprotection@rohde-schwarz.com

## **Data collection on our website**

### **Cookies**

Some of the websites use so-called cookies. Cookies set up on your computer do not harm or contain viruses. Cookies serve to make our offer more user-friendly, more effective and safer. Cookies are small text files that are stored on your computer and saved by your browser.

Most of the cookies we use are so-called "session cookies". They are automatically deleted after your visit. Other cookies remain stored on your device until you delete them. These cookies enable us to recognize your browser the next time you visit.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or generally, and activate the automatic deletion of cookies when you close the browser. If cookies are deactivated, the functionality of this website may be restricted.

Cookies that are required to carry out the electronic communication process or to provide certain functions you require (e.g. shopping cart function) are stored on the basis of Art. 6 Para. 1 lit. f GDPR saved. The website operator has a legitimate interest in storing cookies for the technically error-free and optimized provision of its services. If other cookies (e.g. cookies for analyzing your surfing behavior) are stored, these will be treated separately in this data protection declaration.

### **Server log files**

The provider of the pages automatically collects and stores information in so-called server log files, which your browser automatically transmits to us. These are:

- Browser type and browser version
- used operating system
- Referrer URL
- Host name of the accessing computer
- time of the server request
- IP address

This data will not be merged with other data sources.

The basis for data processing is Art. 6 Para. 1 lit. b GDPR, which allows the processing of data for the performance of a contract or pre-contractual measures.

## **Social media**

### **Facebook**

Plugins of the social network Facebook, provider Facebook Inc., 1 Hacker Way, Menlo Park, California 94025, USA, are integrated on our pages. You can recognize the Facebook plugins by the Facebook logo or the "Like" button on our website. You can find an overview of the Facebook plugins here:

<https://developers.facebook.com/docs/plugins/>.

When you visit our website, the plug-in creates a direct connection between your browser and the Facebook server. As a result, Facebook receives the information that you have visited our site with your IP address. If you click the Facebook "Like" button while you are logged into your Facebook account, you can link the content of our pages to your Facebook profile. This enables Facebook to assign your visit to our website to your user account. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the data transmitted or its use by Facebook. You can find more information on this in Facebook's data protection declaration at: <https://de-de.facebook.com/policy.php>.

If you do not want Facebook to be able to assign your visit to our website to your Facebook user account, please log out of your Facebook user account.

## **Analysis tools and advertising**

### **WP Statistics**

This website uses the statistics tool WP Statistics to statistically evaluate visitor access. The tool is provided by Verona Labs (<https://veronalabs.com>). WP Statistics uses cookies that are stored on your computer and that allow an analysis of the use of the website. The information generated by the cookies about the use of our website is stored in the database. Your IP address will be anonymized after processing and before storage. Cookies remain on your device until you delete them.

The storage of cookies is based on Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in the anonymized analysis of user behavior in order to optimize both its website and its advertising.

You can set your browser so that you are informed about the setting of cookies and only allow cookies in individual cases, exclude the acceptance of cookies for certain cases or in general, and activate the automatic deletion of cookies when you close the browser. Deactivating cookies may restrict the functionality of our website.

### **Google reCAPTCHA**

We use “Google reCAPTCHA” (hereinafter “reCAPTCHA”) on our websites. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (“Google”).

The purpose of reCAPTCHA is to check whether the data input on our websites (e.g. in a contact form) is carried out by a human or an automated program. To do this, reCAPTCHA analyzes the behavior of the website visitor based on various characteristics. This analysis begins automatically as soon as the website visitor enters the website. For the analysis, reCAPTCHA evaluates various information (e.g. IP address, length of stay of the website visitor on the website or mouse movements made by the user). The data collected during the analysis are forwarded to Google.

The reCAPTCHA analyzes run completely in the background. Website visitors are not informed that an analysis is taking place.

The data processing takes place on the basis of Art. 6 Para. 1 lit. f GDPR. The website operator has a legitimate interest in protecting his web offers from abusive automated spying and from SPAM.

For more information on Google reCAPTCHA and Google's data protection declaration, see the following links: <https://www.google.com/intl/de/policies/privacy/> and <https://www.google.com/recaptcha/intro/android.html>.

## **Newsletter**

### **CleverReach**

This website uses CleverReach to send newsletters. The provider is CleverReach GmbH & Co. KG, Mühlenstr. 43, 26180 Rastede. CleverReach is a service with which the newsletter dispatch can be organized and analyzed. The data you enter for the purpose of receiving the newsletter (e.g. email address) are stored on CleverReach's servers in Germany or Ireland.

Our newsletters sent with CleverReach enable us to analyze the behavior of newsletter recipients. Here u. a. It analyzes how many recipients have opened the newsletter message and how often which link in the newsletter is clicked has been. With the help of so-called conversion tracking it can also be analyzed whether a previously defined action (e.g. purchase of a product on our website) has taken place after clicking the link in the newsletter. Further information on data analysis by CleverReach newsletter is available at: <https://www.cleverreach.com/de/funktion/reporting-und-tracking/>.

The data processing takes place on the basis of your consent (Art. 6 Para. 1 lit. a GDPR). You can revoke this consent at any time by unsubscribing from the newsletter. The legality of the data processing operations already carried out remains unaffected by the revocation.

If you do not want an analysis by CleverReach, you have to unsubscribe from the newsletter. We provide a link for this in every newsletter message. You can also unsubscribe from the newsletter directly on the website.

The data you have stored with us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and will be deleted from our servers as well as from the CleverReach servers after you unsubscribe from the newsletter. This does not affect data that we have stored for other purposes (e.g. email addresses for the members' area).

For more information, see the CleverReach privacy policy at: <https://www.cleverreach.com/de/datenschutz/>.

## **Conclusion of a contract for order data processing**

We have concluded a contract data processing contract with CleverReach and fully implement the strict requirements of the German data protection authorities when using CleverReach.

## **Plugins and tools**

### **Google Web Fonts**

This site uses so-called web fonts, which are provided by Google, for the uniform display of fonts. When you call up a page, your browser loads the required web fonts into your browser cache in order to display texts and fonts correctly.

For this purpose, the browser you are using must connect to the Google servers. This gives Google knowledge that our website has been accessed via your IP address. The use of Google Web Fonts takes place in the interest of a uniform and appealing presentation of our online offers. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR.

If your browser does not support web fonts, a standard font will be used by your computer.

Further information on Google Web Fonts can be found at <https://developers.google.com/fonts/faq> and in the privacy policy from Google: <https://www.google.com/policies/privacy/>.

### **Google Maps**

This site uses the Google Maps map service via an API. The provider is Google Inc., 1600 Amphitheater Parkway, Mountain View, CA 94043, USA.

To use the functions of Google Maps it is necessary to save your IP address. This information is usually transferred to a Google server in the USA and saved there. The provider of this site has no influence on this data transfer.

The use of Google Maps requires this is in the interest of an appealing presentation of our online offers and an easy findability of the places indicated by us on the website. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR.

You can find more information on handling user data in Google's privacy policy: <https://www.google.de/intl/de/policies/privacy/>.

## **Font Awesome Fonts**

This site uses so-called fonts provided by Fonticons, Inc. for the uniform representation of fonts and icons. When you call up a page, your browser loads the required fonts into your browser cache.

For this purpose, the browser you are using must connect to the Fonticons servers. This gives Fonticons knowledge that our website has been accessed via your IP address. The use of Font Awesome fonts is in the interest of a uniform and appealing presentation of our web content. This represents a legitimate interest within the meaning of Art. 6 Para. 1 lit. f GDPR.

Further information on the provider Fonticons, Inc. and Font Awesome Fonts can be found at <https://fontawesome.com/> and in Fonticons' privacy policy at <https://fontawesome.com/privacy>.