

Privacy Policy

This Privacy Policy sets forth our policy with respect to personally identifiable information or personal data (the “Information”) that is controlled by us while operating Service and Site.

Purpose

We are processing Information for carrying out our commercial activities, in particular to pursue our Services, business activities as well as business communication including direct marketing.

Information Processing

We are collecting Information and may receive Information from our Users as well as other third parties (e.g. business partners).

We are processing the following categories of Information for all visitors of our Site:

- information about browser (type/version) and operating system used;
- the IP address;
- websites from where visitors are directed to our Site (referral link);
- access of sites, use of Site functions, search queries and the frequency of pages visited;
- websites accessed by visitors via our Sites (follow-up link);
- date and time of access;
- volume of data transmitted as well as;
- access status (file transmitted, file not found, etc.);

For Users, the following additional Information will be collected through registration (the “Registration Information”), processing our newsletter mails as well as during the use of our Services:

- last name, first name;
- contact information: address, email address, IP address, social media contact;
- interest in specific services;
- date and time of registration and newsletter processing;
- location;
- websites accessed via our newsletter links;
- messages, and timeline posts;

We may collect and process the following additional categories of Information regarding Users and contact persons of other business partners:

- last name, first name;

- contact information: address, email address social media contact, messenger contact;
- interest in specific services provided by us;
- financial information;

Users and other business partners are contractually required to provide us these categories of Information. Without this Information, we are unable to provide our Services to the User concerned.

Legal Basis & Legitimate Interest

If we are given consent to process Information, e.g. in the course of your registration, Article 6 (1) (a) of the EU General Data Protection Regulation ("GDPR") serves as legal basis.

Legal basis for the processing of Information to initiate or perform a contract to which you are a party, e.g. regarding a User or business partner cooperating with us, is Article 6 (1) (b) GDPR.

If processing is required by us to meet our legal obligations, e.g. data preservation and documentation obligations, the processing is based on Article 6 (1) (c) GDPR.

Information will also be processed to assert our legitimate interests and that of third parties under Article 6 (1) (f) GDPR. Legitimate interests lie in the functionality of our and third parties' IT systems including our Site appearance and the interchange with your device (, e.g. laptop, mobile phone) as well as carrying out our commercial activities including business communication and direct marketing.

Logs & Cookies

Every time our Site is accessed and every time a file on our Site is retrieved, our IT systems collect automated Information from the retrieving medium and store these in a log file on our server. The data stored in log files is evaluated exclusively for statistical purposes.

Our Site uses cookies. Cookies are files that are stored on the device with which you access our Site. Cookies allow a clear identification of your device when revisiting our Site. We use cookies to make our Site user friendly and to reestablish your session when you are revisiting it. Log files and cookie data are not jointly stored with other Information of you.

You may deactivate or limit the transfer of cookies through your Internet browser settings. You may delete previously stored cookies at any time. If cookies are deactivated, you may not be able to use all our Site functions to their fullest extent any longer.

Storage

Information will be deleted or blocked as soon as the processing or storage purpose no longer applies, especially after withdrawal of consent. Log files will be stored until deleted upon expiry of legal retention obligations, at the latest after one year. Storage beyond this period only occurs as long as and as far as it

is designated by the EU or Member States legislation in Union Acts, Law, or other regulations, that we are subject to.

Disclosure of Information

We may employ third party companies and individuals to facilitate our Service, to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties may have access to your Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. As a rule, we do not transmit data to receiving parties outside of the European Economic Area (exceptions see below). Users will only receive aggregated or anonymized information.

For web analysis and conversion tracking we disclose Information retrieved from our Site to Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 in the USA. You may prevent the further collection and transfer of your Personal Information by Google.

Email Marketing Messages (“EMM”) are provided by an external email marketing service provider (“EMS”), a business partner that allows us to send out emails to registered persons. EMMs may contain tracking beacons, click through links or similar server technologies in order to track subscriber activities.

We will disclose your Information where required to do so by law or subpoena or if we believe that such action is necessary to comply with the law and the reasonable requests of law enforcement or to protect the security or integrity of our Service.

We do not otherwise initiate the disclosure of Information. However, if a User intends to disclose Information e.g. as part of a Sponsored Message, we will follow such User directive and provide the information intended for disclosure in connection with our Service. Thereby we have no influence if the User directs us to disclose Information to jurisdictions not providing for a data protection level adequate to EU data protection standards (e.g. the U.S. or China). Please follow the data protection notices of the relevant providers (streaming platform providers).

Data Disclaimer

You are not subject to any decision based solely on automated processing, including profiling. We do not process specific categories of data. Please do not make any sensitive data available to us.

Data Protection Rights / Withdrawal of Consent

You have the right to access the respective personal data, as well as to correct, delete or limit the processing, and the right to object to the processing of these data. You can access and update certain information by accessing your profile.

Please direct any Information requests to info@apiq.live.

You may withdraw your consent to process your Personal Information at any time. To do this, inform us about it by e-mail, and we will close your account. Withdrawal of consent does not affect the legitimacy of processing that has taken place until we have received your withdrawal. Without a valid consent, you may no longer be able to participate in our electronic communications or receive further information from us. Despite withdrawal of consent we may continue to process your Information on another legal basis for data processing (e.g. legitimate interest).

Changes to this Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about these Terms, please contact us info@apiq.live