

## **Imprint**

### **Responsible for all content**

Allegra Trails GmbH  
Via Planet 7  
7504 Pontresina

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Duty to inform according to §5 E-Commerce Act, §14 Company Code, §63 Trade Regulation Act and duty to disclose according to §25 Media Act.

Allegra Tourismus Österreich GmbH  
Bozner Platz 7, 4th floor,  
6020 Innsbruck,  
Austria

**Object of the company:** independent trade

**UID number:** ATU74492248

**Company register number:** 512741g

**Commercial register court:** Innsbruck

**Registered office:** 6020 Innsbruck

**E-mail:** info@helloallegra.com

**Member of:** WKO

**Professional law:** Trade regulations: [www.ris.bka.gv.at](http://www.ris.bka.gv.at)

**Supervisory authority/commercial authority:** District authority Innsbruck

**Awarding state:** Austria

**Managing Director**

Darco Cazin, Claude Balsiger

Shareholders Darco Cazin 50%, Claude Balsiger 50%

Allegra Trails Ltd.

Via Planet 7

7504 Pontresina

Switzerland

**UID number:** CHE-467.912.244

**Registered office:** 7504 Pontresina

**E-mail:** info@helloallegra.com

**Managing Director**

Darco Cazin, Claude Balsiger

Shareholders Darco Cazin 50%, Claude Balsiger 50%

## **EU Dispute Resolution**

In accordance with the Regulation on Online Dispute Resolution in Consumer Matters (ODR Regulation), we would like to inform you about the online dispute resolution platform (OS platform).

Consumers have the possibility to submit complaints to the online dispute resolution platform of the European Commission at <http://ec.europa.eu/odr?tid=221116522>. You will find the necessary contact details above in our imprint.

However, we would like to point out that we are not willing or obliged to participate in dispute resolution proceedings before a consumer arbitration board.

## **Liability for the contents of this website**

We are constantly developing the content of this website and strive to provide accurate and up-to-date information. Unfortunately, we cannot assume any liability for the correctness of all content on this website, especially for that provided by third parties.

If you notice problematic or illegal content, we ask you to contact us immediately, you will find the contact details in the imprint.

## **Liability for links on this website**

Our website contains links to other websites for whose content we are not responsible. According to [§ 17 ECG](#), we are not liable for linked websites, as we had and have no knowledge of any illegal activities, we have not noticed any such illegalities so far and we would remove links immediately if we became aware of any illegalities.

If you notice illegal links on our website, please contact us, you will find the contact details in the imprint.

## **Copyright notice**

All contents of this website (images, photos, texts, videos) are subject to copyright. If necessary, we will legally pursue the unauthorized use of parts of the content of our site.

## Picture credits

The images, photos and graphics on this website are protected by copyright.

The image rights are held by the following photographers and companies:

- Leslie Kehmeier
- MTB News
- IG Trailcenter Thusis
- MTB Congress / Daniel Roos
- Marco Hartmann, Grisons Holidays
- TVB Kitzbüheler Alpen-Brixental, Photographer Andreas Meyer, Mathäus Gartner

## Privacy policy

### Newsletter Privacy Policy

When you sign up for our newsletter, you submit the above personal data and give us the right to contact you by e-mail. We use the data stored in the context of the registration for the newsletter exclusively for our newsletter and do not pass them on.

If you unsubscribe from the newsletter - you will find the link for this at the bottom of each newsletter - we will delete all data that was stored with the subscription to the newsletter.

## Privacy

We have written this privacy statement (version 06/18/2020-221116522) to explain to you, in accordance with the requirements of the [General Data Protection Regulation \(EU\) 2016/679](#), what information we collect, how we use data and what decision-making options you have as a visitor to this website.

Unfortunately, it is in the nature of things that these explanations sound very technical, but we have tried to describe the most important things as simply and clearly as possible when creating them.

## Cookies

Our website uses HTTP cookies to store user-specific data.

Below we explain what cookies are and why they are used so that you can better understand the following privacy policy.

### **What exactly are cookies?**

Whenever you browse the Internet, you use a browser. Popular browsers include Chrome, Safari, Firefox, Internet Explorer, and Microsoft Edge. Most websites store small text files in your browser. These files are called cookies.

One thing cannot be denied: Cookies are really useful little helpers. Almost all websites use cookies. More precisely, they are HTTP cookies, as there are other cookies for other applications. HTTP cookies are small files that are stored on your computer by our website. These cookie files are automatically placed in the cookie folder, effectively the "brain" of your browser. A cookie consists of a name and a value. When defining a cookie, one or more attributes must also be specified.

Cookies store certain user data about you, such as language or personal page settings. When you return to our site, your browser transmits the "user-related" information back to our site. Thanks to cookies, our site knows who you are and offers you the setting you are used to. In some browsers, each cookie has its own file, in others, such as Firefox, all cookies are stored in a single file.

There are both first-party cookies and third-party cookies. First-party cookies are created directly by our site, third-party cookies are created by partner websites (e.g. Google Analytics). Each cookie must be evaluated individually, as each cookie stores different data. Also, the expiration time of a cookie varies from a few minutes to a few years. Cookies are not software programs and do not contain viruses, Trojans or other "pests". Cookies also cannot access information on your PC.

For example, cookie data can look like this:

**Name:** \_ga

**Wert:** GA1.2.1326744211.152221116522-6

**Purpose:** differentiation of website visitors

**Expiration date:** after 2 years

A browser should be able to support these minimum sizes:

- At least 4096 bytes per cookie
- At least 50 cookies per domain
- At least 3000 cookies in total

### **What are the types of cookies?**

The question of which cookies we use in particular depends on the services used and is clarified in the following sections of the privacy policy. At this point, we would like to briefly discuss the different types of HTTP cookies.

We can distinguish 4 types of cookies:

**Essential** cookies These cookies are necessary to ensure basic website functionality. For example, these cookies are needed when a user adds a product to the shopping cart, then continues to browse other pages and later proceeds to checkout. These cookies do not delete the shopping cart even if the user closes his browser window.

**Purposeful** cookies These cookies collect information about user behavior and whether the user receives any error messages. In addition, these cookies are also used to measure the loading time and behavior of the website with different browsers.

**Target-oriented** cookies These cookies provide a better user experience. For example, entered locations, font sizes or form data are stored.

**Advertising cookies** These cookies are also called targeting cookies. They are used to deliver customized advertising to the user. This can be very convenient, but also very annoying.

Usually, when you visit a website for the first time, you are asked which of these cookie types you want to allow. And, of course, this decision is also stored in a cookie.

### **How can I delete cookies?**

How and whether you want to use cookies, you decide. Regardless of which service or website the cookies come from, you always have the option to delete,

disable or only partially allow cookies. For example, you can block third-party cookies, but allow all other cookies.

If you want to determine which cookies have been stored in your browser, if you want to change or delete cookie settings, you can find this in your browser settings:

[Chrome: Delete, enable and manage cookies in Chrome](#)

[Safari: Managing cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies in principle, you can set up your browser so that it always informs you when a cookie is to be set. In this way, you can decide for each individual cookie whether you allow the cookie or not. The procedure varies depending on the browser. It is best to search for the instructions in Google using the search term "delete cookies Chrome" or "disable cookies Chrome" in the case of a Chrome browser.

### **What about my privacy?**

The so-called "Cookie Guidelines" have been in place since 2009. These state that the storage of cookies requires your consent. Within the EU countries, however, there are still very different reactions to these directives. In Austria, however, this directive was implemented in Section 96 (3) of the Telecommunications Act (TKG).

If you want to know more about cookies and are not afraid of technical documentation, we recommend <https://tools.ietf.org/html/rfc6265>, the Internet Engineering Task Force (IETF) Request for Comments called "HTTP State Management Mechanism".

### **Storage of personal data**

Personal data that you transmit to us electronically on this website, such as name, e-mail address, address or other personal information in the context of submitting a form or comments on the blog, will be used by us together with the time and IP address only for the purpose stated in each case, kept secure and not disclosed to third parties.

We thus use your personal data only for communication with those visitors who expressly request contact and for the processing of the services and products offered on this website. We do not disclose your personal data without consent, but we cannot exclude the possibility that this data may be viewed in the event of unlawful conduct.

If you send us personal data by e-mail - thus away from this website - we cannot guarantee secure transmission and protection of your data. We recommend that you never send confidential data by e-mail without encryption.

### **Google Analytics Privacy Policy**

We use the analysis tracking tool Google Analytics (GA) of the American company Google LLC (1600 Amphitheatre Parkway Mountain View, CA 94043, USA) on our website. Google Analytics collects data about your actions on our website. For example, when you click on a link, this action is stored in a cookie and sent to Google Analytics. Using the reports we receive from Google Analytics, we can better tailor our website and service to your preferences. In the following, we will go into more detail about the tracking tool and, in particular, inform you about what data is stored and how you can prevent this.

### **What is Google Analytics?**

Google Analytics is a tracking tool used for traffic analysis of our website. For Google Analytics to work, a tracking code is built into the code of our website. When you visit our website, this code records various actions you take on our website. Once you leave our website, this data is sent to the Google Analytics servers and stored there.

Google processes the data and we receive reports about your user behavior. These reports may include, but are not limited to, the following:



- Target group reports: Through target group reports, we get to know our users better and know more precisely who is interested in our service.
- Ad reports: Ad reports make it easier for us to analyze and improve our online advertising.
- Acquisition reports: Acquisition reports give us helpful information on how to get more people interested in our service.
- Behavior reports: This is where we learn how you interact with our website. We can track which path you take on our site and which links you click.
- Conversion reports: Conversion is the name given to a process in which you perform a desired action as a result of a marketing message. For example, when you go from being just a website visitor to a buyer or newsletter subscriber. These reports help us learn more about how our marketing efforts are working for you. This is how we aim to increase our conversion rate.
- Real-time reports: Here we always know immediately what is happening on our website. For example, we can see how many users are reading this text.

### **Why do we use Google Analytics on our website?**

Our goal with this website is clear: we want to provide you with the best possible service. The statistics and data from Google Analytics help us achieve this goal.

The statistically evaluated data shows us a clear picture of the strengths and weaknesses of our website. On the one hand, we can optimize our site so that it is found more easily by interested people on Google. On the other hand, the data helps us to better understand you as a visitor. We thus know exactly what we need to improve on our website in order to provide you with the best possible service. The data also helps us to carry out our advertising and marketing measures in a more individual and cost-effective way. After all, it only makes sense to show our products and services to people who are interested in them.

### **What data is stored by Google Analytics?**

Google Analytics uses a tracking code to create a random, unique ID associated with your browser cookie. This is how Google Analytics recognizes you as a new user. The next time you visit our site, you will be recognized as a "returning" user. All collected data is stored together with this user ID. This is how it is possible to evaluate pseudonymous user profiles in the first place.

Identifiers such as cookies and app instance IDs measure your interactions on our website. Interactions are all types of actions you perform on our website. If you also use other Google systems (such as a Google account), data generated through Google Analytics may be linked to third-party cookies. Google does not share Google Analytics data unless we, as the website operator, authorize it. Exceptions may occur if required by law.

The following cookies are used by Google Analytics:

**Name:** \_ga

**Wert:**2.1326744211.152221116522-5

**Purpose:** By default, analytics.js uses the \_ga cookie to store the user ID. Basically, it is used to distinguish website visitors.

**Expiration date:** after 2 years

**Name:** \_gid

**Wert:**2.1687193234.152221116522-1

**Purpose:** The cookie is also used to distinguish the website visitors.

**Expiration date:** after 24 hours

**Name:** \_gat\_gtag\_UA\_

**Value:** 1

**Purpose:** **Used to** lower the request rate. If Google Analytics is deployed via Google Tag Manager, this cookie will be named \_dc\_gtm\_ .

**Expiration date:** after 1 minute

**Name:** AMP\_TOKEN

**Value:** not specified

**Purpose:** The cookie has a token that can be used to retrieve a user ID from the AMP client ID service. Other possible values indicate a logout, a request, or an error.

**Expiration date:** after 30 seconds up to one year

**Name:** \_\_utma

**Wert:**1564498958.1564498958.1564498958.1

**Purpose:** This cookie is used to track your behavior on the website and measure its performance. The cookie is updated every time information is sent to Google

Analytics.

**Expiration date:** after 2 years

**Name:** \_\_utmt

**Value:** 1

**Purpose:** The cookie is used like \_gat\_gtag\_UA\_ to throttle the request rate.

**Expiration date:** after 10 minutes

**Name:** \_\_utmb

**Value:**3.10.1564498958

**Purpose:** This cookie is used to determine new sessions. It is updated every time new data or info is sent to Google Analytics.

**Expiration date:** after 30 minutes

**Name:** \_\_utmc

**Value:** 167421564

**Purpose:** This cookie is used to set new sessions for returning visitors. This is a session cookie and is only stored until you close the browser again.

**Expiration date:** After you close the browser.

**Name:** \_\_utmz

**Value:** m|utmccn=(referral)|utmcmd=referral|utmcct=/

**Purpose:** The cookie is used to identify the source of traffic to our website. That is, the cookie stores from where you came to our website. This may have been another page or an advertisement.

**Expiration date:** after 6 months

**Name:** \_\_utmv

**Value:** not specified

**Purpose:** The cookie is used to store custom user data. It is updated whenever information is sent to Google Analytics.

**Expiration date:** after 2 years

**Note:** This list cannot claim to be complete, as Google also changes the choice of its cookies again and again.

Here we show you an overview of the most important data collected with Google Analytics:

**Heatmaps:** Google creates so-called heatmaps. Heatmaps allow you to see exactly those areas that you click on. This gives us information about where you are "on the move" on our site.

**Session duration:** Google defines session duration as the time you spend on our site without leaving. If you have been inactive for 20 minutes, the session ends automatically.

**Bounce rate:** A bounce rate is when you view only one page on our website and then leave our website again.

**Account creation:** When you create an account or place an order on our website, Google Analytics collects this data.

**IP address:** The IP address is only shown in abbreviated form so that no clear assignment is possible.

**Location:** The IP address can be used to determine the country and your approximate location. This process is also called IP location determination.

**Technical information:** Technical information may include your browser type, Internet service provider, or screen resolution.

**Source of origin:** Google Analytics or, of course, we are also interested in which website or which advertisement you came to our site from.

Other data include contact details, any ratings, playing media (e.g., when you play a video via our site), sharing content via social media, or adding to your favorites. The enumeration does not claim to be complete and only serves as a general orientation of the data storage by Google Analytics.

### **How long and where is the data stored?**

Google has its servers spread all over the world. Most servers are located in America and consequently your data is mostly stored on American servers. Here you can read exactly where Google's data centers are located:

<https://www.google.com/about/datacenters/inside/locations/?hl=de>

Your data is distributed on different physical data carriers. This has the advantage that the data can be retrieved more quickly and is better protected

against manipulation. In every Google data center, there are corresponding emergency programs for your data. If, for example, the hardware at Google fails or natural disasters paralyze servers, the risk of a service interruption at Google still remains low.

By default, Google Analytics sets a retention period of 26 months for your user data. Then your user data is deleted. However, we have the option to choose the retention period of user data ourselves. There are five variants available to us for this purpose:

- Deletion after 14 months
- Deletion after 26 months
- Deletion after 38 months
- Deletion after 50 months
- No automatic deletion

Once the specified period has expired, the data is deleted once a month. This retention period applies to your data associated with cookies, user recognition and advertising IDs (e.g. DoubleClick domain cookies). Reporting results are based on aggregated data and are stored separately from user data. Aggregated data is a merging of individual data into a larger unit.

### **How can I delete my data or prevent data storage?**

Under European Union data protection law, you have the right to access, update, delete, or restrict your data. Using the browser add-on to disable Google Analytics JavaScript (ga.js, analytics.js, dc.js), you can prevent Google Analytics from using your data. You can download and install the browser add-on at <https://tools.google.com/dlpage/gaoptout?hl=de>. Please note that this add-on only disables data collection by Google Analytics.

If you generally want to disable, delete or manage cookies (independently of Google Analytics), there are separate instructions for each browser:

[Chrome: Delete, enable and manage cookies in Chrome](#)

[Safari: Managing cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

Google Analytics is an active participant in the EU-U.S. Privacy Shield Framework, which regulates the correct and secure transfer of personal data. You can find more information about this at

<https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&tid=221116522>. We hope we have been able to provide you with the most important information about Google Analytics data processing. If you want to learn more about the tracking service, we recommend these two links:

<http://www.google.com/analytics/terms/de.html> and

<https://support.google.com/analytics/answer/6004245?hl=de>.

## **Facebook privacy policy**

We use selected Facebook tools from Facebook on our website. Facebook is a social media network of the company Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland. With the help of these tools, we can offer you and people who are interested in our products and services the best possible offer. In the following, we provide an overview of the various Facebook tools, what data is sent to Facebook and how you can delete this data.

### **What are Facebook tools?**

Among many other products, Facebook also offers the so-called "Facebook Business Tools". This is the official name of Facebook. However, since the term is hardly known, we have decided to simply call them Facebook Tools. Among them are:

- Facebook Pixel
- social plug-ins (such as the "Like" or "Share" button)
- Facebook Login
- Account Kit
- APIs (Application Programming Interface)
- SDKs (collection of programming tools)
- Platform integrations
- Plugins
- Codes

- Specifications
- Documentations
- Technologies and services

Through these tools, Facebook extends services and has the ability to obtain information about user activity outside of Facebook.

### **Why do we use Facebook tools on our website?**

We want to show our services and products only to people who are really interested in them. With the help of advertisements (Facebook ads), we can reach precisely these people. However, in order to show users suitable ads, Facebook needs information about people's wishes and needs. Thus, information about user behavior (and contact data) on our website is made available to the company. As a result, Facebook collects better user data and can show interested people the appropriate advertising about our products or services. The tools thus enable tailored advertising campaigns on Facebook.

Data about your behavior on our website is called "event data" by Facebook. This is also used for measurement and analysis services. Facebook can thus create "campaign reports" on our behalf about the impact of our advertising campaigns. Furthermore, analytics give us better insight into how you use our services, website or products. As a result, we use some of these tools to optimize your user experience on our website. For example, social plug-ins allow you to share content on our site directly on Facebook.

### **What data is stored by Facebook tools?**

By using individual Facebook tools, personal data (customer data) can be sent to Facebook. Depending on the tools used, customer data such as name, address, phone number and IP address may be sent.

Facebook uses this information to match the data with their own data that they have from you (if you are a Facebook member). Before customer data is transferred to Facebook, a process called "hashing" takes place. This means that a data record of any size is transformed into a string of characters. This also serves to encrypt data.

In addition to contact data, "event data" is also transmitted. Event data" refers to the information that we receive about you on our website. For example, which

subpages you visit or which products you buy from us. Facebook does not share the information it receives with third parties (such as advertisers) unless it has explicit permission or is legally required to do so. "Event data" may also be associated with contact information. This allows Facebook to offer better personalized advertising. After the matching process already mentioned, Facebook deletes the contact data again.

In order to deliver ads in an optimized manner, Facebook uses Event Data only when it has been aggregated with other data (collected by Facebook in other ways). Facebook also uses this event data for security, protection, development, and research purposes. Much of this data is transferred to Facebook via cookies. Cookies are small text files used to store data or information in browsers. Depending on the tools you use and whether you are a Facebook member, different numbers of cookies are created in your browser. We go into more detail about individual Facebook cookies in the descriptions of each Facebook tool. General information about the use of Facebook cookies can also be found at <https://www.facebook.com/policies/cookies>.

### **How long and where is the data stored?**

Basically, Facebook stores data until it is no longer needed for its own services and Facebook products. Facebook has servers all over the world where your data is stored. However, customer data is deleted within 48 hours after it has been matched with the user's own data.

### **How can I delete my data or prevent data storage?**

In accordance with the Basic Data Protection Regulation, you have the right to information, correction, transferability and deletion of your data.

A complete deletion of the data will only occur if you delete your Facebook account completely. And this is how deleting your Facebook account works:

- 1) Click Settings on the right side of Facebook.
- 2) Then click "Your Facebook information" in the left column.
- 3) Now click "Deactivation and deletion".
- 4) Now select "Delete account" and then click "Next and delete account".



5) Now enter your password, click "Next" and then click "Delete account".

The storage of data that Facebook receives via our site takes place, among other things, via cookies (e.g. for social plugins). In your browser, you can deactivate, delete or manage individual or all cookies. Depending on which browser you use, this works in different ways. The following instructions show how to manage cookies in your browser:

[Chrome: Delete, enable and manage cookies in Chrome](#)

[Safari: Managing cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

If you do not want to have cookies in principle, you can set up your browser so that it always informs you when a cookie is to be set. This way, you can decide for each individual cookie whether you allow it or not.

Facebook is an active participant in the EU-U.S. Privacy Shield Framework, which governs the accurate and secure transfer of personal data. You can find more information about this at

<https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We hope we have brought you closer to the most important information about the use and data processing by Facebook tools. If you want to learn more about how Facebook uses your data, we recommend that you read the Data Policy at <https://www.facebook.com/about/privacy/update>.

### **Instagram privacy policy**

We have integrated Instagram functions on our website. Instagram is a social media platform of the company Instagram LLC, 1601 Willow Rd, Menlo Park CA 94025, USA. Instagram has been a subsidiary of Facebook Inc. since 2012 and is one of the Facebook products. Embedding Instagram content on our website is called embedding. This allows us to show you content such as buttons, photos or videos from Instagram directly on our website. When you call up web pages on

our website that have an Instagram function integrated, data is transmitted to Instagram, stored and processed. Instagram uses the same systems and technologies as Facebook. Your data is thus processed across all Facebook companies.

In the following, we want to give you a more detailed insight into why Instagram collects data, what kind of data it is and how you can largely control the data processing. Since Instagram belongs to Facebook Inc., we obtain our information from the Instagram policies on the one hand, but also from the Facebook data policies themselves on the other hand.

### **What is Instagram?**

Instagram is one of the most popular social media networks in the world. Instagram combines the advantages of a blog with those of audiovisual platforms like YouTube or Vimeo. You can upload photos and short videos on "Insta" (as many of the users casually call the platform), edit them with various filters and also distribute them on other social networks. And if you don't want to be active yourself, you can just follow other interesting users.

### **Why do we use Instagram on our website?**

Instagram is the social media platform that has really gone through the roof in recent years. And of course we have also responded to this boom. We want you to feel as comfortable as possible on our website. That's why a varied preparation of our content is a matter of course for us. Through the embedded Instagram features, we can enrich our content with helpful, funny or exciting content from the Instagram world. Since Instagram is a subsidiary of Facebook, the data collected can also serve us for personalized advertising on Facebook. This way, only people who are really interested in our products or services receive our ads.

Instagram also uses the collected data for measurement and analytics purposes. We get aggregate statistics and thus more insight about your likes and interests. It's important to note that these reports do not identify you personally.

### **What data is stored by Instagram?**

When you come across one of our pages that have Instagram features (such as Instagram images or plug-ins) built in, your browser automatically connects to Instagram's servers. In the process, data is sent to Instagram, stored and processed. And this is regardless of whether you have an Instagram account or not. This includes information about our website, about your computer, about purchases made, about advertisements you see and how you use our offer. Furthermore, the date and time of your interaction with Instagram is also stored. If you have an Instagram account or are logged in, Instagram stores significantly more data about you.

Facebook distinguishes between customer data and event data. We assume that this is exactly the same for Instagram. Customer data are, for example, name, address, phone number and IP address. This customer data is only transmitted to Instagram after it has been hashed. Hashing means that a data record is transformed into a character string. This makes it possible to encrypt the contact data. In addition, the "event data" mentioned above is also transmitted. By "event data" Facebook - and consequently Instagram - understands data about your user behavior. It may also happen that contact data is combined with event data. The collected contact data is matched with the data that Instagram already has from you.

Via small text files (cookies), which are usually set in your browser, the collected data is transmitted to Facebook. Depending on the Instagram functions used and whether you have an Instagram account yourself, different amounts of data are stored.

We assume that Instagram's data processing works in the same way as Facebook's. This means that if you have an Instagram account or have visited [www.instagram.com](http://www.instagram.com), Instagram has at least set a cookie. If this is the case, your browser sends info to Instagram via the cookie as soon as you come into contact with an Instagram function. At the latest after 90 days (after matching), this data is deleted again or anonymized. Although we have intensively studied Instagram's data processing, we cannot say exactly what data Instagram collects and stores.

Below we show you cookies that are set in your browser at least when you click on an Instagram feature (such as button or an Insta image). In our test, we

assume that you do not have an Instagram account. Of course, if you are logged in to Instagram, significantly more cookies are set in your browser.

These cookies were used in our test:

**Name:** csrftoken

**Value:** ""

**Purpose:** This cookie is most likely set for security reasons, to prevent falsification of requests. However, we could not find out more precisely.

**Expiration date:** after one year

**Name:** mid

**Value:** ""

**Purpose:** Instagram sets this cookie to optimize its own services and offerings on and off Instagram. The cookie sets a unique user ID.

**Expiration date:** after the end of the session

**Name:** fbsr\_221116522124024

**Value:** not specified

**Purpose:** This cookie stores the log-in request for users of the Instagram app.

**Expiration date:** after the end of the session

**Name:** rur

**Value:** ATN

**Purpose:** This is an Instagram cookie that ensures functionality on Instagram.

**Expiration date:** after the end of the session

**Name:** urlgen

**Wert:** „{„194.96.75.33”: 1901}:1iEtYv:Y833k2\_UjKvXgYe221116522“

**Purpose:** This cookie is used for Instagram's marketing purposes.

**Expiration date:** after the end of the session

**Note:** We cannot claim completeness here. Which cookies are set in individual cases depends on the embedded features and your use of Instagram.

### **How long and where is the data stored?**

Instagram shares the information it receives between Facebook companies with external partners and with people you connect with around the world. The data processing is done in compliance with its own data policy. Your data is

distributed, among other things for security reasons, on Facebook servers around the world. Most of these servers are located in the USA.

### **How can I delete my data or prevent data storage?**

Thanks to the Basic Data Protection Regulation, you have the right of access, portability, rectification and deletion of your data. You can manage your data in the Instagram settings. If you want to completely delete your data on Instagram, you must permanently delete your Instagram account.

And this is how the deletion of the Instagram account works:

First, open the Instagram app. On your profile page, go down and click on "Help section". Now you will get to the company's website. On the webpage, click "Manage account" and then click "Delete your account".

When you delete your account entirely, Instagram deletes posts such as your photos and status updates. Information that other people have shared about you does not belong to your account and consequently will not be deleted.

As mentioned above, Instagram stores your data primarily via cookies. You can manage, disable or delete these cookies in your browser. Depending on your browser, the management always works a bit differently. Here we show you the instructions for the most important browsers.

[Chrome: Delete, enable and manage cookies in Chrome](#)

[Safari: Managing cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

[Internet Explorer: Delete and manage cookies](#)

[Microsoft Edge: Delete and manage cookies](#)

You can also basically set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

Instagram is a subsidiary of Facebook Inc. and Facebook is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures proper data transfer between the U.S. and the European Union. You can learn more about it at <https://www.privacyshield.gov/participant?id=a2zt0000000GnywAAC>. We have tried to bring you closer to the most important information about Instagram's data processing.

You can learn even more about Instagram's data policies at <https://help.instagram.com/519522125107875>.

### **LinkedIn Privacy Policy**

We use social plug-ins of the social media network LinkedIn, of the company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA on our website. The social plug-ins can be feeds, sharing of content or links to our LinkedIn page. The social plug-ins are clearly marked with the familiar LinkedIn logo and allow, for example, interesting content to be shared directly via our website. For the European Economic Area and Switzerland, LinkedIn Ireland Unlimited Company Wilton Place in Dublin is responsible for data processing.

By embedding such plug-ins, data can be sent to LinkedIn, stored and processed there. In this privacy policy, we want to inform you about what data is involved, how the network uses this data and how you can manage or prevent the data storage.

### **What is LinkedIn?**

LinkedIn is the largest social network for business contacts. Unlike Facebook, for example, the company focuses exclusively on building business contacts. Companies can present services and products on the platform and establish business relationships. Many people also use LinkedIn to look for jobs or to find suitable employees for their own company. In Germany alone, the network has over 11 million members. In Austria, there are around 1.3 million.

### **Why do we use LinkedIn on our website?**

We know how busy you are. You can't follow all the social media channels individually. Even if it would be worth it, as in our case. Because time and again we post interesting news or reports that are worth spreading. That's why we've made it possible on our website to share interesting content directly on LinkedIn

or to link directly to our LinkedIn page. We consider built-in social plug-ins as an extended service on our website. The data that LinkedIn collects also helps us to show possible advertising measures only to people who are interested in our offer.

### **What data is stored by LinkedIn?**

Only through the mere integration of the social plug-ins LinkedIn does not store any personal data. LinkedIn calls this data generated by plug-ins passive impressions. But when you click on a social plug-in, for example to share our content, the platform stores personal data as so-called "active impressions". And this is regardless of whether you have a LinkedIn account or not. If you are logged in, the collected data is assigned to your account.

Your browser establishes a direct connection to LinkedIn's servers when you interact with our plug-ins. In this way, the company logs various usage data. In addition to your IP address, this may include login data, device information, or information about your Internet or mobile provider. If you access LinkedIn services via your smartphone, your location (after you have allowed this) can also be determined. LinkedIn may also share this data in "hashed" form with third-party advertisers. Hashing means turning a record into a string of characters. This makes it possible to encrypt the data in such a way that people can no longer be identified.

Most data about your user behavior is stored in cookies. These are small text files that are usually set in your browser. LinkedIn may also use web beacons, pixel tags, display tags, and other device identifiers.

Various tests also show which cookies are set when a user interacts with a social plug-in. The data found cannot claim to be complete and only serves as an example. The following cookies were set without being logged in to LinkedIn:

**Name:** bcookie

**Wert:** =2&34aab2aa-2ae1-4d2a-8baf-c2e2d7235c16221116522-

**Purpose:** The cookie is a so-called "browser ID cookie" and consequently stores your identification number (ID).

**Expiration date:** After 2 years

**Name:** lang

**Value:** v=2&lang=en-en

**Purpose:** This cookie stores your default or preferred language.

**Expiration date:** after session end

**Name:** lidc

**Wert:** 1818367:t=1571904767:s=AQF6KNnJ0G221116522...

**Purpose:** This cookie is used for routing. Routing records the ways you came to LinkedIn and how you navigate through the website there.

**Expiration date:** after 24 hours

**Name:** rtc

**Value:** kt0lrv3NF3x3t6xvDgGrZGDKkX

**Purpose:** No further information could be found about this cookie.

**Expiration date:** after 2 minutes

**Name:** JSESSIONID

**Wert:** ajax:2211165222900777718326218137

**Purpose:** This is a session cookie that LinkedIn uses to maintain anonymous user sessions through the server.

**Expiration date:** after session end

**Name:** bscookie

**Value:** "v=1&201910230812...

**Purpose:** This cookie is a security cookie. LinkedIn describes it as a secure browser ID cookie.

**Expiration date:** after 2 years

**Name:** fid

**Value:** AQHj7li23ZBcqAAAA...

**Purpose:** No further information could be found about this cookie.

**Expiration date:** after 7 days

**Note:** LinkedIn also works with third-party providers. That's why we also detected the three Google Analytics cookies `_ga` and `_gat` during our test.

**How long and where is the data stored?**



In principle, LinkedIn retains your personal data for as long as the company deems it necessary to provide its own services. However, LinkedIn deletes your personal data when you delete your account. In some exceptional cases, LinkedIn retains some data in aggregate and anonymized form even after you delete your account. Once you delete your account, other people will not be able to see your data within one day. LinkedIn generally deletes data within 30 days. However, LinkedIn retains data if it is necessary due to legal obligation. Data that can no longer be assigned to individuals remain stored even after the account is closed. The data is stored on various servers in America and presumably also in Europe.

### **How can I delete my data or prevent data storage?**

You have the right to access and also delete your personal data at any time. In your LinkedIn account you can manage, change and delete your data. In addition, you can also request a copy of your personal data from LinkedIn.

Here's how to access the account information in your LinkedIn profile:

On LinkedIn, click on your profile icon and select the "Settings and Privacy" section. Now click "Privacy" and then click "Change" in the "How LinkedIn uses your data" section. In just a short time, you'll be able to download selected data about your web activity and account history.

You also have the option in your browser to prevent data processing by LinkedIn. As mentioned above, LinkedIn stores most data via cookies that are set in your browser. You can manage, deactivate or delete these cookies. Depending on which browser you have, the management works slightly differently. You can find the instructions for the most common browsers here:

[Chrome: Delete, enable and manage cookies in Chrome](#)

[Safari: Managing cookies and website data with Safari](#)

[Firefox: Delete cookies to remove data that websites have placed on your computer](#)

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You can also basically set up your browser so that you are always informed when a cookie is to be set. Then you can always decide individually whether you want to allow the cookie or not.

LinkedIn is an active participant in the EU-U.S. Privacy Shield Framework. This framework ensures proper data transfer between the U.S. and the European Union. You can learn more about it at

<https://www.privacyshield.gov/participant?id=a2zt0000000LOUZAA0>. We have tried to bring you closer to the most important information about LinkedIn's data processing. At <https://www.linkedin.com/legal/privacy-policy> you can learn even more about the data processing of the social media network LinkedIn.