Data privacy statement of www.u-turn-research.com in accordance with the requirements of the GDPR

A. Data privacy statement in accordance with the GDPR

I. Name and address of the controller

The controller within the meaning of the General Data Protection Regulation and other national data protection laws of the member states and other data protection regulations is:

U-Turn Research GmbH
Kunibertskloster 7-9
50668 Köln
Mobile: +49 162 2038824
Email: d.welker@u-turn-research.com

Name and address of the data protection officer
The controller's data protection officer is:

datarea GmbH
Dr. Christian Holtermann
Meißner Straße 103
01445 Radebeul
Germany
Tel.: 0351 20 25 14 26
Email: info@datarea.de
Website: www.datarea.de

II. General information about data processing

1. Scope of the processing of personal data

We process personal data from our users strictly only insofar as this is necessary for the provision of a functional website and our content and services. Regular processing of our users' personal data only takes place after the user has consented to this. An exception applies in cases in which the prior obtaining of consent is not possible for factual reasons and the processing of the data is permitted by statutory provisions.

2. Legal basis for the processing of personal data

Insofar as we obtain consent from the data subjects for the personal data processing operations, Art. 6 Para. 1 (a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis.
For the processing of personal data that is necessary for the performance of a contract to which the data subject is party, Art. 6 Para. 1 (b) serves as the legal basis. This also applies to processing operations that are necessary for the execution of pre-contractual measures.
Insofar as the processing of personal data is necessary for compliance with a legal obligation to which our company is subject, Art. 6 Para. 1 (c) GDPR serves as the legal basis.
In the event that vital interests of the data subject or another natural person make the processing of personal data necessary, Art. 6 Para. 1 (d) GDPR serves as the legal basis.
If the processing is necessary to protect a legitimate interest of our company or a third party, and the interests, fundamental rights and freedoms of the data subject do not override the aforementioned interest, Art. 6 Para. 1 (f) GDPR serves as the legal basis for the processing.

3. Data deletion and storage period

The personal data of the data subject are deleted or blocked as soon as the purpose of the storage no longer applies. In addition storage can take place if this was provided for by the European or national legislator in regulations under Union law, other laws or other provisions to which the controller is subject. The blocking or deletion of the data also takes place if a storage period prescribed by the aforementioned standards expires, unless there is a requirement for further storage of the data for the conclusion or performance of a contract.

III. Provision of the website and creation of logfiles

1. Description and scope of the data processing

Every time our Internet site is accessed, our system automatically records data and information from the system of the accessing computer.
The following data are collected:

(1) Information on the browser type and the version used
(2) The user's operating system
(3) The user's Internet service provider
(4) The user's IP address
(5) Date and time of access

(6) Websites from which the user's system reaches our Internet site
(7) Websites accessed by the user's system via our website
(8) Name and URL of the file retrieved
(9) Message whether the retrieval was successful

The data are also stored in our system's logfiles. These data are not stored together with other personal data from the user.

2. Legal basis for the data processing

The legal basis for the temporary storage of the data and logfiles is Art. 6 Para. 1 (f) GDPR.

3. Purpose of the data processing

The temporary storage of the IP address by the system is necessary to enable the website to be delivered to the user's computer. For this the user's IP address has to remain stored for the duration of the session.

The storage in logfiles takes place to ensure the functionality of the website. The data also serve for us to optimise the website and ensure the security of our IT systems. In this context no evaluation of the data for marketing purposes takes place.

These purposes also comprise our legitimate interest in the data processing in accordance with Art. 6 Para. 1 (f) GDPR.

4. Data storage period

The data are deleted as soon as they are no longer required for the purpose for which they were collected. When the data has been recorded for providing the website, this is the case when the respective session is ended.
When the data are stored in logfiles, this is the case after seven days at the latest. Storage beyond this period is possible. In this case the users' IP addresses are deleted or disguised so that it is no longer possible to allocate these to the accessing client.

5. Possibility of objection and deletion

The recording of data for the provision of the website and the storage of data in logfiles are essential for the operation of the Internet site. Consequently the user has no possibility of objecting.

IV. Use of cookies

a) Description and scope of data processing

Our website uses cookies, which are text files that are stored in or by the Internet browser on the user's computer system. When a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic sequence of characters that enable the browser to be clearly identified when the website is accessed again.

We use cookies to make our website more user-friendly. Some elements of our website also require the accessing browser to be identified after a change of page.
The cookies store and transmit the following data:

(1) Language settings
(2) Browser type/ browser version
(3) Operating system used
(4) Referrer URL
(5) Host name of the accessing computer
(6) Time of the server request

b) Legal basis for the data processing

The legal basis for the processing of personal data with the use of cookies is Art. 6 Para. 1 (f) GDPR.

c) Purpose of the data processing

The purpose of using technically necessary cookies is to simplify the use of websites for the users. Some functions of our Internet site cannot be offered without the use of cookies. For these it is necessary for the browser also to be recognised after a change of page.
We require cookies for the following applications:

(1) Recording access to the website
(2) Adopting language settings
(3) Noting search terms
(4) Pages visited on this website (so-called referrer URL)

The user data collected by the cookies that are technically necessary are not used to create user profiles. These purposes also comprise our legitimate interest in processing personal data in accordance with Art. 6 Para. 1 (f) GDPR.

e) Storage period, possibility of objection and deletion

Cookies are stored on the user's computer, which transmits them to our site. Therefore you as the user have full control over the use of cookies. You can deactivate or restrict the

transmission of cookies by altering the settings of your Internet browser. Cookies that have already been stored can be deleted at any time. This can also take place automatically. If cookies are deactivated for our website, you might no longer be able to use all the functions of the website to the full.

V. Contact form and email contact

1. Description and scope of data processing

On our Internet site there is a contact form that can be used to contact us electronically. If a user makes use of this option, the data entered in the input template are transmitted to us and stored. These data are:

At the time of sending the message, the following data are stored:

(1) The user's IP address
(2) Date and time of making contact
(3) Name
(4) Email
(5) Subject matter
(6) Message

For the processing of the data, your consent is obtained and reference is made to this data privacy statement during the process of sending the message.

Alternatively contact is possible using the email address provided. In this case the user's personal data transmitted with the email are stored.

No data are transmitted to third parties in this context. The data are used exclusively for processing the conversation.

2. Legal basis for the data processing

When the user's consent has been obtained, the legal basis for processing the data is Art. 6 Para. 1 (a) GDPR.

The legal basis for processing the data transmitted when sending an email is Art. 6 Para. 1 (f) GDPR. If the email contact is intended for the conclusion of a contract, an additional legal basis for the processing is Art. 6 Para. 1 (b) GDPR.

3. Purpose of the data processing

The processing of the personal data from the input template serves solely for us to process the establishment of contact. In the case of contact being made by email, this also provides the necessary legitimate interest in processing the data.
The other personal data processed during the sending process serve to prevent the misuse of the contact form and ensure the security of our IT systems.

4. Storage period

The data are deleted as soon as they are no longer required for achieving the purpose for which they were collected. For the personal data from the contact form input template and the personal data transmitted by email, this is the case when the respective conversation with the user has ended. The conversation is ended when the circumstances indicate that the matter concerned has been conclusively clarified.

The personal data additionally collected during the sending process are deleted after a period of seven days at the latest.

5. Possibility of objection and deletion

The user has the possibility of revoking their consent to the processing of their personal data at any time. If the user makes contact with us by email, they can object to the storage of their personal data at any time. In such a case the conversation cannot be continued.

Please send your enquiry concerning revocation and deletion to:

U-Turn Research GmbH
Kunibertskloster *7-9*
50668 Köln
Mobile: +49 162 2038824
Email: d.welker@u-turn-research.com

This can be done in writing and by email.

In this case all the personal data that were stored during the course of making contact will be deleted.

VI. Transmission of personal data to third parties

1. Third-party presences (Google Maps, YouTube etc.)

Within the context of our website it can happen that third-party content is also incorporated on the site, such as YouTube, Google Maps or graphics. Here it is usual for the IP address to be forwarded to the third parties for the use of the services (e.g. to display them in the browser). In principle we have no influence over how the third party acts with the data.

Please refer to the providers' websites for the respective data privacy statements for the browser plug-ins:

- YouTube - https://www.youtube.com, https://www.google.de/intl/de/policies/privacy/,
- Google-Maps - https://www.google.com/intl/de/policies/privacy/.

VII. Rights of the data subject

If personal data concerning you are processed, you are a data subject within the meaning of the GDPR and you are entitled to the following rights in respect of the controller:

1. Right of access

You can request confirmation from the controller as to whether we process personal data concerning you.

If such processing takes place, you can request details of the following information from the controller:

(1) the purposes for which the personal data are processed;

(2) the categories of personal data that are processed;

(3) the recipients or categories of recipients to whom personal data concerning you have been or will be disclosed;

(4) the planned storage period for the personal data concerning you or, if concrete details of this are not possible, criteria for determining the storage period;

(5) the existence of a right to the rectification or erasure of the personal data concerning you, a right to the restriction of the processing by the controller or a right of objection to such processing;

(6) the existence of a right to lodge a complaint with a supervisory authority;

(7) all the available information on the origin of the data if the personal data are not collected from the data subject;

(8) the existence of automated decision-making including profiling in accordance with Art. 22 Para. 1 and 4 GDPR, and – at least in these cases – meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the data subject.

You have the right to request information as to whether the personal data concerning you are transferred to a third country or to an international organisation. In this context you can request to be informed of the appropriate safeguards pursuant to. Art. 46 GDPR relating to this transfer.

2. Right to rectification

You have a right to rectification and/or completion by the controller insofar as the processed personal data concerning you are incorrect or incomplete. The controller must undertake such rectification without delay.

3. Right to restriction of processing

Under the following conditions you can request the restriction of the processing of the personal data concerning you:

(1) if you contest the correctness of the personal data concerning you for a period of time that enables the controller to verify the accuracy of the personal data;

(2) if the processing is unlawful and you decline the erasure of the personal data and instead request the restriction of the use of the personal data;

(3) if the controller no longer requires the personal data for the purpose of the processing, however you require them for the establishment, exercise or defence of legal claims, or

(4) if you have objected to the processing pursuant to Art. 21 Para. 1 GDPR and it has not yet been established whether the legitimate grounds of the controller override your grounds.

If the processing of the personal data concerning you has been restricted, apart from the storage of these data they can only be processed with your consent or for the establishment, exercise or defence of legal claims, or to protect the rights of another natural or legal person, or for reasons of important public interest of the Union or of a Member State.

If the processing has been restricted in accordance with the aforementioned requirements, you will be informed by the controller before the restriction of the processing is lifted.

4. Right to erasure

a) Duty of erasure

You can ask the controller to erase the personal data concerning you without delay and the controller is obliged to erase these data without delay if one of the following grounds applies:

(1) The personal data concerning you are no longer necessary in relation to the purposes for which they were collected or otherwise processed.

(2) You withdraw your consent on which the processing is based pursuant to Art. 6 Para. 1 (a) or Art. 9 Para. 2 (a) GDPR, and there is no other legal ground for the processing.

(3) You object to the processing pursuant to Art. 21 Para. 1 GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 Para. 2 GDPR.

(4) The personal data concerning you have been unlawfully processed.

(5) The erasure of the personal data concerning you is necessary for compliance with a legal obligation in accordance with Union law or the law of a Member State to which the controller is subject.

(6) The personal data concerning you have been collected in relation to the offer of information society services referred to in Art. 8 Para. 1 GDPR.

b) Information to third parties

If the controller has made personal data concerning you public and if he is obliged to erase it pursuant to Art. 17 Para. 1 GDPR, the controller, taking account of available technology and the cost of implementation, must take reasonable measures, including technical steps, to inform controllers which are processing the personal data that you as the data subject have requested the erasure by them of any links to, or copy or replication of, those personal data.

c) Exceptions

The right to erasure does not exist insofar as the processing is necessary

(1) for exercising the right of freedom of expression and information;

(2) for compliance with a legal obligation which requires processing in accordance with Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;

(3) for reasons of public interest in the area of public health in accordance with Art. 9 Para. 2 (h) and (i) and Art. 9 Para. 3 GDPR;

(4) for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Art. 89 Para. 1 GDPR, insofar as the right referred to in Section a) is likely to render impossible or seriously impair the achievement of the objectives of that processing, or

(5) for the establishment, exercise or defence of legal claims.

5. Right to notification

If you have asserted the right to rectification, erasure or restriction of processing in respect of the controller, the controller is obliged to inform all recipients to whom the personal data concerning you has been disclosed of this rectification or erasure or restriction of processing unless this proves impossible or involves disproportionate effort.

You have the right to be informed about these recipients by the controller.

6. Right to data portability

You have the right to receive the personal data concerning you which you have provided to a controller, in a structured, commonly used and machine-readable format. You also have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where

(1) the processing is based on consent pursuant to Art. 6 Para. 1 (a) GDPR or Art. 9 Para. 2 (a) GDPR or a contract pursuant to Art. 6 Para. 1 l(b) GDPR and

(2) the processing is carried out by automated means.

In exercising this right, you also have the right to have the personal data concerning you transmitted directly from one controller to another, where technically feasible. This must not adversely affect the rights and freedoms of other people.

The right to data portability does not apply to processing of personal data that is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

7. Right to object

You have the right to object, on grounds relating to your particular situation, at any time to processing of the personal data concerning you that takes place based on Art. 6 Para. 1 (e) or (f) GDPR; this also applies to profiling based on these provisions.

The controller will no longer process the personal data concerning you unless the controller demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

If the personal data concerning you are processed for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for the purpose of such marketing; this also applies to profiling to the extent that it is related to such direct marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for such purposes.

In the context of the use of information society services, and notwithstanding Directive 2002/58/EC, you have the option of exercising your right to object by automated means using technical specifications.

8. Right to retract your declaration of consent under data protection law

You have the right to retract your declaration of consent under data protection law at any time. This retraction will not affect the lawfulness of the processing that has taken place on the basis of your consent.

9. Automated decision-making, including profiling

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

(1) is necessary for entering into, or performance of, a contract between you and the controller,

(2) is permitted under legal provisions of Union or Member State law to which the controller is subject and these legal provisions also lay down suitable measures to safeguard your rights and freedoms and legitimate interests or

(3) takes place with your explicit consent.

However, these decisions must not be based on special categories of personal data in accordance with Art. 9 Para. 1 GDPR, unless Art. 9 Para. 2 (a) or (g) GDPR applies and suitable measures to safeguard your rights and freedoms and your legitimate interests are in place.

In the cases referred to in (1) and (3), the data controller must implement suitable measures to safeguard your rights and freedoms and your legitimate interests, including at least the right to obtain human intervention on the part of the controller, to express your own point of view and to contest the decision.

10. Right to lodge a complaint with a supervisory authority

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the member state of your habitual residence, place of work or place of the alleged infringement, if you consider that the processing of personal data concerning you infringes the GDPR.

The supervisory authority with which the complaint has been lodged will inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

The supervisory authority with competence for us is:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen
[State Commissioner for the Protection of Data and Freedom of Information]
Ms Helga Block
Kavalleriestr. 2-4
40213 Düsseldorf
Phone: 0211/38424-0
Fax: 0211/38424-10
Email: poststelle@ldi.nrw.de