

Privacy Policy

Website

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1.0	18.05.2018	plazz AG	approval by management
1.1	15.03.2019	plazz AG	update privacy commissioner
1.2	15.06.2021	plazz AG	update privacy commissioner
1.3	08.11.2022	plazz AG	Hotjar and LinkedIn Insight Tag
1.4	23.01.2023	plazz AG	Microsoft Advertising
1.5	24.02.2023	plazz AG	Lead Forensics
1.6	01.02.2024	plazz AG	HubSpot
1.7	21.03.2024	plazz AG	update privacy commissioner & Leadfeeder
1.8	02.05.2025	plazz AG	Salesviewer
1.9	21.07.2025	plazz AG	Update Newsletter – Dispatch service provider

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Table of Content

1. Privacy Policy 4

2. Contact Details Responsible Body and Privacy Commissioner 4

Privacy Commissioner 4

3. Collection and Storage of Personal Data as well as Type and Purpose of their Use 4

3.1. Visiting the Website 4

3.2. Newsletter subscription 5

3.3. Use of contact form 5

3.4. Comments on the Blog 5

3.5. Application 5

4. Disclosure to Third Parties 6

5. Use of Cookies 6

6. Analysis Tools 6

6.1. Google Analytics 6

6.2. Use of Google AdWords (Remarketing/Conversion Tracking) 7

6.3. Hotjar 8

6.4. LinkedIn Insight Tag 8

6.5. Use of Microsoft Advertising (Universal Event Tracking/Conversion Tracking) 9

6.6. Salesviewer 9

7. Newsletter – Dispatch service provider 10

8. Use of Social Media Plug-Ins 10

8.1. Facebook 11

8.2. Twitter 11

8.3. LinkedIn 11

8.4. Xing 12

8.5. Youtube 12

9. Your Rights 12

9.1. Right to Know 12

9.2. Right to Rectification, Deletion and Restriction 13

9.3. Right to Data Transmission 13

9.4. Right of Revocation 13

9.5. Right of Appeal 13

10. Right of objection 13

11. Data Transmission Security 14

12. Up-to-dateness and changes to the Privacy Policy 14

1. Privacy Policy

Thank you for your interest in our website. We at plazz AG process personal data on this website.

The protection of your personal data is important to us and we want you to feel secure on our site. In the following sections we would like to inform you about the processing of your personal data on our website.

The Internet is a highly sensitive area in terms of data protection law, which is why the protection of your personal data is of the utmost importance to us. It goes without saying that we therefore comply with the statutory provisions of the EU Data Protection Basic Regulation when collecting, processing and using your data. Nevertheless, we are of course aware that many users of the Internet are very uncertain as to how this protection is guaranteed in individual cases. The following statement will therefore give you an overview of the type of data we collect, how we use and disclose it, what security measures we take to protect you and what information rights you have with regard to this.

2. Contact Details Responsible Body and Privacy Commissioner

If you have any questions regarding this privacy policy, please do not hesitate to contact us directly:

Contact Website

plazz AG

Bahnhofstraße 5a

99084 Erfurt

E-mail: info@plazz.ag

Phone: +49-361-3494789-0

Privacy Commissioner

Julia Pudenz

E-mail: datenschutz@plazz.ag

Phone: +49 361 3494789-0

3. Collection and Storage of Personal Data as well as Type and Purpose of their Use

3.1. Visiting the Website

In principle, you can visit our pages without having to provide any personal information. We only store so-called access data without personal reference, such as

- browser type and version,
- the operating system used,
- website from which you visit us,
- web page you are visiting,
- date and time of your access.

This anonymous data is stored separately from any personal data you may have provided and is used exclusively for statistical purposes. They serve to improve our website and our

offers. Processing is carried out in accordance with section 6 (1) (f) GDPR on the basis of our legitimate interest.

3.2. Newsletter subscription

We send out a newsletter at regular intervals. We will only send this to you if you have expressly consented in accordance with section 6 (1) lit. a GDPR. To receive the newsletter it is sufficient to provide an e-mail address.

You can unsubscribe at any time, for example via a link at the end of each newsletter. Alternatively, you are also welcome to send your unsubscribe request at any time to datenschutz@plazz.ag by e-mail.

3.3. Use of contact form

If you have any questions, we offer you the opportunity to contact us using the form provided on the website. A valid e-mail address and your name are required so that we know who sent the request and can respond to it. Further information can be provided voluntarily.

The processing is carried out in accordance with section 6 (1) lit. a GDPR with the consent given by you when collecting the data before sending the completed form.

The personal data received through the use of the contact form will be deleted by us after completion at the earliest 12 months after the request made by you.

3.4. Comments on the Blog

If you leave comments on our website, in addition to this information, your IP address, user name and time of creation will also be recorded. This serves our security, since we can be prosecuted for illegal contents on our web page, even if these were provided by users. Processing is carried out in accordance with section 6 (1) lit. a GDPR.

3.5. Application

Your application, including your personal data, will only be processed in the context of the application process for the position advertised. Unsolicited applications or applications as a freelancer will be examined by our personnel department for the purpose of a possible employment and processed if necessary within the scope of the further application procedure. The processing takes place both on the basis of your consent with submission of your documents, and on the basis of section 88 (1) and §26 FDPA (Federal Data Protection Act) new version.

The application documents will be deleted within six months after filling the vacancy. Your application documents will only be stored for a longer period of time if you have given your separate written consent.

We will delete your unsolicited application if no corresponding position is available in the foreseeable future. Here too, your application documents will only be stored for longer periods if you have given your separate written consent.

4. Disclosure to Third Parties

Your personal data will not be transmitted to third parties for purposes other than those listed below.

We will only pass on your personal data to third parties if:

- you have given your express consent pursuant to section 6 (1) lit. a GDPR,
- the disclosure pursuant to section 6 (1) GDPR is necessary to assert, exercise or defend legal claims and there is no reason to assume that you have an overriding interest worthy of protection in not disclosing your data,
- in the event that a legal obligation exists for the transfer pursuant to section 6 para. 1 lit. c GDPR, and
- this is legally permissible and is necessary for the processing of contractual relationships with you pursuant to section 6 (1) sentence 1 lit. b GDPR.

5. Use of Cookies

We use cookies. Cookies are small text files that are used to exchange or archive information and are stored on your computer. Above all, they serve to make visiting our website comfortable and to enable the use of certain functions. They are automatically deleted at the end of your visit. We do not collect or process any personal data through their use. Most web browsers automatically accept cookies. However, you can change your browser settings to avoid this.

6. Analysis Tools

The analysis tools listed below and used by us are carried out on the basis of section 6 (1) lit. f GDPR. With the tools we use, we want to ensure that our website is designed to meet your needs and is continually optimized. On the other hand, we use the tools to statistically record the use of our website and to evaluate it for the purpose of optimising our offer. These interests are to be regarded as legitimate within the meaning of the aforementioned provision.

The analysis tools used are explained below.

6.1. Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, Google will reduce your IP address within Member States of the European Union or in other states party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website

and Internet use. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser add-on available under the following link (http://tools.google.com/dlpage/gaoptout?hl=en). As an alternative to the browser add-on, especially for browsers on mobile devices, you can also prevent Google Analytics from collecting data by clicking on this link. An opt-out cookie is set to prevent future collection of your data when you visit this website. The opt-out cookie is only valid in this browser and only for our website and is stored on your device. If you delete the cookies in this browser, you must set the opt-out cookie again.

For more information on terms of use and data protection, please visit http://www.google.com/analytics/terms/de.html or http://www.google.com/policies/privacy/. Please note that the code "gat._anonymizeIp();" has been added to Google Analytics on this website to ensure anonymous collection of IP addresses (so-called IP masking).

We also use Google Analytics to evaluate data from AdWords and the double-click cookie for statistical purposes. If you do not want this, you can disable it using the Ads Preferences Manager (http://www.google.com/settings/ads/onweb/?hl=en).

6.2. Use of Google AdWords (Remarketing/Conversion Tracking)

Our website uses the service Google Adwords, an online advertising program of Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA.

We use the remarketing function within the Google AdWords service. The remarketing function enables us to present advertisements based on their interests to users of our website on other websites within the Google display network (on Google itself, so-called "Google ads" or on other websites). For this purpose, the interaction of users on our website is analysed, e.g. which offers the user was interested in, in order to be able to display targeted advertising to users even after visiting our website on other pages. To do this, Google stores a number in the browsers of users who visit certain Google services or websites on the Google Display Network. This number, known as a "cookie", is used to record the visits of these users. This number is used to uniquely identify a web browser on a particular computer and not to identify a person; personal data is not stored. You can disable Google's use of cookies by following the link below and downloading and installing the plug-in provided there: https://www.google.com/settings/ads/plugin. For more information about Google Remarketing and Google's privacy policy, please visit: http://www.google.com/privacy/ads/.

In addition, we use the so-called Conversion Tracking when using the Google AdWords service. When you click on an ad served by Google, a conversion tracking cookie is placed on your computer/end device. These cookies lose their validity after 30 days, do not contain any personal data and are therefore not used for personal identification. The information

collected using the conversion cookie is used to generate conversion statistics for AdWords customers who have opted for conversion tracking.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. In addition, you can disable interest-based ads on Google and interest-based Google ads on the web (within the Google display network) in your browser by clicking the "Off" button at " For more information about your choices and privacy at Google, please visit https://www.google.de/intl/de/policies/privacy/?fg=1.

6.3. Hotjar

On our website, we use Hotjar from Hotjar Ltd (Dragonara Business Centre 5th Floor, Dragonara Road, Paceville St. Julian´s STJ 3141, Malta).

We use Hotjar to better understand the needs of our users and to optimize the offer and experience on this website. Hotjar analyzes our users' behavior and feedback on our website through a combination of analytics and feedback tools. This gives us a better understanding of our users' experiences (e.g., how much time users spend on which pages, which links they click, what they like and don't like, etc.) and helps us align our offering with user feedback. Among the tools Hotjar offers are heatmaps, vistor recording, incoming feedback, feedback polls and surveys (learn more at https://www.hotjar.com/).

We have installed a tracking code so that we can collect information about user behavior on our website. The following data may be collected via the user's computer or browser.

- IP address of the computer (collected and stored in an anonymous format)
- Display size
- Browser info (which browser, which version, etc.)
- Location (but only the country)
- Preferred language setting
- Visited web pages (subpages)
- Date and time of access to one of our subpages (web pages)

Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf.

In addition, cookies also store data that is placed on the user's computer. You can see which cookies are used by Hotjar from the list of cookies set by the Hotjar tracking code (https://help.hotjar.com/hc/enus/articles/6952777582999#list-of-cookies-set-by-the-hotjar-tracking-code).

The legal basis for processing your data is consent pursuant with Art. 6 (1) sentence 1 lit. a of the GDPR.

6.4. LinkedIn Insight Tag

On our website, we use the LinkedIn Insight **T**ag, which is a conversion tracking and retargeting service. The service provider is the American company LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. The company LinkedIn Ireland

Unlimited (Wilton Place, Dublin 2, Ireland) is responsible for data protection aspects in the European Economic Area (EEA), the EU and Switzerland.

LinkedIn places a cookie on your computer, which is used to obtain information for the display of advertising. The cookie text files contain information about your visits to our website. Neither we nor LinkedIn combine the information obtained with your personal data and do not pass on any personal data to third parties.

It is in our interest to inform you about our offer and to make it clear and user-friendly for you. This is also the purpose of the data processing.

The data processing is based on Art. 6 (1) sentence 1 lit. f) GDPR.

More information about LinkedIn's standard contractual clauses can be found at https://www.linkedin.com/legal/l/dpa.

LinkedIn's current privacy policy is available at https://www.linkedin.com/legal/privacy-policy.

6.5. Use of Microsoft Advertising (Universal Event Tracking/Conversion Tracking)

Our website uses Microsoft Advertising to collect and store usage data, from which usage profiles are created using pseudonyms. This is a service provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA. This service enables us to track the activities of users on our website if they have reached our website via ads from Microsoft Ads. When a user reaches our website through such an ad, a cookie is set on their computer. A Bing UET tag is integrated on our website. This is a code which, in conjunction with the cookie, stores some non-personal data about the use of the website. Information about the identity of the user is not collected.

The user can prevent the collection of this data by not confirming the cookies in the banner/notice.

In addition, we use so-called conversion tracking as part of the use of the Microsoft Advertising service. This allows us to recognize that a user has clicked on an ad, has been redirected to our website and has previously achieved a certain conversion.

More information about Microsoft Advertising's analytics services can be found at the Microsoft Advertising page (https://help.ads.microsoft.com/#apex/3/de/53056/2)

For more information about Microsoft's privacy practices, see Microsoft's Privacy Policy (https://privacy.microsoft.com/de-de/privacystatement)

6.6. Salesviewer

This website uses SalesViewer® technology from SalesViewer® GmbH on the basis of the website operator’s legitimate interests (Section 6 paragraph 1 lit.f GDPR) in order to collect and save data on marketing, market research and optimisation purposes.

In order to do this, a javascript based code, which serves to capture company-related data and according website usage. The data captured using this technology are encrypted

in a non-retrievable one-way function (so-called hashing). The data is immediately pseudonymised and is not used to identify website visitors personally

The data stored by SalesViewer® will be deleted as soon as they are no longer required for their intended purpose and there are no legal obligations to retain them.

The data recording and storage can be repealed at any time with immediate effect for the future, by clicking on https://www.salesviewer.com/opt-out in order to prevent SalesViewer® from recording your data. In this case, an opt-out cookie for this website is saved on your device. If you delete the cookies in the browser, you will need to click on this link again.

7. Newsletter – Dispatch service provider

This website uses Brevo to send newsletters. The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany.

Brevo is a service with which, among other things, the sending of newsletters can be organized and analyzed. The data you enter for the purpose of subscribing to the newsletter is stored on the servers of Sendinblue GmbH in Germany.

With the help of Brevo, we are able to analyze our newsletter campaigns. For example, we can see whether a newsletter message has been opened and which links have been clicked on. In this way, we can determine, among other things, which links were clicked on particularly often.

If you do not wish to be analyzed by Brevo, you must unsubscribe from the newsletter. We provide a link for this purpose in every newsletter message.

You can find more information about Brevo's privacy policy here: https://www.brevo.com/legal/privacypolicy/

If you generally do not want Brevo to collect data, you can adjust the consent to the storage of cookies given by the cookie banner at any time via your browser settings or prevent their use.

8. Use of Social Media Plug-Ins

We use social plug-ins of social networks on our website on the basis of section 6 (1) lit. f GDPR:

- Facebook
- Twitter
- Youtube
- LinkedIn
- Xing

in order to make our company better known. The underlying advertising purpose is to be regarded as a legitimate interest within the meaning of the GDPR. Responsibility for data protection-compliant operation must be guaranteed by the respective provider.

8.1. Facebook

We have integrated components of Facebook on this website. Facebook is operated by Facebook, Inc, 1 Hacker Way, Menlo Park, CA 94025, USA. The person responsible for the processing of personal data if a data subject lives outside the USA or Canada is Facebook Ireland Ltd, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. A complete overview of all Facebook plug-ins can be found here: https://developers.facebook.com/docs/plugins/?locale=en_EN.

Only the Facebook button on the website is integrated as a graphic, which contains a link to the corresponding website of the provider. By clicking on the graphic you will be forwarded to the services of the provider. Only then will your data be sent to the provider. If you do not click on the graphic, there is no exchange between you and the provider of the social media button.

The data policy published by Facebook, which is available at https://de-de.facebook.com/about/privacy/, provides information about the collection, processing and use of personal data by Facebook. It also explains what setting options Facebook offers to protect the privacy of the person concerned. In addition, various applications are available that make it possible to suppress data transmission to Facebook. Such applications can be used by the person concerned to suppress data transmission to Facebook.

8.2. Twitter

We have integrated components of Twitter on this website. Twitter is operated by Twitter, Inc, 1355 Market Street, Suite 900, San Francisco, CA 94103, USA. Further information on the Twitter buttons can be found at https://about.twitter.com/de/resources/buttons.

Only the Twitter button on the website is integrated as a graphic, which contains a link to the corresponding website of the provider. By clicking on the graphic you will be forwarded to the services of the provider. Only then will your data be sent to the provider. If you do not click on the graphic, there is no exchange between you and the provider of the social media button.

The current data protection regulations of Twitter are available at https://twitter.com/privacy?lang=en.

8.3. LinkedIn

We have integrated components of LinkedIn Corporation on this website. LinkedIn is operated by LinkedIn Corporation, 2029 Stierlin Court Mountain View, CA 94043, USA. Privacy matters outside the USA are the responsibility of LinkedIn Ireland, Privacy Policy Issues, Wilton Plaza, Wilton Place, Dublin 2, Ireland. Further information on the LinkedIn plug-ins can be found at https://developer.linkedin.com/plugins.

Only the LinkedIn button on the website is integrated as a graphic, which contains a link to the corresponding website of the provider. By clicking on the graphic you will be forwarded to the services of the provider. Only then will your data be sent to the provider. If you do not click on the graphic, there is no exchange between you and the provider of the social media button.

LinkedIn's current privacy policy is available at https://www.linkedin.com/legal/privacy-policy.

8.4. Xing

We have integrated components from Xing on this website. Xing is operated by XING SE, Dammtorstraße 30, 20354 Hamburg, Germany. More information about the Xing plug-ins can be found at https://dev.xing.com/plugins.

Only the Xing button on the website is included as a graphic, which contains a link to the corresponding website of the provider. By clicking on the graphic you will be forwarded to the services of the provider. Only then will your data be sent to the provider. If you do not click on the graphic, there is no exchange between you and the provider of the social media button.

The data protection regulations published by Xing, which can be accessed at https://www.xing.com/privacy, provide information on the collection, processing and use of personal data by Xing. Xing has also published privacy notices for the XING share button at https://www.xing.com/app/share?op=data_protection.

8.5. Youtube

On our website we embed YouTube videos. YouTube, LLC, 901 Cherry Ave., San Bruno, CA 94066, USA is the operator of the corresponding plug-ins.

When you visit a page with the YouTube plugin, a connection to Youtube servers is established. Youtube will be informed which pages you visit. If you are logged into your Youtube account, Youtube can assign your surfing behavior to you personally. You can prevent this by logging out of your YouTube account beforehand.

If a YouTube video is started, the provider uses cookies that collect information about user behavior.

If you have deactivated the storage of cookies for the Google Ad program, you will not have to reckon with such cookies when viewing YouTube videos. Youtube also stores non-personal usage information in other cookies. If you want to prevent this, you must block the saving of cookies in your browser.

Further information on data protection at "Youtube" can be found in the provider's data protection declaration at: https://www.google.de/intl/de/policies/privacy/.

9. Your Rights

9.1. Right to Know

In accordance with section 15 GDPR, you have the right to request information from us at any time about the purpose of processing, the categories of data processed, the recipients of the categories of data, the duration of storage and the origin of your data. The information is provided promptly after application. Please submit the application personally, in writing, by post or e-mail to datenschutz@plazz.ag and attach a verification of your person. This is necessary to prevent misuse of your data.

9.2. Right to Rectification, Deletion and Restriction

In accordance with section 16 GDPR, you have the right to demand the immediate correction of incorrect or complete personal data stored by us.

You have the right pursuant to section 17 GDPR to request the deletion of your personal data stored by us. This does not apply if the processing is necessary to exercise the right to freedom of expression and information, to fulfil a legal obligation, for reasons of public interest or to assert, exercise or defend legal claims.

According to section 18 GDPR, you have the right to demand the restriction of the processing of your personal data if you dispute the accuracy of the data, if the processing is unlawful but you refuse its deletion and we no longer need the data, but if you need it to assert, exercise or defend legal claims or if you have filed an objection against the processing in accordance with section 21 GDPR.

If you wish to exercise your right, please submit your application in writing, by post or by e-mail to datenschschutz@plazz.ag.

9.3. Right to Data Transmission

You have the right under section 20 GDPR to receive the personal data you have provided to us in a structured, common and machine-readable format or to request its transfer to another person in charge.

If you wish to exercise your right, please submit your application in writing, by post or by e-mail to datenschschutz@plazz.ag.

9.4. Right of Revocation

You have the right to revoke your consent to us at any time in accordance with section 7, (3) GDPR. As a result, we are no longer allowed to continue processing data based on this consent in the future.

If you wish to exercise your right, please submit your application in writing, by post or by e-mail to datenschschutz@plazz.ag.

9.5. Right of Appeal

You have the right to complain to a regulatory authority under section 77 GDPR. As a rule, you can contact the supervisory authority of your usual place of residence or workplace or our office.

10. Right of objection

If your personal data is processed on the basis of legitimate interests in accordance with section 6 (1) lit. f GDPR, you have the right to object to the processing of your personal data in accordance with section 21 GDPR, provided that there are reasons for this which arise from your particular situation or the objection to direct advertising is directed. In the latter case, you have a general right of objection, which we will implement without specifying a particular situation.

If you wish to exercise your right, please submit your application in writing, by post or by e-mail to datenschschutz@plazz.ag.

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11. Data Transmission Security

We protect our website and other systems by technical and organizational measures against loss, destruction, access, modification or distribution of your data by unauthorized persons. We have implemented our security measures in accordance with generally accepted industry standards so that the personal data transmitted to us is as well protected as possible both during transmission and after receipt (e.g. through firewalls, anti-virus systems, UPS, backups, etc.). However, no transmission over the Internet and no storage method is one hundred percent secure. If in individual cases personal data is collected via our website, the transmission is encrypted using the currently most common and most secure data transmission method SSL "Secure-Socket-Layer". In addition, we ensure that only those employees of our company who need access to your personal data in order to perform their respective tasks are granted access to it. They are trained accordingly with regard to security and data protection.

12. Up-to-dateness and changes to the Privacy Policy

This data protection declaration is currently valid and has the status as of March 21,2024.

Due to the further development of our website and offers above or due to changed legal or official requirements, it may become necessary to change this data protection declaration. You can access and print out the current data protection declaration at any time on the website at https://polario.app/en/Privacy-Policy_Polario/.

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