

## **chocoBRAIN Privacy Policy**

We are aware of the fact that data privacy is a very important and sensitive topic for you. An important prerequisite for chocoBRAIN's success is that you can trust us to process and use your data properly. For this reason, we would like describe our privacy policy.

### **I. Our Basic Principles**

1. We comply with the data protection regulations, particularly those set out in the German Federal Data Protection Act (*Bundesdatenschutzgesetz*) and the German Teleservices Act (*Telemediengesetz*). Strict compliance with these rules guarantees a high level of data privacy.
- 2 Transparency is of highest priority for us, and we will be glad to answer any questions you may have about how we use your data or about our privacy policy.
3. Except for a few mandatory fields (see below), you can decide yourself what kind of information other users see about you, particularly through the settings in the category "*My Profile*". Your information will not be shared with third parties for advertising or marketing purposes without your explicit consent.

### **II. Collection and Processing of Anonymous Data, Web Analytics Software**

1. Log file data are collected automatically on our server and stored internally in a log file that is transmitted to us via your browser. This refers to the following data:  
The IP address, type and version of your browser and operating system, type of page view, server status, number of transmitted bytes, URL of the site via which you found us and the search terms you used to find us, date and time of retrieval from our website and the name of the retrieved subpages.  
We collect and store such information in anonymous form, which means we cannot match it to a certain person. We collect and process this information only to evaluate it for system-related and statistical purposes.
2. We use Piwik, open source web analytics software, to design our website so as to serve your needs. Piwik also uses cookies (see "Use of Cookies"). The pseudonymized data (including your IP address) we receive are then processed and evaluated by us in Germany. There is no evaluation of personal information. Additional information on Piwik is available in English at [www.piwik.org](http://www.piwik.org).

### **III. Collection and Processing of Pseudonymous Data**

Even if you have registered as a user and have logged in, we still collect and store the data mentioned above in a pseudonymous form. This means that the information is connected only to an internal label and not to your name or other identifying features. We do not link the data to you personally or to your company. The purpose of this data collection and data processing in pseudonymous form is merely to enable us to design and improve our site and our advertising.

### **IV. Collection and Processing of Personal Data**

1. If you register with us as a user, we collect and process the following data as mandatory data for the purpose of fulfilling the obligations described in the terms of use:
  - a) Free basic membership of private individuals:  
first name, last name, sex, date of birth, email address, password

b) Free basic membership of companies:

company name, company address, telephone number, email address, password

c) Fee-based power or premium membership of private individuals:

first name, last name, sex, date of birth, email address, password, address, billing data

d) Fee-based power or premium membership of companies:

company name, company address, telephone number, email address, password, billing data

2. All other information is voluntary.

## **V. Sharing Personal Information**

1. We will not share your data with third parties for advertising or marketing purposes without your explicit consent.

2. If you choose the strictest settings in the category “*My Profile*”, users can see only the following information:

a) Private individuals:

first name, last name, chocoFACTS, visited profiles, visited mediaPAGES

b) Companies:

company name, company description, goods and services, location, telephone number, confirmed contacts, chocoFACTS, visited profiles, visited mediaPAGES

3. You can determine whether more than the minimum information listed above is shown. You can choose the settings in the category “*My Profile*” and decide whether or not to agree to a deeper connection, such as “Friendship”, to enable another user – as described above – to see more information.

4. We explicitly reserve the right to share personal data with authorities – in particular, the police or the department of public prosecution – if there is a suspicion that a crime has been committed and with third parties to enforce claims under civil law in cases provided for by statute or specified in the terms of use.

## **VI. Use of Cookies**

1. We use cookies on different pages in order to make your visit to our website attractive and to enable you to use certain functions. Cookies are small text files that are stored on your computer. Most of the cookies we use are deleted from the hard drive after the browser session (so-called session cookies). Other cookies remain on your computer and allow us to recognize your computer the next time you visit (so-called permanent cookies).

2. You can prevent your browser from accepting cookies by changing the settings. However, not all the functions of the website will be available to you if you do that.

## **VII. Use of Your Email Address**

1. We use your email address to send you a confirmation email after your registration and for correspondence directly related to contract fulfillment.

2. We use your email address for sending you our newsletters or other interesting offers and news only if you have given us permission to do so. You can revoke your consent at any time. You can change the appropriate settings yourself – under “Settings”.

## **VIII. Right to Information, Correction, Blocking, Deletion**

1. We will give you information on the data stored about you or your company, the origin of the data, recipients and the purpose of such storage free of charge at your request at any time. You can obtain this information by sending a request to the contact address (“contact for data privacy”) mentioned below.
2. If the legal prerequisites are met, you also have a right to correction, blocking or deletion of such data. In that case, please also get in touch with the contact for data privacy mentioned below.

## **IX. Changes to this Privacy Policy**

1. We reserve the right to amend this privacy policy at our reasonable discretion – particularly to adapt to new technical and legal developments.
2. Registered users will be informed by us in due time. In the event of an amendment that would lower our high standard of data privacy, the users will have a special right to termination, which has to be exercised within four weeks after having been informed by us of the amendment of the data privacy policy.

## **X. Data Privacy Contact**

If you have any questions concerning the collection, processing or use of personal data or if you want information on your stored data or want to have data corrected, blocked or deleted or if you want to revoke your consent, please do not hesitate to contact:

*Jens Kramer, Uferstraße 20, 69120 Heidelberg, Germany, info(at)chocobrain(dot)com*

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